ASHA
Leadership Academy

Running a Successful Virtual Meeting

**Facilitated by
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ASHA Disclosure Statement

Kevin Nourse

- Financial: Nourse Leadership Strategies, Independent Contractor. Receiving compensation from ASHA for conducting this webinar.

- Non-Financial: None

Alice Waagen

- Financial: Nourse Leadership Strategies, Independent Contractor (subcontractor to Kevin Nourse). Receiving compensation from ASHA for conducting this webinar.
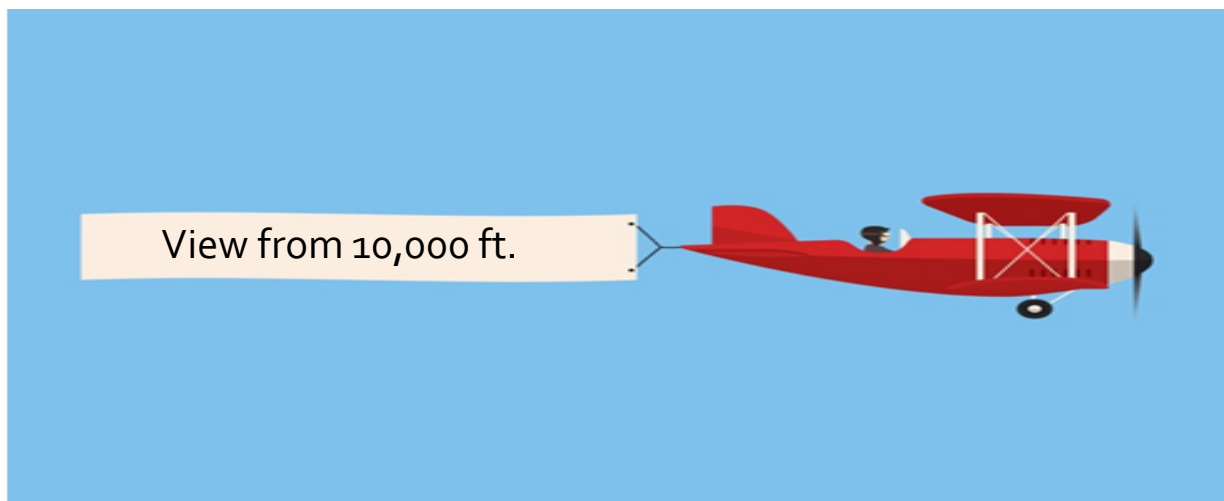
- Non-Financial: None

Introduction

Why are we here?
To learn the fundamentals of running an effective virtual meeting

How will we achieve this?
- Key concepts defined
- Selecting virtual meeting media
- Meeting roles and responsibilities
- Tips and techniques
- Wrap-up

View from 10,000 ft.

Key Concepts Defined

What is a virtual meeting?

A meeting event conducted using a technology platform where participants are distributed across time and space

Why is it so important for CSD professionals?

- To be efficient and effective as a facilitator or participant in virtual meetings

- To be able to troubleshoot and prevent common problems that derail virtual meetings

- To set and meet goals for virtual meetings with different groups, such as peers, employees, volunteers, families

- To effectively serve on interprofessional collaborative (IPP) teams that meet virtually

Key Concepts: Research Studies
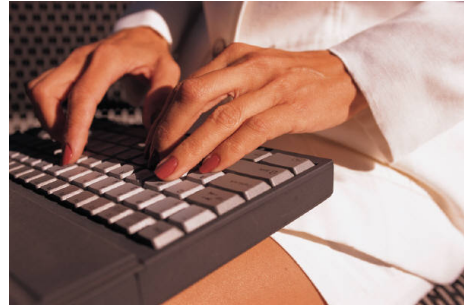
Emerging Themes

- Challenges associated with the use of virtual teams and meetings (Arnfalk & Kogg, 2003)
- Impacts of language barriers on multilingual virtual teams and media choices to mitigate the barriers (Tenzer & Pudelko, 2016)
- Latest trends with virtual workers and the implications for organizations (Webster & Randle, 2016)
- Uses of mobile phones for virtual meetings (Stalnacke, et al., 2007)
- Virtual meetings and generational differences (Sox, Campbell, Kline, Strick & Crews, 2016)
- Educating students about virtual meetings and technology choice (Schaefer & Erskine, 2012)

Reflection Question

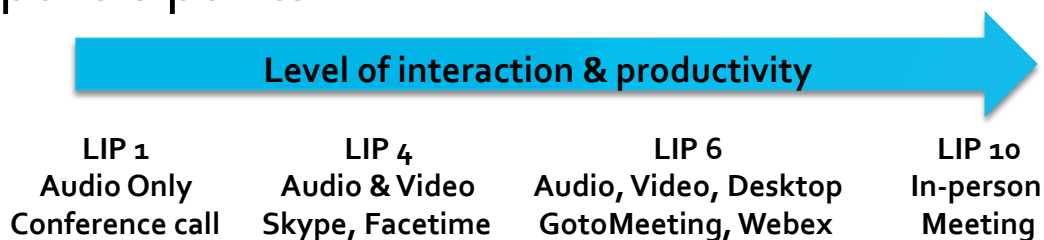## What are your biggest challenges in running a virtual meeting?

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Selecting Virtual Meeting Media

What level of interaction and productivity needed given the objectives, content and participants?

Level of interaction & productivity →

LIP 1	LIP 4	LIP 6	LIP 10
Audio Only Conference call	Audio & Video Skype, Facetime	Audio, Video, Desktop GotoMeeting, Webex	In-person Meeting

Conference Calls

- Pro: Simple, low cost, high quality
- Con: Lack non-verbals, participants distracted

Audio & Video

- Pro: Non-verbal visible, free or low cost
- Con: Quality may vary, technology requirements

Audio, Video & Desktop

- Pro: Multiple features, highly engaging
- Con: More complexity, cost, preparation required

Roles and Responsibilities: Facilitator

Before the Session

- Send agenda in advance
- Practice with technology
- Test audio / visuals

During the Session

- List attendees
- Greet people
- Create supporting roles
- Honor time commitments
- Do not multitask
- Keep pace lively

After the Session

- Recap, summarize
- Follow up on commitments

Roles and Responsibilities: Participant

- Be focused and fully present
- Be prepared
- Test technology
- Remove distractions
- Do not multitask
- Be aware of air time
- Support the facilitator
- NEVER participate while driving

Virtual Meeting Ground Rules

What are some good ground rules to use in a virtual meeting?

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Tips & Techniques

Helpful Tips

Challenges	Solutions
Cannot see nonverbal behavior	Don't assume Interject questions to check for understanding Periodically poll
Unhappy tone of voice	Don't assume Ask directly
Difficult to bond	Use icebreakers Share success stories
Potentially boring	Keep pace lively Distribute handouts in advance
Monotone speakers	Stand up, move around

Final Reflection

Reflect on a recent virtual meeting you either attended or lead:

- What challenges did you experience?
- What did you or others do (or could have done) to improve on the success of the meeting?

Challenge	Solution

Key points

- Because of the challenges of connecting people using technology and the lack of visible body language, virtual meetings call forth a greater need to prepare in advance

- In determining the type of technology needed for a virtual meeting, consider the level of interaction and productivity needed

- When facilitating a virtual meeting, it is particularly critical to identify the agenda in advance, test the technology, maintain a lively pace, and engage the entire audience

- Share your ideas from today with your co-workers

- Create a list of ground rules to propose for your next virtual meeting

- Review the Additional Readings to learn more

Additional Reading

A Conference Call in Real Life.
http://www.youtube.com/watch?v=DYu_bGbZiiQ

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Kirkpatrick, D. (2006). *How to Conduct Productive Meetings: Strategies, Tips, and Tools to Ensure Your Next Meeting Is Well Planned and Effective*. ATD Press.

Malhotra, A., Majchrzak, A., & Rosen, B. (2007). *Leading Virtual Teams*. Academy of Management Perspectives.

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