



TAKEAWAYS FROM THE SHORETEL BUILD A BETTER MEETING CHALLENGE

10 Common Misconceptions About Meetings

The ShoreTel Build a Better Meeting Challenge

Between January 11 and April 30, 2016, more than 1,000 people took the **ShoreTel 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.

Take the ShoreTel
**BUILD A BETTER
MEETING CHALLENGE**
to find out if you're a
**Meeting Maximizer,
MULTITASKER
or Maverick.**

TAKE THE CHALLENGE



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.
- 10 | People experience meetings **the same way the world over**.



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

BONUS: What collaboration tools do Millennials prefer? **Find out.**

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

BONUS: Want remote workers to feel more included in meetings? **Read these 9 tips.**

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**

BONUS: The right tools can enhance productivity. [Learn more.](#)

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

BONUS: Looking to make your meetings more productive? **Follow these 5 tips.**

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

BONUS: For other ideas, read **4 Ways to Make Your Meetings ROCK!**

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

BONUS: Virtual meetings will become increasingly commonplace. **Here's why.**

Conclusion

Meetings are a fact of business life, so why not make your gatherings as effective as possible? ShoreTel 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 ShoreTel today.

Build a Better Meeting Challenge Demographics

1,006 Respondents

AGE

18-36 (Millennial): 26%
37-51 (Gen X): 42%
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



1.844.746.7383 | www.shoretel.com