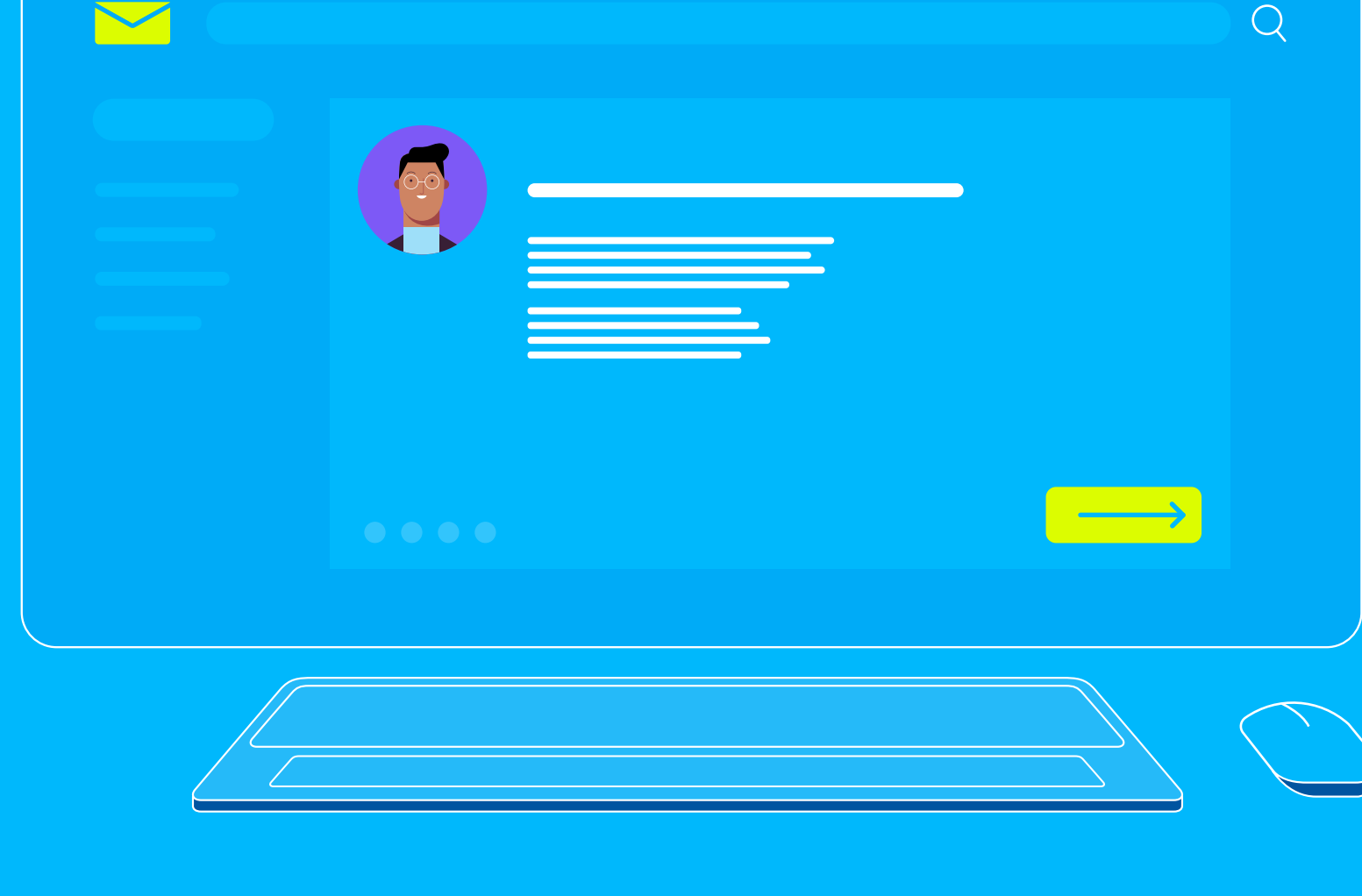
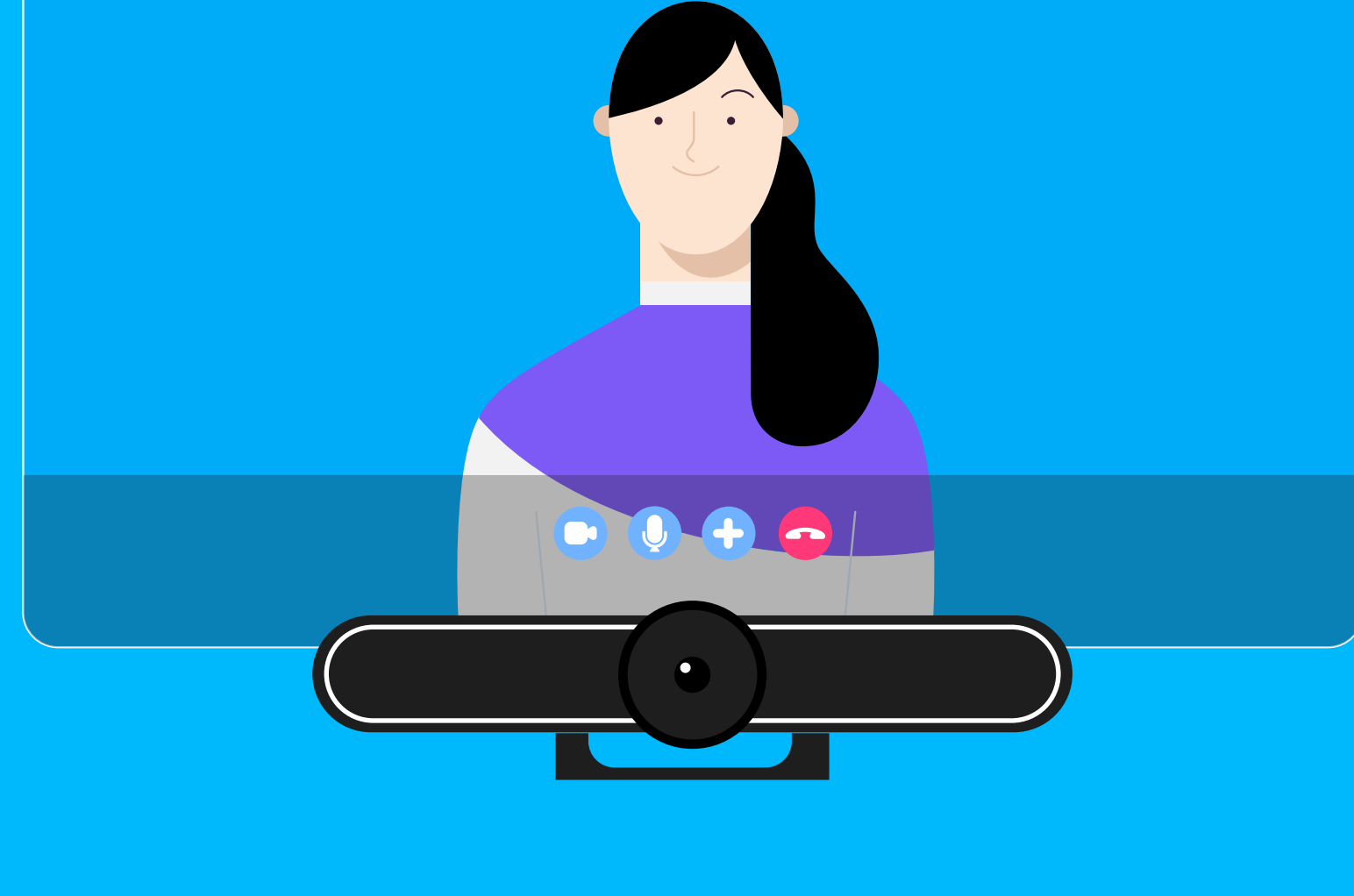


SHOULD THIS BE A VIDEO MEETING OR AN EMAIL?



Sometimes a concise email is all you need to get across a simple message.

But real-time communication strengthens relationships and collaboration. When face-to-face meetings aren't possible, take the next best route with video meetings.

If you're weighing whether to set up a video meeting or send an email, ask yourself these questions to help you decide.

DO YOU NEED TO BUILD A RAPPORT WITH THE OTHER PERSON(S)?

YES

NO

VIDEO MEETING

Spark Small Talk.

Pre-meeting talk and virtual "water cooler" breaks help build stronger teams and increase focus on solving problems.

DO YOU NEED FEEDBACK?

YES

NO

MEETING TIP

Set an agenda and stick to it.

Include a clear purpose in your invite and follow an agenda to hit your goals.

DO YOU HAVE MANY QUESTIONS?

YES

NO



MEETING TIP

Start on the same page.

Share material to read in advance or at the start of the meeting to level-set.

WILL THERE BE A GROUP DISCUSSION?

NO

DO YOU NEED AN IMMEDIATE RESPONSE?

YES

YES

NO

VIDEO MEETING

Avoid Groupthink.

Use polling and chat features to collect individual input in larger video meetings.

VIDEO MEETING

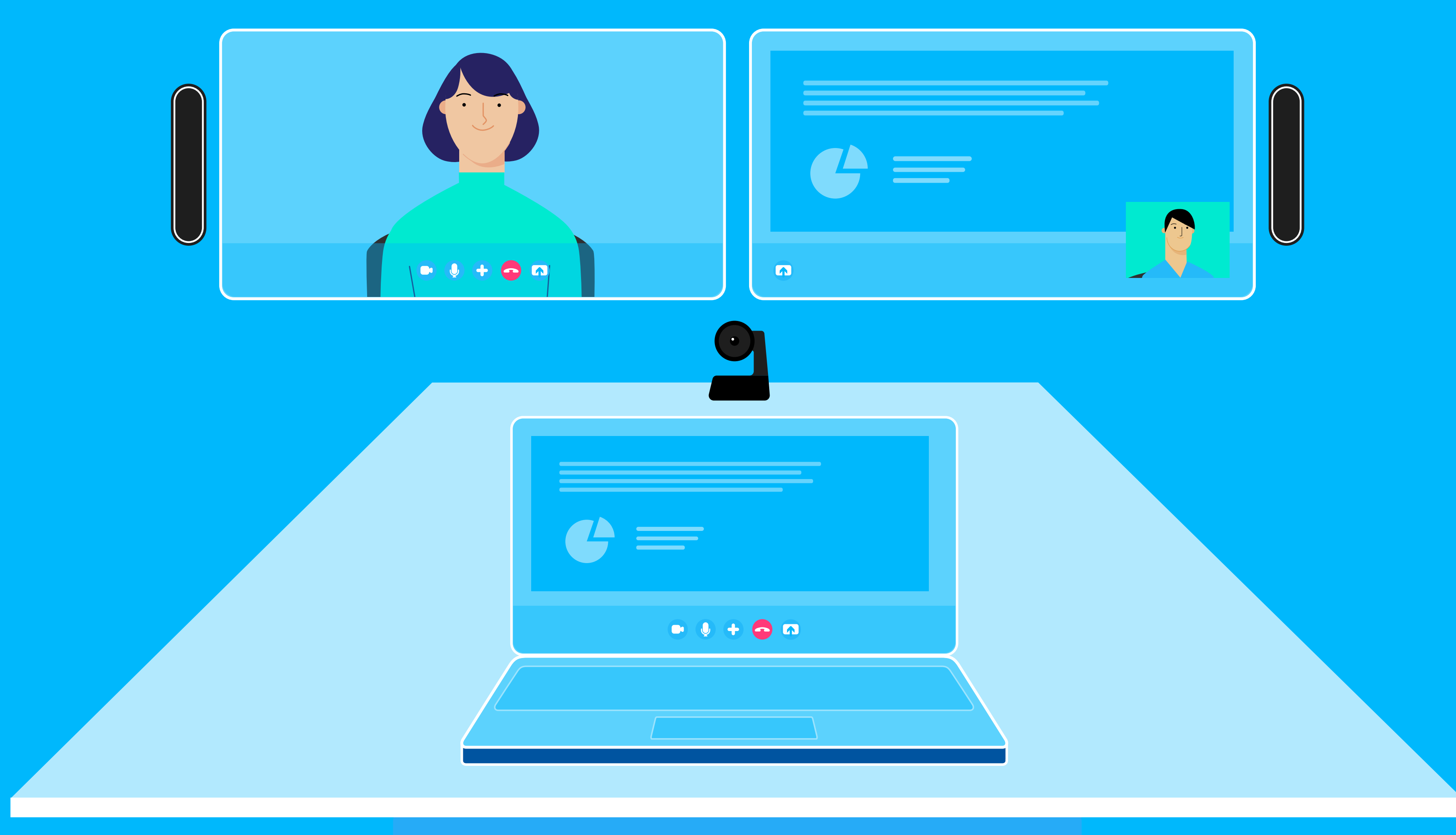
Connect Eye-to-Eye.

Make virtual eye contact by looking at the lens when speaking. This evokes positive emotions, similar to an in-person interaction.

EMAIL

Give a Deadline.

Even if your request isn't urgent, help others prioritize exactly when your request needs to get done.



MEETING TIP

Build in engagement.

Use screen sharing and whiteboard technologies for more collaboration.

IS THE INFORMATION COMPLEX?

YES

NO

IS THE TOPIC EMOTIONALLY SENSITIVE?

YES

NO

VIDEO MEETING

Embrace Silence.

Take pauses when speaking so attendees can digest information, react to it and ask questions.

VIDEO MEETING

Read Body Language.

55% of our communication is body language. Use video to read and respond accordingly.

EMAIL

Keep it Focused.

Use a meaningful subject line and get to the point quickly. Make it easy to read with white space and bullet points.

MEETING TIP

Encourage action.

Share results and action items in a post-meeting email for future reference.

For more helpful tips and other resources on how to have effective video meetings, go to www.logitech.com/vcresourcecenter

Sources:

Allen, J. A., Rogelberg, S. G., & Scott, J. (2008). Meaningful Meetings: Improve Your Organization's Effectiveness One Meeting at a Time. *Quality Progress* 41: 48-55.

Buckland, J. (2020, April 7). Seth Godin on Tribes, Leadership in Crisis, and Running the Perfect Zoom Meeting. *Shopify*. <https://www.shopify.com/enterprise/seth-godin-on-tribes-leadership-in-crisis-and-running-the-perfect-zoom-meeting>

Hietanen, J. O., Peltola, M. J., and Hietanen, J. K. (2020, April 22) Psychophysiological Responses to Eye Contact in a Live Interaction and In Video Call. <https://onlinelibrary.wiley.com/doi/full/10.1111/psyp.13587>

Horswill, I. (2019, October 15). Jeff Bezos and Jack Dorsey's Unique Meetings Style. *The CEO Magazine*. <https://news.theceomagazine.com/business/leadership/jeff-bezos-jack-dorsey-meetings/>

Mehrabian, A. (1972). *Nonverbal Communication*. New Brunswick: Aldine Transaction.

Mroz, J.E., Allen, J. A., Verhoeven, D. C., and Shuffer, M.L. (2018) Do We Really Need Another Meeting? The Science of Workplace Meetings <https://www.researchgate.net/publication/328399884>

Tiffany, A. (2017, November 2). 7 Warning Signs Your Meeting Should Be an Email. *GoToMeeting*. <https://blog.gotomeeting.com/7-warning-signs-your-meeting-should-be-an-email/>

Yeager, M. A., Crowe, J., and Allen, J. A. (2018, January 12). The Impact of Premeeting Talk on Group Performance. <https://www.researchgate.net/publication/321812292>