Lights, Camera, Culture: Finding A Fit For Video Conferencing

Video conferencing has surged in popularity in recent years, and not just for personal purposes. Businesses around the globe are increasingly turning to video conferencing as a means of improving communication between employees, clients and partners.

For video conferencing to yield the maximum benefits for a company, though, it's imperative for organizations to embrace the right corporate culture.

For starters, business leaders should require personnel to collaborate as part of their basic job responsibilities. This will compel workers to proactively leverage available video conferencing resources.

Similarly, managers should encourage employees to work flexibly and quickly. This combination will encourage workers to turn to tools that can deliver instantaneous and in-depth communication, like video conferencing.

Efficiency is also key. Specifically, companies should embrace remote work as standard practice, allowing employees to remain productive even outside the office. Video conferencing is essential for enabling remote workers to stay connected with their colleagues.

Finally, business leaders should encourage workers to engage with one another through offline channels. This will develop relationships between teammates, making employees eager to interact with one another one-on-one even when outside the office. Video conferencing is ideal for such scenarios.

With the right mindset and right policies, video conferencing can become an invaluable resource for any organization.

LIGHTS CAMERA CULTURE

Finding a Fit For Videoconferencing

Videoconferencing may be enjoying impressive success in consumer circles, but a very specific corporate culture is required to generate similar results around the office.

EXPECT COLLABORATION

When teamwork is effectively a job requirement, **employees will limit isolation and find multiple ways to connect**
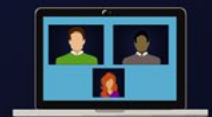
GET FLEXIBLE

When colleagues know they can't afford to spend a week waiting for each other's answers via email, **they're more likely to embrace more immediate alternatives**

ENCOURAGE EFFICIENCY

When remote work becomes a standard practice, conferencing with colleagues via video suddenly feels more practical than painful

SUSTAIN OFFLINE ENGAGEMENT

When teammates have a strong sense of camaraderie within the workplace, **they are more likely to keep conversations going when one of them is out of the office**

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