

TAKEAWAYS FROM THE BUILD A BETTER MEETING CHALLENGE

10 Common Misconceptions About Meetings



A BCS EBOOK



BUSINESS
COMMUNICATION
SPECIALISTS



Build a Better Meeting Challenge

Between January 11 and April 30, 2016, more than 1,000 people took a [Build a Better Meeting Challenge](#), an online survey that asked participants about their business meeting experiences. The data gathered yielded useful insights and some surprising results.

We summarized the highlights in this report, which challenges some commonly held beliefs about meetings and those who participate in them. Read more about the results and, in the process, learn how to improve your business meeting outcomes.

THE BUILD A BETTER
MEETING CHALLENGE
helped participants to
find out if they're a
**Meeting Maximizer,
MULTITASKER
or Maverick.**



10 Common Misconceptions About Meetings

- 1 | People spend too much time in meetings every day.
- 2 | Many view meeting outcomes to be less than desirable and a complete waste of time.
- 3 | Millennials in particular struggle with meetings and prefer to communicate using other digital channels.
- 4 | With the number of remote workers on the rise, more people now attend meetings remotely.
- 5 | Getting meeting technologies to work significantly delays the start time.
- 6 | Most people multitask during meetings.
- 7 | The size of an organization has no bearing on the number of hours spent in meetings.
- 8 | Setting an agenda is recommended, yet many do not follow this best practice.
- 9 | Vertical industries such as education, healthcare and government spend more time in meetings.



1

MISCONCEPTION #1 | People spend too much time in meetings every day.

45%

Almost half said they spend **4 HOURS OR LESS** in meetings each week; less than one hour per day

31%

About one-third spend **5-8 HOURS PER WEEK** in meetings

24%

Less than one quarter spend **9 OR MORE HOURS** in meetings each week

2

MISCONCEPTION #2 | Many view meeting outcomes to be less than desirable and a complete waste of time.

89%

89% said the meetings they attended were **PRODUCTIVE** or **SORT OF PRODUCTIVE**

This sentiment was consistent, no matter the number of hours spent in meetings each week or the age of the participant.

MISCONCEPTION #3 | Millennials in particular struggle with meetings and prefer to communicate using other channels.



There were **NO SIGNIFICANT DIFFERENCES** between Baby Boomers, Gen-X'ers and Millennials. Age was not a differentiator when it came to:

- Perceptions regarding productivity
- Multitasking during meetings
- Remote vs. in-person attendance

4

MISCONCEPTION #4 | With the number of remote workers on the rise, more people now attend meetings remotely.

Surprisingly, many are **NOT TAKING ADVANTAGE OF TECHNOLOGIES** that would enable them to attend meetings from afar, saving both time and money.



Over half work remotely
1 OR MORE TIMES
per week, yet...



Almost two-thirds said
they **ATTEND MEETINGS**
IN PERSON



Even when working from
home, only 14% **ATTEND**
MEETINGS REMOTELY

5

MISCONCEPTION #5 | Getting meeting technologies to work significantly delays meeting start times.

72%

72% said it took **LESS THAN 5 MINUTES** to get the technology to work

Digital Natives had no advantage in this area; the responses were consistent across Millennials, Boomers and Gen-X

6

MISCONCEPTION #6 | Most people multitask during meetings.

67%

Two-thirds said they
LISTEN & TAKE NOTES
during meetings

8%

Only 8% **PERFORMED
TASKS** such as checking
email or social media

25%

One quarter admitted to
**SOMETIMES DOING
WORK** during meetings

7

MISCONCEPTION #7 | The size of an organization has no bearing on the number of hours spent in meetings.

61%

61% of those from small or startup businesses said they spend **0-4 HOURS IN MEETINGS EACH WEEK** as compared to 44% for mid-sized and 30% for enterprises

37%

37% of those who work in an Enterprise setting spend **9+ HOURS IN MEETINGS EACH WEEK** as compared to 21% for mid-sized and 16% in small or startup businesses

8

MISCONCEPTION #8 | Setting an agenda is recommended, yet many do not follow best practices.

56%

More than half of respondents indicated they **ALWAYS CREATE AN AGENDA**

15%

15% said limiting agenda topics to a set time **INCREASED MEETING PRODUCTIVITY**

MISCONCEPTION #9 | Vertical industries such as education, healthcare and government spend more time in meetings.

Only one quarter of those responding from these sectors spent **9+ HOURS IN MEETINGS EACH WEEK**, which aligned with results from other industries



EDUCATION

53% spend 0-4 hours per week in meetings



HEALTHCARE

41% spend 0-4 hours per week in meetings



GOVERNMENT

43% spend 0-4 hours per week in meetings

10

MISCONCEPTION #10 | People experience meetings the same way the world over.



AUSTRALIA

82% of Australians meet for 5+ hours a week, as compared to 55% in North America

ASIA & EUROPE

48% from Asia and 52% from Europe said meetings were productive, as compared to 40% in North America

EMEA & APAC

More than 70% of respondents work remotely at least once per week, as compared to 52% in North America

Conclusion

Meetings are a fact of business life, so why not make your gatherings as effective as possible? BCS can help. Our unified communications (UC) solutions are designed to improve collaboration, productivity and overall performance.

If you're looking to step up your business communications and further explore all that UC can deliver, contact the experts at today.

Build a Better Meeting Challenge Demographics

1,006 Respondents

AGE

18-36 (Millennial): 26%

37-51 (Gen X): 52%

52-73 (Baby Boomer):

28%

Other: 4%

BUSINESS SIZE

Enterprise: 31%

Mid-sized: 39%

Startup/Small: 30%

INDUSTRY

Education: 17%

Finance: 9%

Government: 9%

Healthcare: 11%

Marketing: 6%

Technology: 21%

Other: 27%

REGION

92% of respondents were

from North America:

the remaining 8% were

spread across the other
continents

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