

Using Tags in Meetings

Guidance for including Tags as part of your meetings

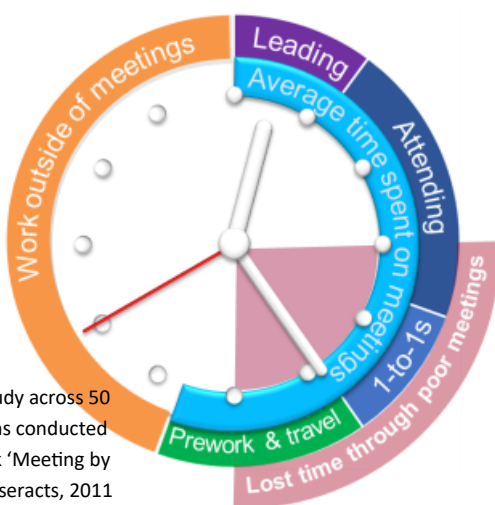
Introduction

Using Tags to gather feedback on your meetings is the easiest and most straightforward way of using Inspirometer Tags. It is as simple as including the email address meetings@inspirometer.com as an invitee to your meeting.

In this guide we explain how to start using Tags at a personal level. In a separate guide we cover how to extend that approach to gather meeting data across your entire organisation.

Why Tag Meetings?

Meetings are the most prolific process in organisations today, consuming on average 55%* of white-collar and management time in attendance, travel and preparation. They are also the worst performing process—wasting approximately half* of that time.



*Source: Study across 50 organisations conducted for the book 'Meeting by Design', Tesseract, 2011

In other words just over one quarter of office staff productivity is lost in meetings. The problem is that there is no routine performance data generated to

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- Ensuring Information Security
- Setting-up In-Meeting Feedback
- Managing Attendee Participation
- Analysing Meeting Feedback
- Organisation-wide Meeting Data

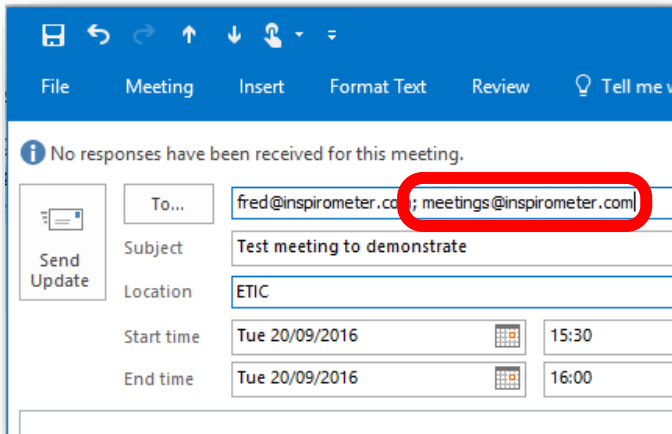
help people to fix the issue, and so people do not know where the issue lies (*but they generally think it lies with somebody else*).

Without data, the issue, and the lost productivity, persist, along with other issues around creativity, culture, project delivery, and staff engagement.

Meeting Tags provide an almost zero-effort means of gathering meeting data automatically, and providing it directly to the people best placed to improve things. And they work for all meetings: physical and virtual, internal and external, long and short.

Personal Use of Meeting Tags

Anybody can Tag their meeting, whether or not they currently have an Inspirometer account. And they can do it straight from the meeting invitation in Outlook or Google Calendar simply by adding meetings@inspirometer.com to the list of meeting invitees.



Inspirometer then does everything else that is required—in the background—automatically:

- Setting up an account if one does not exist
- Creating a new 'meetings' Tag for you
- Encoding a copy of the Tag with the meeting details from your calendar invite
- Sending you a copy of the Tag, in case you wish to use it for pre-reading etc. (see right)
- Sending Tags out to all meeting attendees at the scheduled end of the meeting
- Gathering their responses in real-time
- Emailing you to alert you that you have responses from your meeting

To see this in action, create a meeting with a colleague for 30 minutes time, and invite meetings@inspirometer.com Within a few minutes, you will receive an email from Inspirometer like the one on the right.

The in-meeting link is covered later in this guide. The link will not work until the day of the meeting, and will only display the feedback Tags during the scheduled times (plus a few minutes for convenience).

At the end of the meeting, participants are sent a simple feedback request like the one on the right. Clicking a face in the email will take them to a webpage which will confirm that the feedback has been received, and allow them to add a comment if they so choose. It is good to alert participants to this process beforehand, and encourage them that it is quick and easy to provide feedback.

Hi...

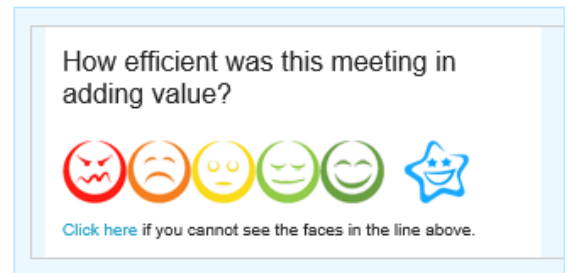
Thank you for inviting Inspirometer to your meeting: Test meeting to demonstrate

The Tag shown below will be emailed to your meeting participants 5 minutes before the scheduled finish time.

Attendees will also be sent a link for **in-meeting** feedback 30 minutes before the meeting starts.

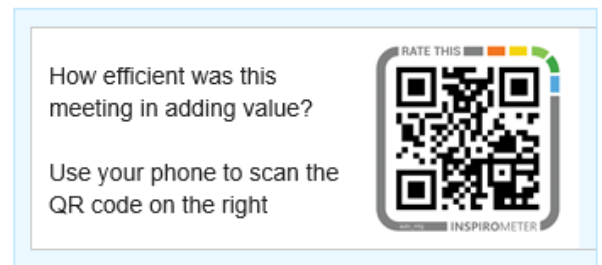
[This is your personal in-meeting link.](#)

[This link you can forward to others if needed](#)



You can also copy and paste the above Tag onto other electronic resources associated with the meeting to get feedback on these, such as pre-reading, minutes,

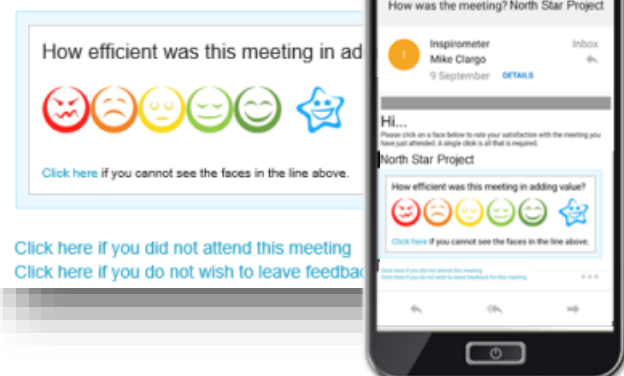
For printed documents and physical resources, or to display on the screen for feedback on individual meeting sessions, use the QR version of the Tag below ...



Hi...

Please click on a face below to rate your satisfaction with the meeting you have attended. A single click is all that is required.

Test meeting to demonstrate



Reviewing Meeting Performance

Inspirometer collates the data from all of the feedback it receives, and makes this immediately available to the meeting organiser. (You in this case).

You will be sent an email to alert you to new data, and be given a link by which you can access the graphs and charts of your meeting performance.

Hi...

You have received feedback in respect of your meeting.

To access your account, please follow [this link](#) to log in

Some useful pointers on interpreting your results:

1. Your feedback is NOT an evaluation of you! It is simply a reflection of 'how people feel' as a result of these interactions.
2. 'How people feel' is a result of a number of factors, many of which may be outside of your control
3. However, it is important for you to know 'how they feel' since this will affect what they do (or don't do) as a result, and may affect your intended outcomes
4. Furthermore, while you may not control all the factors which affect 'how people feel', you are probably well positioned to help facilitate their improvement
5. For advice on how you might begin that improvement process, [click here](#)

For more information on the Inspirometer meeting tool, [click here](#).

If you have not previously visited your Inspirometer account, you will be invited to create a secure password to access your account in future—see the section on the right on ensuring information security.

You can also access your Inspirometer account by going directly to <https://my.inspirometer.com>—if you do not have a password, use the 'Forgot your password?' link to create a new one.

Your dashboard (see below) will show you your latest feedback. If you use Inspirometer for feedback on



other aspects of your work, you may need to click 'All Tags' (1) and select your meeting Tag (2) to display data purely reflecting meeting performance.

You can then see that data in more detail (3), change the date range to get a wider or narrower perspective (4) or shift to the graph view (5) to display any trends over time.

To explore your data in more detail you will need to go to the Tag pages and look at the specific reporting for the meeting Tag—this is covered in more detail later on in the Analysing Meeting Feedback section.

Please note, the 'pointers' that have been included in the alert email (left) are important. Unless you approach your feedback results with an objective mindset, you may find that your emotions get in the way of making best use of the information available.

Your colleagues are simply rating what they take away from the meeting, and statistics show that their own behaviours (together with their colleagues' behaviours) are often a bigger factor in that than the design of the meeting itself.

That said, there will still be things you can improve, but you will do this better if you approach the task with a rational perspective on the feedback.

Ensuring Information Security

Inspirometer takes data security very seriously. We use best practice OAuth 2.0 protocols to ensure your data is secure, but we are reliant on you to ensure that your own personal data are not compromised by weak password security.

Please ensure you select a password of at least eight characters including at least one letter, number and special character. And then do not share your password with anyone. If you have reason to suspect that your password has been compromised, you must change it immediately on your account page.

Setting-up In-Meeting Feedback

The standard end-of-meeting feedback will help to identify and resolve a lot of the basic issues in

meeting performance, but at some point you may need more sophisticated feedback. This is especially useful in longer meetings.

Inspirometer provides a means to capture your objectives and agenda directly from the meeting invitation and to create a page of Tags (see the picture immediately to the right) which can be used to gather feedback within the meeting via mobile devices such as laptops, phones or tablets.

For Inspirometer to be able to read your objective and agenda accurately, it needs to be in the following format within the body of the meeting invite:

Objective: This is where you type the purpose your meeting - after it encounters the text string 'Objective:' Inspirometer captures everything to the end of the line.

Agenda:

#1 Our software looks for numbered items following the text 'Agenda:'

#2 Each item must be on a separate numbered line

#3 Immediately preceded by the # symbol as the first character on that line

#4 The number must be followed by a space or tab, and then the title of the item

#4.1 Decimals are allowed in the numbering

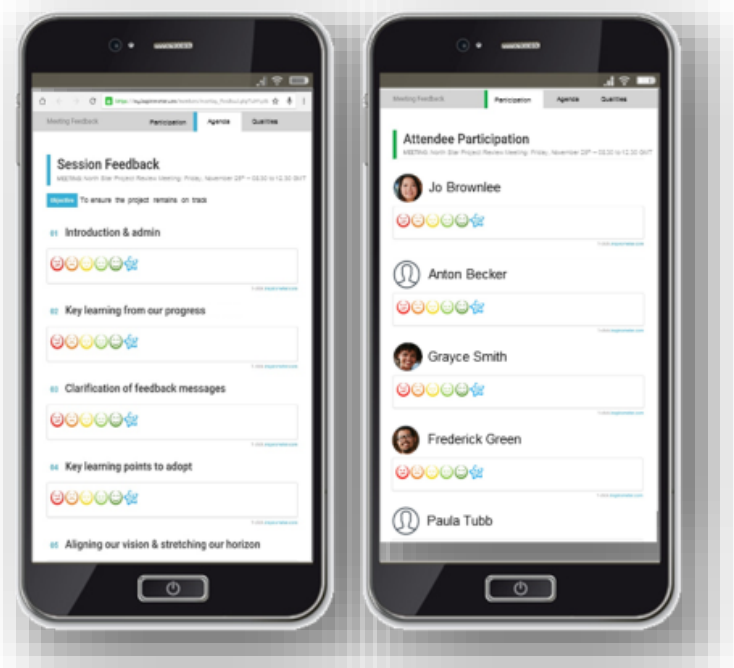
Anything that does not follow this format is ignored

The rest of the invitation will be ignored and can include any text you wish. The objective will be included as context for meeting feedback.

Managing Attendee Participation

As we said earlier, attendee behaviours are often a bigger factor in meeting effectiveness than meeting design, but attendees often do not fully realise the implications of what they are doing.

Participation feedback provides a means to make those implications more visible to participants, and thereby encourage them to help meetings run more smoothly.



Participation feedback is set up automatically for each person invited to the meeting who has a participation feedback Tag set up in their account. Participation feedback Tags are usually community Tags, but in the absence of a community Tag may be created as a personal Tag.

To create a personal participation feedback Tag for yourself, set your Tag up as normal, but edit the Tag identifier to read Auto_ptcp. Participation feedback is illustrated above right.

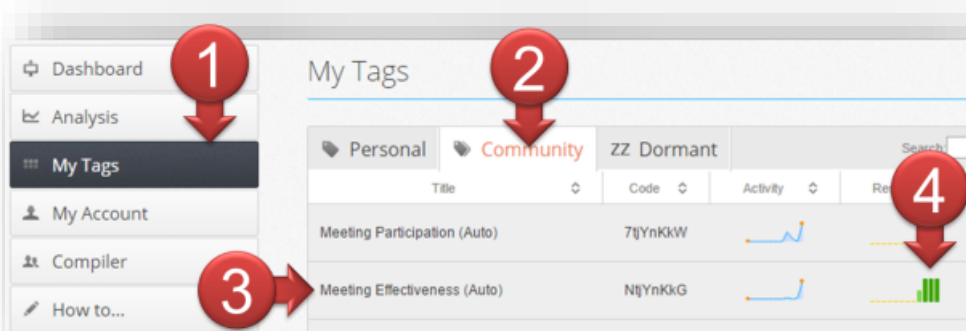
Analysing Meeting Feedback

The dashboard provides an instant overview of your overall meeting feedback, and how it is trending.

To improve those trends, it is useful to be able to breakdown that feedback into different meetings (and perhaps activities within those meetings).

To obtain a more detailed picture, you will need to go to the results page for the meeting Tag itself. You can do this by clicking on 'My tags' in the left hand menu (1). If you are part of a compiler, you will most likely find your meetings Tag under the 'Community' tab (2).

Identify the Meeting effectiveness Tag (3) and click on the small chart (sparkline) beside it (4) to open up the meeting Tag results page.



The results page will look like the picture on the right. You can also access it from the Tag download page by clicking on the tab with the graph icon (5).

The dial provides a similar picture to that which can be seen on your dashboard, but by clicking the graph tab (6) you can analyse your feedback by meeting and by agenda item.

To see trends within a particular meeting, select the 'Hourly' tab (7) and then set the correct date in the top right hand corner.

Selecting the 'Items' tab (8) will enable you to see feedback by individual agenda point plotted on the graph. If you have more than one meeting, use the dropdown box (9) to select the specific meeting that you wish to review, and this will limit the agenda items and the graph to that one specific meeting.

Personal participation feedback can be seen in the same way, but by selecting the Meeting Participation Tag at steps (3) and (4).



Organisation-wide Meeting Data

Organisation meeting data can actually be gathered even more easily than personal meeting data, and it generates extensive statistics on meeting performance, cost, time, and mix. Please contact info@inspirometer.com for guidance on setting up meeting data across your organisation.

Was this helpful?

Single click feedback:



Your internal support contact is ...

Name: _____

Email: _____

Phone: _____