



Client

Global technology and social media company with 10,000+ employees

Challenge

Annual employee survey indicated unsatisfactory scores for both time management and well-being, high frequency of meeting culture complaints

Solution

- Collect qualitative and quantitative data on which meetings are unnecessary, too frequent, too large, too long, and/or run ineffectively
- Address most expensive meetings and declare a two-week moratorium on all internal recurring meetings
- Collect additional data on which meetings need to be reintroduced and in what form
- Conduct department-wide trainings on research-backed methods for running effective meetings and optimizing scheduling

Results

- Eliminated one bi-weekly status meeting that cost the organization over \$1M annually
- **13% reduction** in department's overall internal meeting time
- **27% reduction** in average meeting duration
- **85%** agree with statement "I feel my time is more respected"
- **53%** agree with statement "I find it easier to schedule my most important work when I am mentally at my best"

"Before it was practically unheard of for someone to say "no" to a meeting. Now our meetings are shorter and people expect to be challenged on the purpose of getting together."

Director, Marketing Operations