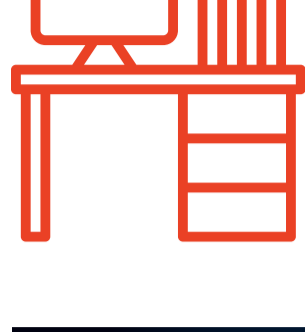


HOW TO DRIVE VIRTUAL MEETING EQUALITY WITH MICROSOFT TEAMS

3 Imperatives for I.T. Leaders



OFFICES MAY BE REOPENING, BUT THAT DOESN'T MEAN REMOTE WORKING POLICIES ARE GOING AWAY.

In fact, they will remain prevalent as employees continue to expect flexibility around when and where they work. To address these expectations, business leaders are crafting new work models that combine the best of remote and in-office collaboration.

According to a Gartner report, "By 2024, remote workers will represent

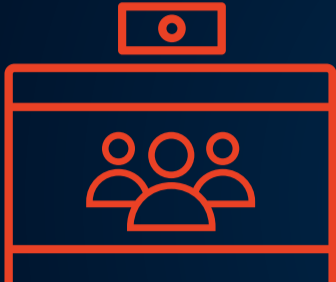
30% of all employees worldwide,

an increase of 13 percentage points over 2019, to nearly 600 million employees."¹

2.5x

Time spent in Microsoft Teams meetings has more than doubled and continues to climb.²

Enabling meeting equality should be a top priority for I.T. leaders tasked with supporting a workforce that needs the ability to work from anywhere.



WHAT IS MEETING EQUALITY?

Meeting equality is creating a virtual meeting experience where everyone has the tools and technology they need to be included and empowered to participate, regardless of their location.

WHY IS MEETING EQUALITY IMPORTANT?

When you don't empower people on both sides of a call with the right video conferencing equipment, it can make remote workers feel isolated, which impacts:



Employee sentiment and overall happiness



Team productivity



Company culture



Business results

Many organizations use Microsoft Teams to create this equality. But that's not all they need.

3 WAYS TO CREATE VIRTUAL MEETING EQUALITY

01 EMBRACE MICROSOFT TEAMS-CERTIFIED AUDIO AND VIDEO EQUIPMENT

70%

of workers

want flexible work options to continue.³

but...

67%

want more in-person and collaborative work in the future.³

Audio and video solutions directly affect the way meeting participants can see and be seen, and hear and be heard—whether they're in offices or working remotely. Certified devices ensure the native Microsoft Teams experience is carried through for employees, which improves usability and productivity.

Tech to Power Native Experiences



HEADSETS



DESK PHONES AND TEAMS DISPLAYS



SPEAKERPHONES



TEAMS ROOMS



MONITORS



WEB CAMERAS



ROOM SYSTEM ACCESSORIES

02 CHOOSE DEVICES THAT TACKLE COMMON VIRTUAL MEETING PITFALLS

Lost focus drains

581 hours per year

of the average worker's time.⁴

There is an ever-expanding menu of audio and video equipment out there. To narrow your search, focus on addressing common worker challenges and collaboration pitfalls that emerge when teams are dispersed.



PITFALL 1: CONFERENCE ROOM CONFLICTS

Side conversations in the meeting room create confusion for remote participants and make them feel isolated. Powerful people-tracking technology allows employees at home to follow the action.



PITFALL 2: OUTSIDE THE INNER CIRCLE

Meeting room cameras without smart zooming and auto-focus features make it difficult for remote participants to feel engaged and active in conversations.



PITFALL 3: WFH CHAOS

Without noise-cancellation technology, background noises like barking dogs, package deliveries, and rambunctious toddlers could dominate important work conversations.

03 MATCH EQUIPMENT TO WORKER NEEDS



92%

of employees

can be categorized into six distinct workstyles—or personas—that represent how and where people work in today's enterprises.⁵

I.T. should assess the workforce, identify key personas, and empower them with technology that best addresses their needs and workstyles.

Which personas are in your organization?



CONNECTED EXECUTIVE

Spends more than half their time working at home, traveling, or teleworking.



ROAD WARRIOR

Highly mobile, needs a quality meeting experience while traveling.



REMOTE COLLABORATOR

Tech-savvy and highly collaborative. May feel isolated from teammates at the office.



FLEX WORKER

True work-from-anywhere professional. Divides time between home, office, and the road.



OFFICE COLLABORATOR

Tech-savvy, collaborative, open to learning new tools and technologies.



OFFICE COMMUNICATOR

More traditional workstyle, late adopter of tech. Most productive in the office at a personal desk.

MAKE VIRTUAL MEETING EQUALITY A REALITY

These are just three of five key considerations to optimize Microsoft Teams meeting experiences and empower remote and office-based employees to collaborate effectively from anywhere. Download the e-book, "Collaboration Best Practices Using Microsoft Teams," to get more details, valuable insights, and best practices.



[DOWNLOAD THE E-BOOK >](#)

¹ Gartner, "Forecast Analysis: Remote Workers Forecast, Worldwide," Ranjit Atwal, Anna Griffen, Rishi Padhi, Namrata Banerjee, 21 August 2020

² Microsoft, "The Next Great Disruption Is Hybrid Work—Are We Ready?"

³ Microsoft, "The Next Great Disruption Is Hybrid Work—Are We Ready?"

⁴ Dropbox, "Study: Focus Will Shape the Future of Distributed Work," October 2020

⁵ Poly Workstyle Persona Research, 2021