

Speed Up Project Cycles with Effective Online Meetings

Mastering collaboration for distributed teams

Executive summary

“With GoToMeeting Corporate, the ‘eureka’ moments happen more frequently because everyone can see an accurate visual.”

Brian Harrison
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Today's workforce is more mobile than ever. WorldatWork, a human resources association, reports that from 2003 to 2008, the number of U.S. teleworkers grew by 43 percent to 33.7 million¹. And IDC predicts that by the end of 2011, nearly 75 percent of the U.S. workforce will be mobile. We are smack-dab in the middle of a mobile workforce revolution. Of course, an increase in mobility results in a greater demand for online meeting technology to connect distributed project managers, developers and stakeholders.

Many organizations appear to be well on their way to embracing online meeting technology to connect remote teams. In fact, 58 percent of respondents to a recent Citrix Online survey reported that they already use Web conferencing to conduct team meetings². That's not surprising — Web conferencing helps to keep team members on the same page and projects running smoothly. But to speed project cycles with distributed teams, project managers must first know how to effectively use the Web conferencing tool itself.

A peek inside the productivity toolkit

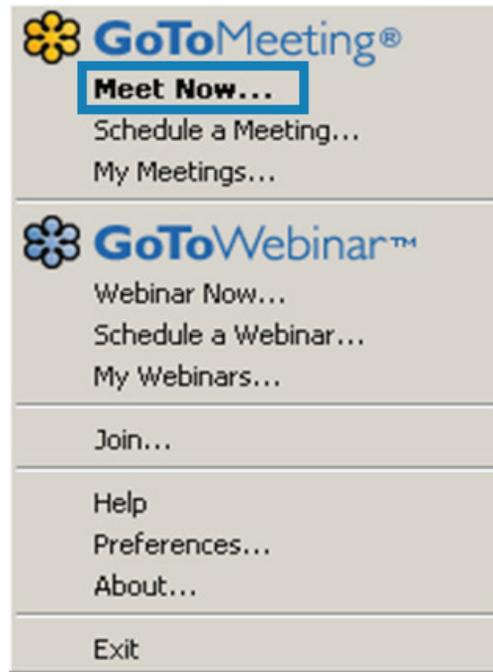
A Web conferencing solution like Citrix® GoToMeeting® Corporate enables project managers to efficiently move projects to completion by meeting and collaborating online with project developers and stakeholders, strategically engaging team members and keeping everyone aligned with overall project objectives.

¹ WorldatWork survey: “Telework Revs Up as More Employers Offer Work Flexibility” (February 17, 2009).

² Citrix Online survey (2009).

Here are some of the features in the GoToMeeting Corporate toolkit that enable project managers to run efficient online meetings that speed the project cycle:

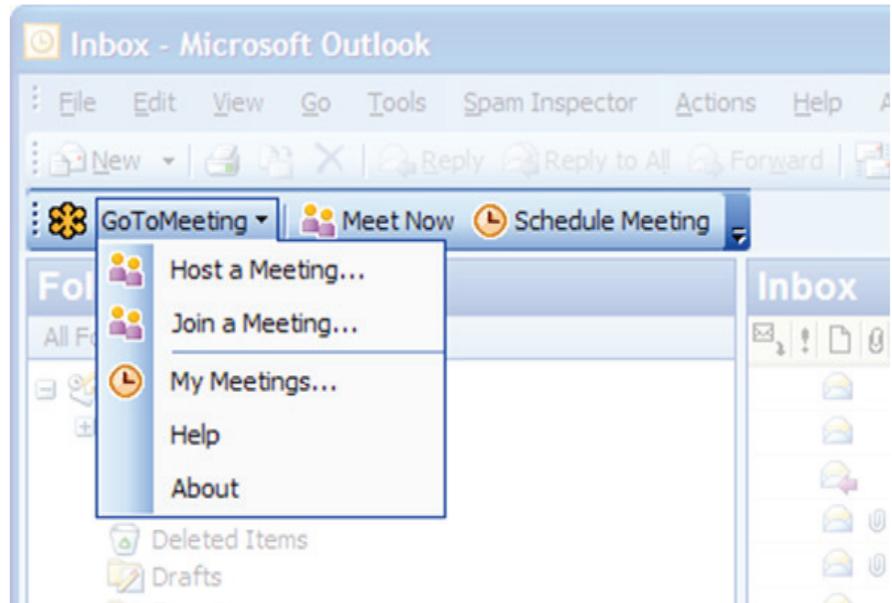
- **Instant collaboration:** Constructive brainstorming sessions are sometimes planned in advance, but often they happen spontaneously. Bring distributed team members into an impromptu discussion instantly by launching a one-click online meeting. In a matter of seconds, the team can be connected, communicating and collaborating.



- **Shared applications:** Collaboration, by definition, means to work together. Remote team members need the ability to actively participate and engage with the rest of the group by sharing applications. With GoToMeeting Corporate, you can pass presenter controls to any team member, who can then share his or her remote screen or application with the group.



- **Microsoft® Outlook® integration:** A simple email can sometimes escalate into a brainstorming session. When this happens, capture the moment by quickly starting or scheduling an online meeting via Microsoft® Outlook®. And if you need to loop in others to a meeting in progress, easily invite them directly from the GoToMeeting dashboard.



- **Strategic engagement:** Use built-in chat to keep everyone on task by asking questions or sharing information with a specific team member or the entire group. After the meeting, you can easily save chat logs to track project discussions, action items or important decisions. Store saved chat logs locally, place in a shared project file or send them to team members.
- **On-screen annotation:** Sometimes the act of pointing actually helps you to make a point. GoToMeeting Corporate enables you to emphasize ideas, brainstorm on-screen or clarify concepts with easy-to-use annotation tools. Team members can draw, highlight and point to items of interest right on the screen.

There is consensus among experts of learning styles that roughly 65 percent of the population is made up of visual learners — individuals who are better able to process information when presented with images, colors, etc. It's highly likely that any distributed team will have a visual learner or two.



- **Online meeting recordings:** In addition to saving chat logs, GoToMeeting Corporate enables you to record the entire meeting session — including all audio options. Archive the recorded meeting in a project file for quick reference or send it to team members who missed the meeting.
- **Integrated Toll-Free Audio service:** Give your team members the ability to conference in using the most convenient method for them — using either VoIP, toll-based or toll-free audio. Adding integrated toll-free audio service with convenient toll-free packages from Citrix Online Audio reduces costs and gives distributed team members more audio choices.
- **On-site teams:** Online meetings can strategically supplement in-person meetings to help speed project cycles for local teams. Use GoToMeeting Corporate after an in-person meeting to follow up on action items, share updates or instantly tackle project hiccups without having to schedule a conference room.

Conclusion

With the increase in distributed teams and the rise of online meetings among them, knowing how to effectively use a Web conferencing tool like GoToMeeting Corporate will help project managers accelerate project cycles by enabling better communication, increasing engagement and sharing ownership of project results.

If you'd like to learn how GoToMeeting Corporate can help speed up your project cycles, please call 1 800 372 6207. If you're calling from outside the United States, please call +1 805 690 2340.



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