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Katherine Woods urges companies to step away from ingrained meeting habits.

Katherine Woods, founder of meeting facilitation company, [Meeting Magic](#), has bold views on business meetings. Radical changes to boardrooms and stepping up to lead a micro climate of good meeting culture are two ways she claims companies can make real savings to their bottom line.

Research has indicated that UK businesses are wasting in excess of £10 billion a year on meetings that lead to no action.*

The most common problems reported were; poor time keeping (only 5% start on time and only 2% finish on time), not sticking to the agenda and a lack of clear objectives (only 5% of meetings have clear objectives).

The economic recession has forced companies to look closely at the cost of meetings. Many companies have reduced the amount of travel that takes place and in turn have conducted meetings virtually. Despite this emphasis on costs, few organisations are addressing one of the biggest costs; the lack of results from meetings. A survey of 1500 UK business managers revealed that only 54% of business meetings result in action.*

“If meetings were production lines, most of them would be shut down due to a lack of product and high levels of re-work!” says Katherine Woods.

Katherine recommends organisations start at the top. “When faced with the traditional long, highly polished boardroom table, this can be my worst nightmare! The table takes up the majority of space in the room and cannot be moved or removed. It is a barrier to creating an environment of interactivity, creativity and trust. These are amongst the key elements that make a productive meeting.”

Katherine goes on to say, “Poor meeting habits can become part of an organisations culture. If ineffective meetings are tolerated in an organisation, then create a micro climate of good meeting culture. Anyone who leads meetings can adopt a productive meeting culture and become known for it within an organisation.”

“Meetings should provide the driving force behind most of the work that is carried out by businesses. However, only those organisations who are prepared to take a leap of faith, to turn around their company’s meetings culture, can really harness the intellectual horsepower of its people” concludes Katherine.

*Research conducted by [Fly Research Limited](#) for Meeting Magic in January 2009.

EDITORS NOTES

Meeting Magic facilitates participative and productive meetings. From strategic planning with leadership teams, to large group meetings and conferences, the company helps participants to deliver better results. Meeting Magic works with organisations worldwide. Clients include Mars, Microsoft, Coca Cola, Department of

Health, Metropolitan Police and Big Lottery. The company has affiliate partners in Australia and the USA.

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