



guidedinsights

breakthrough conversations
for bottom-line results

Meeting Facilitation Services and Workshop Design

Most organizations use meetings to get important work done, especially when desired results rely heavily on interdepartmental teamwork. Despite the proliferation of meetings, recent surveys indicate that as much as 50% of meeting time is regarded as generally unproductive and that about 25% of meetings are spent discussing irrelevant issues. These figures apply equally to face-to-face and virtual meetings.

Other recurring complaints: Meetings run far too long; are unfocused and lack proper controls; are scheduled without time to prepare adequately; have the wrong participants; are often unnecessarily dull and frustrating; and most important, yield too few results.

The cost related to unproductive meetings can be enormous. Obvious costs include preparation time and materials; meeting space, refreshments, supplies, audiovisuals, copying, shipping and other associated costs; participant travel and dining expenses; and salaries of all participants. These totals alone can be staggering.

But it's the less obvious costs that can really erode the bottom line. These may include "opportunity costs" of time that could have been spent on more fruitful activities as well as the cost of failing to reach meeting objectives. Imagine the *real* cost of a meeting where participants fail to agree on a set of corporate standards for a new messaging system, or an R&D team can't reach consensus on the design features of a new product, whose delay can easily cost millions of dollars each day.

Guided Insights is in the business of helping organizations to make working meetings productive, achieving the best possible tangible results in the shortest period of time.

Services include:

- ▶ Expert meeting and workshop facilitation in both face-to-face and virtual settings
- ▶ Development of a realistic agenda with achievable objectives, including activities designed to fully engage participants in all locations
- ▶ Collaborating with client to ensure that participants are prepared in advance
- ▶ Suggestions to ensure that decisions, results are acted upon afterwards

Benefits:

- ▶ Extract the best ideas from the most people in the least time
- ▶ Neutral, professional facilitator encourages more open, candid conversations
- ▶ Frees up time for client sponsor
- ▶ Better ROI on meeting time, expenses
- ▶ Participants more likely to be engaged next time they're asked for help

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