

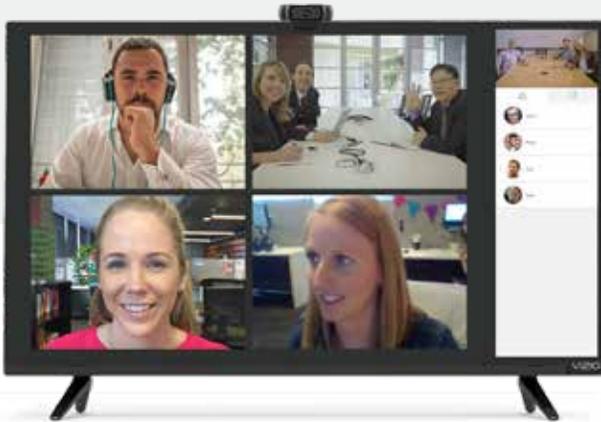


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Ridiculously simple video meetings.

Now what will you do with it?



## How to Choose a Video Collaboration Solution

Re-engage remote workers with video conferencing for face-to-face interaction

### Improve connections

We've all been there. You complete a presentation, end a meeting, or finish a conversation over the phone . . . and have no idea how it went.

Effective communication is much more than words. We rely on visual cues — what we see in a person's facial expressions and body language — to judge their reactions and adjust our dialog accordingly. Phone meetings can't provide that.

### Increase engagement

The minute we see a person's face we're more connected to the discussion. So it's less likely for participants in a video meeting to respond with dead silence when a question is asked or brainstorming is encouraged. Large meetings run more smoothly with video because there's greater interaction among the team and less confusion on who is talking. Plus, participants can stay engaged longer, making video conferencing a great alternative to more expensive travel to a meeting location. and less confusion on who is talking. Plus, participants can stay engaged longer, making video conferencing a great alternative to more expensive travel to a meeting location.

### Better manage remote employees

Managing remote employees is different than overseeing staff that is in the office. Extra care needs to be taken to assure offsite workers are kept in the loop, receive the feedback they need, and feel part of the team. Video meetings can help by enhancing communication and building trust between employees and their supervisors. And makes that remote employee feel part of the team even though they are not in the office.

*Business discussions no longer necessarily occur while standing around the office water cooler. Today, we operate in a virtual world. A growing number of employees work remotely. And we often spend more time interacting with people across the country, than those in the cube or office next to us.*

The virtual workplace has many advantages for both employees and employers:

- Fewer workers drive to work, significantly lowering greenhouse gases.
- Employees—especially millennials—like the flexibility of working when and where they want. It increases employee engagement (and productivity). It's a perk that attracts the best talent.
- Businesses benefit from flexibility; employees can cover multiple time zones making everyone more productive.
- Less office space is needed, reducing a major business expense.

Still, a remote workforce can easily get disconnected if not managed correctly. Problems exist like miscommunication and intangibles like not feeling a part of the culture.

New video collaboration technology is helping to bring working teams closer together — no matter where they work.



*Work flexibility—a key benefit of working remotely—increases productivity by as much as 71%, according to Workplace Trends.*





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## Tips on communicating with remote workers

- Touch base regularly. Once a week is ideal.
- Focus on work completed, not hours worked.
- Set, communicate, and discuss monthly goals and use the meeting to check-in on progress.
- Provide continuous feedback. Remote workers, in particular, can feel uninformed. Don't wait until the annual review to discuss it.
- Ask employees if they are getting everything they need from you and what roadblocks you can help remove.

## What to look for in a video conferencing solution

In the "old" days, your only choice for virtual face-to-face meetings was to go to a special space set up for video conferencing where the technology was old and clunky. More often than not, you needed IT or Facilities to help. Since it's been implemented, it's probably gathering dust even though it cost millions of dollars to get the entire building retrofitted.

Those days are over. Now-a-days, video meeting should be about connecting, not worrying over technology.

### Choose video systems

- Collaboration should be able to happen anywhere, anytime and on any device. You shouldn't need IT or Facilities.
- Easy to use
- Enable ad-hoc, stand-up, and one-on-one meetings.
- Meet on-the-go, in a huddle space, or conference room, even seamlessly switching among them. If in-room, set up should take less than six minutes.
- Use any device. You should be able to access the meeting on your PC, tablet, or smartphone. You should also be able to meet in a room with multiple people, too.
- Easily invite people to the meeting.
- Easily start or join a meeting. You shouldn't need to hunt for wires, access codes or dongles.
- Share information quickly and on-the-fly where everyone has the same access.

Bottom line, it should be easy to use. Don't settle for anything less.



*61% of companies are investing in richer video and content-sharing technology.*