Ending Unproductive Virtual Meetings

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A key advantage of face-to-face meetings, according to respondents, is that all the visual clues needed to avoid misunderstanding are present. A full 96% said they had correctly predicted a positive outcome from a face-to-face meeting based on nonverbal clues, with the most predictable being good eye contact.

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Poorly run meetings have a tremendously negative impact on team success, innovation, creativity, and on individuals’ well-being and stress. In fact, experiencing a poor meeting can even result in *meeting recovery syndrome*, where employees lose additional time and productivity mentally recovering from a bad meeting.
The research suggests that only around 50% of meeting time is effective, well used, and engaging — and these effectiveness numbers drop even lower when it comes to remote meetings.
1. Virtual Communication is Hard to Remember
2. Lack of Social Cues
3. Short Attention Spans
4. Not in the Same Environment
Separated Environments
Separated Environments
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<table>
<thead>
<tr>
<th>Medium</th>
<th>Information Richness</th>
<th>Data Capacity</th>
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</thead>
<tbody>
<tr>
<td>Face-to-face discussion</td>
<td>Highest</td>
<td>Lowest</td>
</tr>
<tr>
<td>Telephone</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Electronic mail</td>
<td>Moderate</td>
<td>Moderate</td>
</tr>
<tr>
<td>Blog</td>
<td>Moderate</td>
<td>Moderate</td>
</tr>
<tr>
<td>Individualized letter</td>
<td>Moderate</td>
<td>Moderate</td>
</tr>
<tr>
<td>Personalized note or memo</td>
<td>Moderate</td>
<td>Moderate</td>
</tr>
<tr>
<td>Formal written report</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Flyer or bulletin</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Formal numeric report</td>
<td>Lowest</td>
<td>Highest</td>
</tr>
</tbody>
</table>
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Provide Data First
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Don’t Over Invite
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Turn Camera On
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Use Artificial Social Cues
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Shorten Your Meetings
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Meeting Basics
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• Set Expectations