

The Meeting Company's behavioural solution ushers in a new era of intelligent meetings



A staggering 71% of meetings are perceived to be ineffective primarily due to behaviours rather than issues with systems and processes. Despite these statistics, many companies lack appropriate measures to assess and oversee meeting effectiveness.

According to The Meeting Company CEO Mark Kayser, there has never been a better time or space to address business meetings. "Without proper tools and quantitative metrics for gauging meeting efficacy, it becomes challenging to measure the success of organisational meetings. After all, fixing what isn't measured can be a difficult task."

In the same vein that smartphones transformed our world by providing instant access to information, The Meeting Company is poised to reshape the landscape of corporate collaboration. Introducing an innovative meeting behavioural solution, the company addresses the root cause of inefficiency in meetings – group behavioural dynamics.

Positioning itself as the next big leap in business technology, The Meeting Company's behavioural analytic technology with advanced psychometrics is redefining and optimising meetings, promising to contribute positively to business goals.

Drawing parallels with revolutionary tools like smartphones, this new approach tackles the often-overlooked, the impact of ineffective meetings and their drain on people.

More concerning, the majority of meetings do not achieve their purpose. This is a mind-boggling statistic considering the vital role meetings play in decision-making, collaboration, and innovation. Imagine the

colossal waste of time, money, and emotional energy involved in these unproductive gatherings.

Kayser says this is the glaring problem that The Meeting Company aims to solve with its ground-breaking solution - a solution to transform the way businesses approach meetings

“Much like smartphones combined communication, computing, and entertainment, The Meeting Company’s solution seamlessly blends behavioural science and innovative technology. Capable of generating over a billion meeting permutations for a typical meeting, it aims to improve over 90% of meetings by understanding people and their meeting preferences,” he explains.

He says this breakthrough promises not only time and cost savings but also a more emotionally intelligent and productive organisational culture. “This advanced instrument offers groundbreaking insights into the behavioural preferences and tendencies of meeting attendees.”

By understanding meeting preferences and profiles, companies can save time, money, and emotions while improving organisational culture. The Meeting Company’s solution enhances meeting success by priming attendees with group preferences. By tailoring meetings to suit everyone’s needs, conflicts are reduced, and effective collaboration is promoted, fostering a more productive and engaging experience.

Testimony to its effectiveness, a data scientist Malcolm commented: “A great approach to meetings, the information for my team was incredible and we are data scientists and engineers. My team was astounded by the level of accuracy from the models, and this from a team that know what models can do, very accurate, you impressed that technical team dramatically. This is a no-brainer.”

Kayser highlights the adaptability of the meeting optimisation solutions, whether it’s a sales pitch, team meeting, face-to-face, online, VC, or board meeting. The solutions are designed to improve meetings by encouraging a people-centric approach and, ensuring they contribute positively to business goals.

While companies heavily invest in project monitoring, the effectiveness and cost of meetings often go unmeasured. The Meeting Company provides a simple and effective solution to optimise meetings, instilling a culture of effectiveness and driving lasting productivity for businesses.

“Join the meeting revolution, discover how The Meeting Company can drive lasting productivity for your business. Schedule an assessment with our meeting behavioural experts now and take a leap into the future of meetings,” he concludes.