

SLAYING THE MEETING MONSTER: QUICK STEPS TO SUPERCHARGING YOUR MEETINGS

We've all met the Meeting Monster. He's the giant but invisible beast that always finds a way to turn our meetings into a huge waste of time. He shows up at almost every meeting, lurks in the background, and steals away the minutes and hours. And try as we may, we just can't seem to get rid of him.



A meeting is an event at which the minutes are kept and the hours are lost. - *Anonymous*

Fear not. There are definite measures you can take to slay the Meeting Monster and turn your meetings into a competitive edge. Specifically, you need to take steps to improve your meeting *behavior* and upgrade your *meeting room technology*.

Meeting Behavior: Since time is money, it is crucial to instill simple behaviors that reinforce the importance of moving things along to an actionable conclusion, such as:

1. Create and sustain an on-time culture. It's no longer cool to show up fashionably late to a meeting.
2. Demand an agenda and/or set of objectives for every meeting.
3. Review and assign action items at the end of every meeting.

Time is more valuable than money. You can get more money, but you cannot get more time.
- *Anonymous*

Meeting Room Technology: Today's meetings have moved far beyond the old days of showing PowerPoint slides over a projector. Successful meetings must now harness a wide variety of content sources and display types to create a true multimedia experience – and it must do so simply and reliably in order to keep the Meeting Monster at bay.



1. Control everything. Implement a simple user interface that allows you to control and manage all the technology in the room from a single touch panel or keypad. Eliminate all those confusing remotes.
2. Standardize. Use the same technology from room to room so that users and support teams are familiar with the technology regardless which room they're in.
3. Future-Proof. Install a system a sufficient number of inputs and outputs, as well as technologies to handle new content sources and a wide variety of display types.

We are stuck with technology when what we really want is just stuff that works.

-Douglas Adams

Many successful companies have remained nimble and effective by treating meetings as an asset rather than a hindrance. By changing a few behaviors and deploying the right technology, your organization can reap incredible benefits and turn meetings into another competitive edge.

From the AMX White Paper "The Science of Meetings" (www.amx.com).