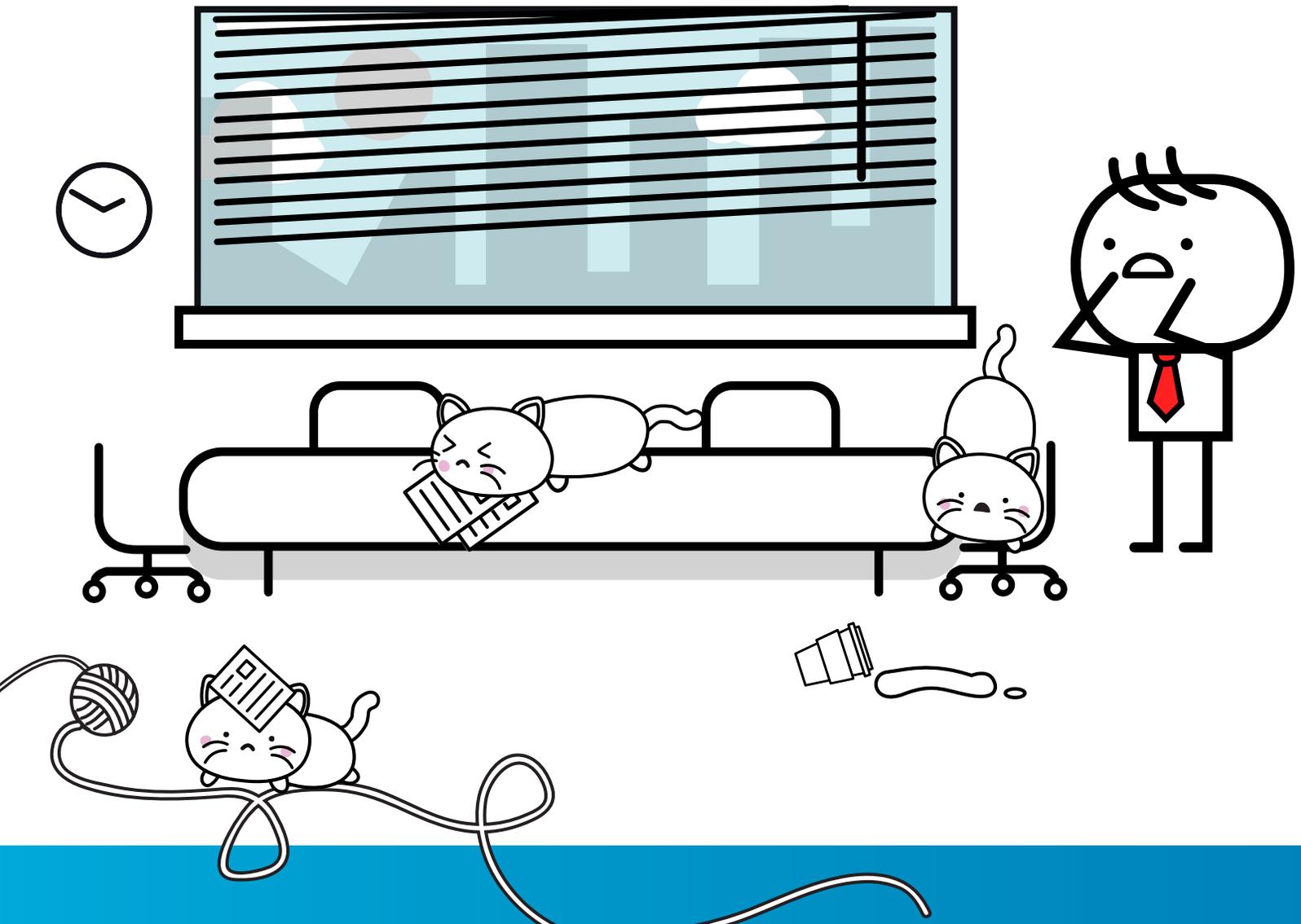


Flip the Script: Bring the Meeting to Your Team





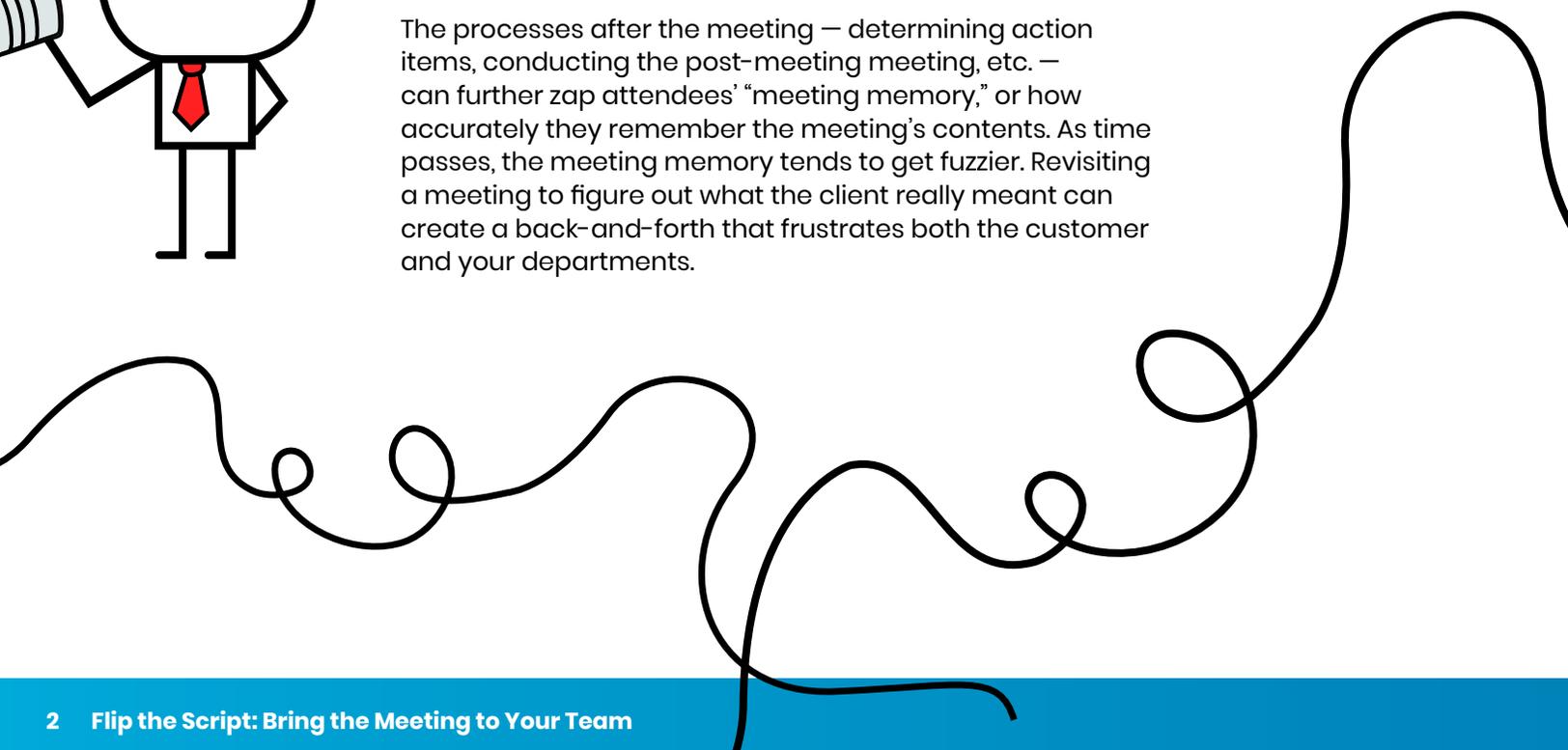
Organizing and holding a productive meeting often **feels like herding cats**. From strategy sessions to customer calls, **getting everyone on the same page** can sometimes feel like persuading felines to fall in line.

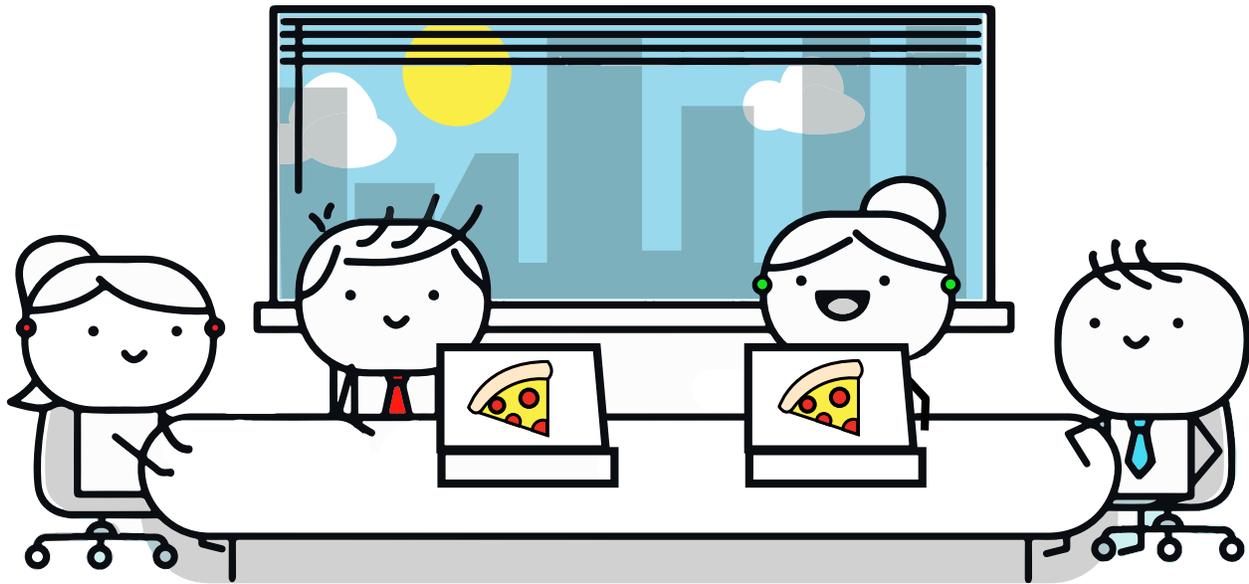
Breaking free from this exercise in corralling futility starts with identifying what makes some meetings inefficient. For leaders, struggles usually stem either from an inability to translate and transfer information or from simply inviting too many people to the meeting.

The initial problem is a product of what we call the “universal translator” phenomenon: If two people are on a sales call with a client speaking in highly technical terms, those two must later relay all that information to the employees and departments that can use it. But what if the sales team can’t quite translate that feedback correctly?

If the salespeople rely only on their notes and recollections of the conversation, key terms may get lost in the shuffle. This can lead to a big, messy game of telephone in which feedback becomes muddled or misconstrued.

The processes after the meeting — determining action items, conducting the post-meeting meeting, etc. — can further zap attendees’ “meeting memory,” or how accurately they remember the meeting’s contents. As time passes, the meeting memory tends to get fuzzier. Revisiting a meeting to figure out what the client really meant can create a back-and-forth that frustrates both the customer and your departments.





The only scenario that's as frustrating as decreased meeting memory is crowded conversations. Too many people in one meeting will cause confusion and **cut into productivity**, which is one reason Amazon CEO Jeff Bezos subscribes to the **"two-pizza rule"** and ensures each meeting is small enough that two pies can feed the group.

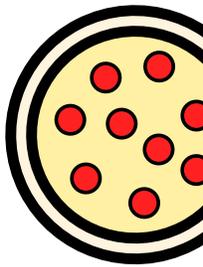
Not everyone can attend every meeting, nor should he need to. If the topic at hand matters to multiple teams and departments, not everyone should have to drop everything and cram into a room or rush onto a conference line to hear.

Imagine that a sales team conducted an in-depth call with a client concerning a product's engineering, paywall capabilities, and web interface – and that each factor were discussed with a vocabulary and knowledge that only the engineering and web design teams could understand and address. What if your salespeople

didn't have to relay all this information to these departments in long emails or presentations but could simply record the conversation's themes, highlights, and action items and take it directly to those departments?

Sounds great, but it also sounds difficult, right?

It's not. All you need is the technological capability to let your sales team ask the questions and other departments decipher that information in order to provide the answers. **That's where Eva, Voicera's in-meeting AI assistant, comes in.**





Stay there — we'll come to you.

Traditional meetings require physically relocating or calling in by phone. With Eva, you barely lift a finger because the meeting joins your team **instead of vice versa.**

Eva doesn't just record meetings. It transforms regular conferences into highly productive collaborations, working with meeting platforms such as Highfive, GoToMeeting, and BlueJeans to build a single view of all meetings, listen to conversations, and mark highlights for various people on the team. Even if they aren't present, Eva allows the sales manager, HR lead, and marketing coordinator to hear all the information they need straight from the speaker's mouth.

If the marketing coordinator can't attend the meeting but needs customer feedback, she won't have to call and ask for a recap (which might not be accurate anyway).

Eva parses out the marketing-relevant information to let the marketing coordinator use the customer's words to conduct a relevant, impactful follow-

up conversation uncluttered by extraneous information.

That's important because too much information can reduce focus. An oft-cited [Bibb Latané study](#) found that when groups as small as two to six met and everyone shouted at once, each participant produced sound just more than one-third of her true capacity. Meetings mean individual voices can get swallowed by the din. Eva cuts through group racket to highlight the voice that needs to be heard and relayed.

Eva collects group information, makes it relevant to the individual, and empowers each to be individually productive in a group context. Eva doesn't even need software or a plug-in: just an invitation. Whether your meeting is for two people or 20, Eva keeps the message intact, maximizing engagement and making employees feel every meeting was tailor-made for them.

Here's how we can help.

Interested in how Eva can help you bring your meetings to the team? Follow these simple steps to implement it:

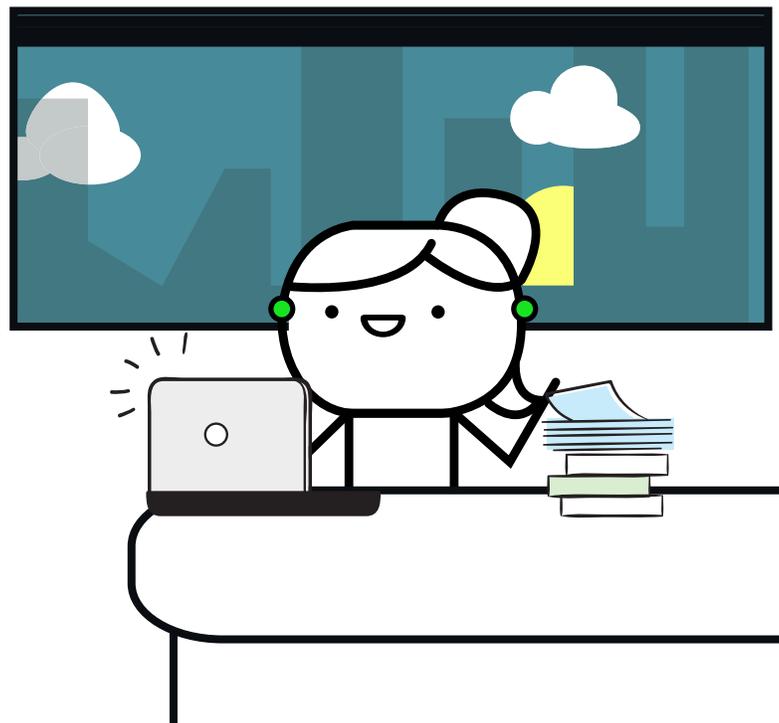
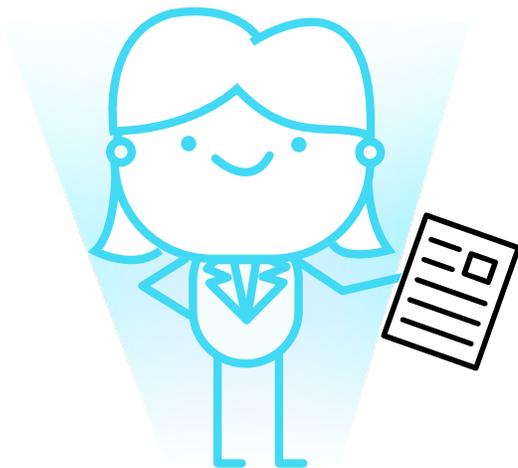
1. Start with an internal meeting.

Eva provides not just recordings but living memories of meetings past. Let team members talk freely in a regular internal meeting, bring Eva into the fold, then encourage them to review the notes and action items.

Let's say John, Cathy, and Brett are in a marketing meeting discussing an

initiative they want to put into action. Activating Eva during the conversation enables the team to call out themes, highlights, and items that will need to be revisited and addressed.

With Eva's help, teams can remove confusion, remember action items, and improve follow-up.



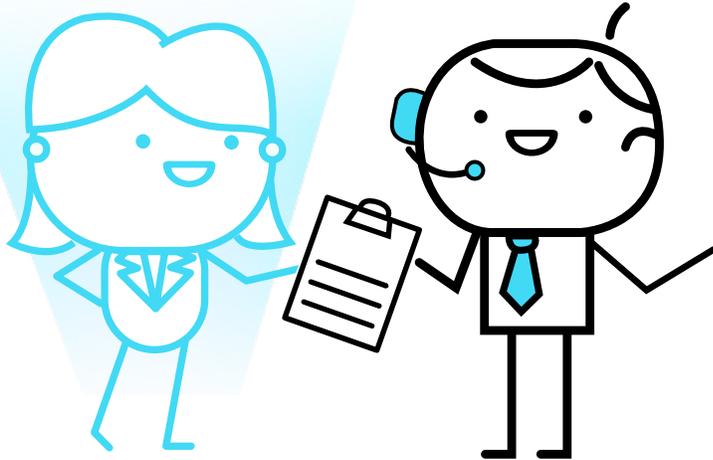
Eva is the assistant you never knew you needed.

Technology can enrich the level of accessibility and the value of most everything it touches, including meetings. But not all meeting technology is the same. It isn't enough for technology to just get everyone together: Attendees need to be both present and actively engaged.

If you're constantly on your computer or phone during any meeting, chances are that an email, a message, or a notification has cut into your focus. Once you're off-track, it usually takes a while to find your way back. A study by the University of California, Irvine estimates the average person takes 23 minutes and 15 seconds to re-engage with a task after being distracted.

Eva cuts through distractions and hits you with the meeting details that are most pertinent to you. The action items, follow-up tasks, and trends most relevant to your work are all there in a bulleted email, a WordCloud, or a transcribed highlight.

The right kind of technology, Eva keeps the focus on people in the room and the topic at hand. Meetings are supposed to be collaborations, not distractions, and every second lost is another second wasted. Rather than dilute engagement through multiple tech channels, why not select Eva, a single tech option that makes every meeting feel like it was held for an audience of one.



2. Test an external meeting in listen mode.

Remove Eva's bells and whistles like voice command, and let it capture an external meeting without direct instruction. Clients and customers won't know Eva is there, but its presence in the background will make follow-up and clarification a breeze.

If the call features technical terms that your sales team isn't quite familiar with, the recording, highlights, and transcript will allow them to highlight those confusing passages as action items to address. If it's an engineering term, make a note to that department to look over a section; if it's user interface, do the same. Let Eva be a silent observer that can take the meeting to departments that aren't present.

3. Turn transcribed moments into to-do lists.

After the meeting, Eva provides the clarity and context employees need. No one is responsible for translating notes into actions because Eva outlines the action items that serve as next steps. The platform even breaks down who is responsible for what, assigning actions to individuals and ensuring that no task slips through the cracks.

Now, let's say that after their internal meeting, John is responsible for "x," Cathy will do "y," and Brett is on the hook for "z." Fast-forward to the team regrouping three weeks later, and

we discover that Brett never handled his task. If he doesn't remember his responsibility for that part of the project, team members simply need to point to Eva's notes.

Complete records of meetings, including audio, keep memories fresh and ensure teams stay on track. Eva builds a history of insights that lead to better practices, improved customer relations, and more productive teams. With Eva, your team can retain audio records and transcribed moments for years, keeping what you need and deleting what you don't.

Next time you send out meeting invitations, add Eva to the list. It's always available, always engaged, and always ready to help your team get more from their next collaboration.

Whether it's a full staff meeting or a one-on-one call, Eva makes it easy to pounce on the right information and bring the meeting to the team.

