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Media Inquires

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**Contemporary Leadership Advisors launches ConvoLens
to “fix” unproductive meetings in a revolutionary way**

*Research shows more than 50% of meetings are unproductive: New digital tool targets
the real issue – participants interactions – to reduce wasted time and money*

New York, NY, October 18, 2018 -

Today, Contemporary Leadership Advisors (CLA) a professional firm of behavioral scientists and business experts announced the beta launch of ConvoLens, an innovative tool that "fixes" unproductive meetings in a whole new way. Instead of targeting meeting processes and structure (agenda, limiting attendees, etc.), ConvoLens focuses specifically on the key behaviors associated with effective meetings and improved team dynamics.

“U.S. employees spend more than one-third of their time in meetings, yet 71% of senior managers think meetings are unproductive,” according to the Harvard Business Review. ConvoLens aims to solve this problem. This unique tool allows a team leader, project manager, or facilitator to track and analyze people's meeting behaviors and interactions in real-time using a digital dashboard. Once the meeting is finished, the system quickly identifies strengths and more importantly uncovers specific opportunities for improvement.

“The reality is that the best agenda or pre-reads can’t make up for bad meeting behaviors – however, the right (aka good) meeting behaviors can overcome a lot of hurdles. When you can identify these behavioral patterns, you can immediately take steps to improve team dynamics and the value of your meetings – that’s the super-power of ConvoLens,” explains Steve Garcia, Managing Partner of CLA and the lead creator of ConvoLens.

For today's companies and organizations, unproductive meetings are costly. A new report from Contemporary Leadership Advisors (CLA) evaluates those costs. CLA surveyed 3,500 employees at a Fortune 500 company in May 2018. Headquarters staff reported that 55% of the time they spent in meetings was unproductive; for field staff, the figure was 60%.

In financial terms, the CLA analysis showed that wasted meeting time cost the company \$66 million per year – \$23 million in lost time at headquarters and \$43 million in the field. If that unproductive time could be reduced by 25%, this company would save \$16.5 million per year.

“While this research identified the usual meeting challenges, the most pronounced obstacles to productive meetings were once again people-related,” said Garcia. In fact, the results showed that three of the four lowest-scoring meeting attributes related to how people engaged with one another during meetings.

“Historically, people-related challenges have been hard to track and analyze, but that is changing,” explains Garcia. “New tools like ConvoLens can empower organizations to unlock the full potential of their teams, realize significant savings, and improve organizational culture simply by getting participants to practice more of the right behaviors and fewer of the wrong ones.”

To learn more about ConvoLens, sign up for the free Beta and/or download the complete report **The Organizational Cost of Unproductive Meetings**, visit www.convolens.com.

About Contemporary Leadership Advisors

Contemporary Leadership Advisors (CLA) is a firm of behavioral scientists and business experts who help organizations create value by selecting and developing the right leaders, driving senior team effectiveness, and designing aligned and agile organizations. Visit cladvisors.com to learn more.

About ConvoLens

ConvoLens is a web-based, meeting effectiveness application developed by CLA leadership that delivers actionable intelligence needed to immediately improve the dynamics and value of an organization's meetings and overall culture. ConvoLens is currently rolling out in a beta phase. Visit convolens.com to learn more.