

AMASSING EMPLOYEE
MEETING DATA

SPECIAL REPORT



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THE OPPORTUNITY COST OF A POORLY-RUN MEETING

In the modern workplace, around 46 million meetings are taking place every day: boring meetings, meetings with no clear agenda, stand-up meetings, spontaneous meetings, meetings that never seem to end - meetings with no purpose.

And by “meeting,” we mean these:

- Staff meetings
- Brainstorming sessions
- Production overviews
- Town hall meetings
- Internal presentations
- Staff mixers
- Creative sessions
- HR gatherings
- Cadence meetings
- New employee onboarding
- Team progress check-ins
- Post-project analysis meetings
- Planning meetings
- Problem-solving gatherings
- Internal workshops

Every time you get your people together in a meeting space, you have the profound opportunity to accomplish greater productivity and gather data from the meeting attendees at the same time.

When a meeting organizer doesn’t do enough strategic planning in advance of their large meetings, there are quantifiable opportunity costs – a missed opportunity to kill two birds with one stone. An opportunity squandered to solve real problems, glean gems of thought-provoking ideas, and provide networking opportunities within your teams.



WHEN MEETINGS ARE SCHEDULED, BUT THEY STAY IN THE SAME FAMILIAR GROUP FOR THE ENTIRE MEETING, YOU MISS OPPORTUNITIES FOR MEANINGFUL, PURPOSEFUL DISCUSSIONS TO SOLVE PROBLEMS.

To that end, consider the following:

THE REAL DANGERS OF DISENGAGED EMPLOYEES

Meetings are a prime opportunity for employees to feel engaged - or not - in the mission of the department and/or organization. Forbes Magazine illustrates this as “a lack of participation in team or one-on-one meetings or in **‘the meeting after the meeting,’** where employees meet separately to process and communicate what should have been shared in team meetings.” This lack of participation is a notable sign that your employees are withdrawing from contributing to the growth and wellness of your organization, which is a road leading toward disengagement and eventual separation from the company. We talk more about the “meeting after the meeting” later in this report.

EMPLOYEES WITH SOMETHING TO SAY BUT NO OUTLET TO SAY IT

Many employees would much rather speak up in a smaller group breakout session than in a large 200 person meeting. Yet, many meeting organizers discount the value of “the meeting after the meeting” to truly elicit thoughtful, meaningful contributions. More on this concept later.

MISSED OPPORTUNITIES FOR COLLABORATION

When meetings are scheduled, but employees stay in the same familiar group for the entire meeting, you have missed the opportunity for smaller groups of well-paired individuals to brainstorm independently then come back together with real solutions and ideas for the group - an outcome you almost never get in a large group setting. In short, you miss opportunities for meaningful, purposeful discussions to solve problems.

MISSED OPPORTUNITIES FOR DATA GATHERING

Even when meeting owners plan for breakout sessions in their larger meetings, they miss the opportunity to gather data from each of the participants that can be leveraged in many different ways well after the meeting itself: data about the teams’ general understanding of the mission at large, their opinions about current projects, their thinking on new initiatives - the list goes on and on.

THE CONCEPT OF THE “MEETING AFTER THE MEETING”

If you desire frank, uncensored information, input, and ideas from your meetings, research shows that these usually occur at the “meeting after the meeting.” According to Poppulo, the meeting after the meeting refers to an informal and impromptu gathering of meeting participants who gather by the proverbial water cooler to discuss their thoughts and opinions on what was discussed and brought up at the original big meeting. This gathering tends to effect more change and is sometimes more influential than the discourse of the original meeting itself.

The challenge with the “meeting after the meeting” is that it’s unstructured, unplanned, and is not led and directed with the goal of constructive feedback and output. Sometimes it’s even downright negative, as employees chat about how silly some executive’s idea was, or how things never change at the company, or about how a handful of “teacher’s pets” usually make the decisions that impact hundreds.

The way to get to the bottom of the “meeting after the meeting” is - plan for it! Divide your large meeting into several purposefully-chosen groups of people who can further discuss the “big meeting” contents and offer their own different opinions, without the fear of saying something “wrong” or offending someone in a position of power. Placing people in these smaller breakout sessions can be done by comparing and contrasting disparate types of employees (i.e., someone from engineering with someone from accounting, or all the new employees in one group) to get the types of results you’re looking for, depending on the topic at hand. If it’s a controversial topic, you’ll want to get small groups of people from all walks of the larger meeting so that “group think” or “me too” doesn’t dominate the breakout session.

The “meeting after the meeting” can become a standard at your organization as a way to elicit thoughts, opinions, and solutions on what your meeting attendees **REALLY** think, not just what they think you want to hear. ***This is how real movement and solutions are born.***



THE “MEETING AFTER THE MEETING” CAN BECOME A STANDARD AT YOUR ORGANIZATION AS A WAY TO ELICIT THOUGHTS, OPINIONS, AND SOLUTIONS ON WHAT YOUR MEETING ATTENDEES REALLY THINK, NOT JUST WHAT THEY THINK YOU WANT TO HEAR. THIS IS HOW REAL MOVEMENT AND SOLUTIONS ARE BORN.



DATA IS KING - DATA IS MORE VALUABLE TODAY THAN OIL, AND IT SHOULD BE GATHERED EARLY, OFTEN, AND FROM EVERY SINGLE MEETING ATTENDEE, EVERY SINGLE TIME.

WHY AREN'T ORGANIZATIONS GATHERING DATA FROM THEIR MEETING ATTENDEES, EVERY TIME?

For some reason, even the most well-meaning meeting organizers come away from meetings with vague feedback and no real actionable results. Why is this? It's hard to quantify how every single person in the meeting felt about a proposed initiative, or what they thought of a suggested solution to a problem.

Rather, if the meeting is accompanied by data gathering - either at the beginning, ending, or middle of the meeting - from every single person present, the meeting manager now has quantifiable and empirical data with which to draw conclusions.

When only a few people speak out at a meeting, you're relying on a small, non-statistically sound data-gathering method. When you ask thoughtful, well-planned questions that everyone is required to answer at some point in the meeting, now you are better prepared to implement an initiative, pull the trigger on solving a problem, or figure out the best way to launch a new product.

Data is king - data is more valuable today than oil, and it should be gathered early, often, and from every single meeting attendee, every single time.





IT'S CRITICAL THAT YOU USE
A PROVEN SCIENTIFIC METHOD
OF ASKING THE RIGHT
QUESTIONS THAT WILL
EARN YOU THE DATA YOU SEEK.

HOW TO DETERMINE WHAT KIND OF MEETING DATA YOU WISH TO GATHER FOR FUTURE ANALYSIS

So we've talked a lot about the value of gathering valuable data points from every single meeting attendee in order to have actionable results that can save your organization time, money, and resources - or increase revenues in some cases. So how do you figure out what types of questions to pose to your meeting attendees to get the valuable data you need?

It's critical that you use a proven scientific method of asking the right questions that will earn you the data you seek. And to do this, you've first got to be clear about what sort of actionable result you seek. This requires a quantitative approach to a qualitative meeting!

Another way to think through this process is to ask yourself these questions prior to the gathering or meeting:

- 1** What are the areas of data impact? In other words, do the answers you seek have to do with employee satisfaction? Company profitability? Fixing client attrition?
- 2** What are the reasons to gather this data? In other words, why are these areas of data impact important to you? Are they impacting your margins? Affecting employee churn? Stifling your ability to grow your products or services to remain competitive?
- 3** What are some sample questions you can ask to capture this data? In other words, how can you word 10 different questions in such a way that you gather conclusions based on the opinions of everyone in your meeting?

Imagine if your enterprise organization utilized this method (nicknamed the "Mixtroz Method") at every single employee meeting/gathering of 25 or more employees over the next 6 months? Can you imagine the impact of this much "census-level" data? Then, once you have this data, you can digest, study, and draw conclusions in the way of presenting to executives the actionable results that might even increase revenue or decrease expenses.

SOME EXAMPLES OF THE DATA GATHERING PROCESS

The following are examples of how some enterprise businesses, using Mixtroz at multiple corporate internal meetings, have gleaned data from event attendees over time and then come out with actionable data.

AREAS OF DATA IMPACT:	REASONS TO HAVE THIS DATA	EXAMPLES OF DATA POINTS TO GATHER:	SAMPLE QUESTIONS:	SAMPLE DATA ANALYSIS STATEMENT:	ACTIONABLE RESULTS: INCREASE IN REVENUE OR DECREASE IN EXPENSE:
CULTURE (HR) MEETINGS	Solves recruitment issues for hard to fill jobs in high demand industries or specialties (such as engineering)	Benefits, career advice, unfair treatment, violations of employee manual, comm between depts, senior mngt unapproachable. most desired perks	Q: Most attractive perks? A1: Unlimited vacation A2: Spa and wellness A3: Sabbaticals every 2 yrs A4: Bringing pets to work	"In our latest engineering retreat, of our 412 engineers, 80% of them said sabbaticals every 2 years would most satisfy them and give us a competitive edge over other companies"	Considering implementing sabbaticals every 2 years gives us more competitive recruiting tools, resulting in shorter time to hire for hard-to-fill jobs, and higher, faster productivity with full staff after exiting employees, which results in increased throughput.
CAREER GROWTH OPPORTUNITIES MEETINGS	Reduces employee churn/attrition in order to save money on the added cost of recruiting and training brand-new employees	Promote from within policy, number of new jobs created per year, employee attrition, path to grow	Q: Know how to get promotion A1: Absolutely A2: Not sure A3: No	"Our team lead conference feedback told us that 70% of team leads either don't know exactly what they need to do to become eligible for a promotion, or they think this information doesn't exist in their department."	Implementing written career growth paths in each department gives employees a clear understanding of how they can get ahead, keeping employees from thinking they have to leave to get a better title and higher paying job, thereby reducing attrition.
DIVISIONAL AND FUNCTIONAL EXPERTISE MEETINGS	Determines the exact skillset contained within a group for leveraging economies of scale	Knowledge level of a particular set of code, have managed 10 or more people, P&L experience, use of a specific tool	Q: Know Google products A1: Expert A2: Average A3: Fair A4: Poor	"Did you know that 65% of the QA dept team are either experts or have average knowledge of Google applications?"	Cancel Microsoft Word, Excel, and Powerpoint licenses and move instead to Google Drive for the QA dept, saving \$80k a year
INNOVATION MEETINGS	Encourages employees to create and implement brand new products/ services or "bolt-on" products/ services for upsells	Employees with competitive experience, sales team members with years of experience listening to customer enhancement requests, technical staff being exposed to customer product usage to experience likes and dislikes	Q: When suggesting ideas A1: Urged to run with it A2: In consideration A3: Given a brief look A4: Discouraged from it	"Did you know that 90% of our salespeople feel that if they come up with a good enough idea for a product or service we could sell, they are encouraged and supported at all levels of the organization? Then why don't we have more new product/ service offerings in our salespeople's toolbox?"	Determine hurdles toward implementing new sales ideas (i.e. begrudging engineering teams or non-cooperative contract admins); senior management personally remove hurdles, and pave the way for entrepreneurial behavior for new product/ service lines that will add net new business to our bottom line.

USING A TOOL LIKE MIXTROZ TO GATHER ACTIONABLE MEETING DATA POINTS REQUIRES THOUGHT-PROVOKING CONVERSATIONS

The trick to systematic data gathering is to plan in advance. The exercises above are probably already conversations your teams are having about different areas of your business.

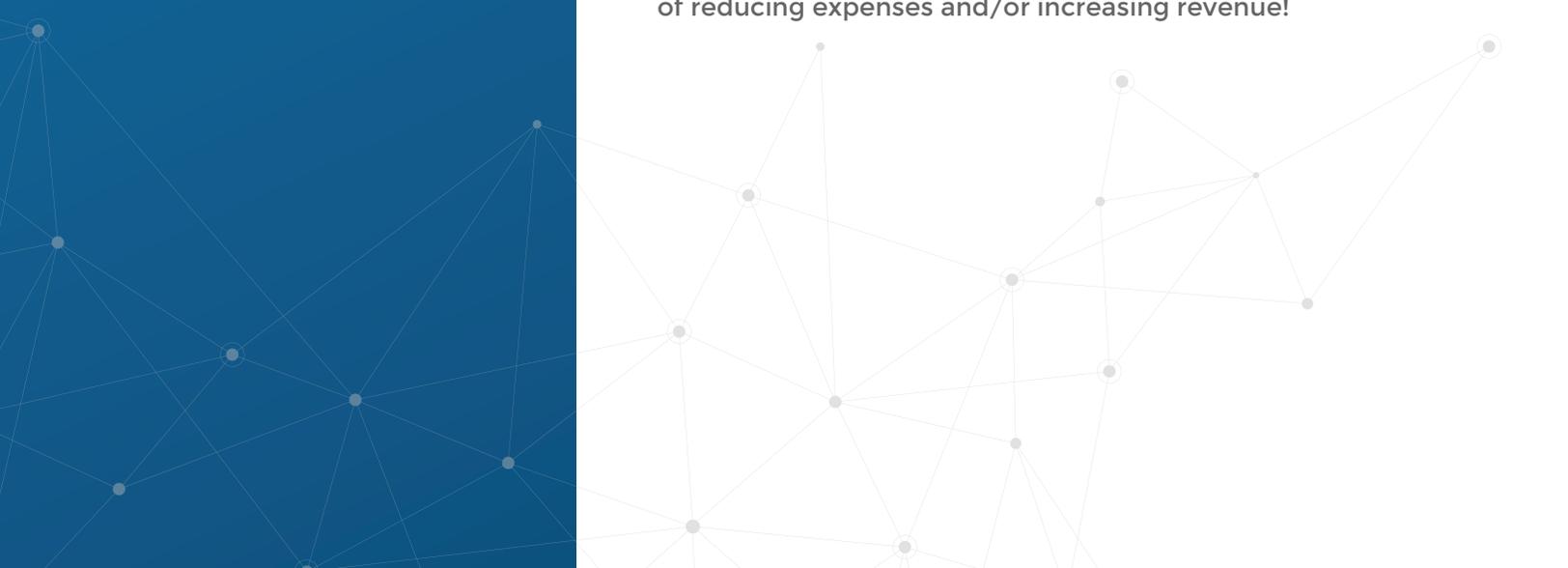
Because meeting attendees are interfacing with the Mixtroz app prior to being broken out into groups, they must answer these questions in order to get assigned to a group, making the Mixtroz method much more valuable than a traditional survey, which usually only gets a 30-40% response rate. In this use case, the Mixtroz app can guarantee a much higher response rate!

The key takeaway is to unpack the corporate goals and break them into manageable potential outcomes. Craft the reasons why you want to gather that data, and then interpret and action it after your meetings.

Meaningful employee data gathering is one of the most important - and often overlooked - outcomes of any meeting, gathering, or event. Take the time in advance to prioritize what your organization most wants to better understand, and you can reap the rewards later in the form of reducing expenses and/or increasing revenue!

WANT TO LEARN MORE ABOUT THE MIXTROZ MEETING MANAGEMENT PLATFORM AND HOW YOUR DATA GATHERING CAPABILITIES CAN MAKE A PROFOUND IMPACT ON YOUR ORGANIZATION?

[VISIT MIXTROZ.COM](https://mixtroz.com)



ABOUT MIXTROZ

Mixtroz is a meeting and event planning platform that engages and improves meetings and events for employees while collecting data for meeting hosts. Employees download the Mixtroz app and complete a virtual name tag and survey customized by the organizer. At a predetermined time, the app simultaneously matches attendees and guides them to an intelligently automated match of people for a curated group connection experience in real-time! At the completion of the session, the organizer gains the visualized survey data collected from the interactions which can be used to drive future revenue-generating cost-cutting measures all throughout your organization. Mixtroz can be up and running at your meeting event instantaneously.

So, to get started working less and innovating more,
visit Mixtroz at www.mixtroz.com.



THE ONLY WAY TO INCREASE ENGAGEMENT
& COLLECT DATA IN REAL-TIME

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