

A lot of discussions, not a lot of decisions – that is what happens when meetings are poorly prepared. When used correctly, artificial intelligence can increase productivity and make a concrete contribution to organizations' power to implement. © AdobeStock

Artificial intelligence for your meeting

30/07/2025 Increasing numbers of employees are complaining about too many meetings – both in person and now often virtually. Wasted time, poor quality results and lack of decisions are the main criticisms. But now, artificial intelligence could make meetings faster and better.

Meetings are a guiding force behind modern knowledge-based work. However, in many organizations, meetings go off track: poorly prepared, too long, without clear decisions. One person talks, many people listen. Especially in times of strategic high tension, economic uncertainty and a lack of skilled workers, it is clear that unproductive meetings are not just a nuisance – they are a structural risk to speed, decision-making and motivation. The instrument to break this pattern is here: artificial intelligence, AI for short. When used correctly, AI can help make meetings more efficient, focused and results-oriented. Not as a gimmick, but as a concrete contribution to the organization's power to implement.

Efficiency instead of an endless loop

Managers spend on average up to half of their working time in meetings. Up to 72 percent of this time is not used efficiently. That is the conclusion of extensive analyses by the US software specialist Atlassian. At the same time, surveys from Porsche Consulting show that only 27 percent of the top 100 companies surveyed perceive a high-performance culture in their organization – with clear goals, cross-divisional collaboration and results-oriented action.

This creates a double discrepancy: between aspiration and everyday life, between effort and impact. The targeted use of AI can close this gap. Initial pilot projects show that meeting efficiency can be increased by around 20 to 40 percent in just a few weeks. The effect is immediately clear: greater focus. Clear decisions. Binding implementation.

AI tools alone are not enough

Many companies have started AI pilot projects since 2024. The tools have been introduced. The potential has been identified. And yet, in day-to-day work, the effect is not visible. The reason is rarely the technology, but rather that it has not been integrated into work routines. The tools are often used in isolation rather than becoming part of the system.

What's different now is that the availability of advanced yet user-friendly AI functions, such as Microsoft Copilot has made AI more accessible to everyday users. You no longer need specialized IT teams or large-scale, time-consuming rollouts for automation tools. Every knowledge-based worker can now apply targeted AI tools – with some guidance. They'll find it to be a simple, pragmatic aid that saves time and avoids mistakes.

Decide instead of discuss

The impact of AI can be seen in the meeting cycle in three phases: preparation, implementation and follow-up. AI enables meeting organizers to create focused briefings, generate suggestions for agendas and identify the right participants to invite. In many organizations today, teams use AI-based agents to prepare the most important information about the topic in 60 seconds. This means that each meeting starts with a shared level of knowledge.

During meetings, AI-based transcription tools can help document what's being said in real time. Interim summaries, automated decision points and reminders about time management keep the discussion focused. The automatic reminder of the "decision window" after 45 minutes is particularly effective – an impulse that has proven to have led to greater clarity in pilot projects.

AI is also effective in supporting the follow-up: It automatically creates minutes, assigns tasks and

reminds people about deadlines. Instead of manual tracking, a binding, automated follow-up process is created. Here's an example: In a pilot project, open to-dos were automatically transferred to Microsoft Teams and prioritized. The result was that the completion rate rose by a remarkable 37 percent.

Pilot, learn, scale

To improve the meeting culture sustainably, it is crucial to set the right focus: A specific application should always be used as a starting point, such as the weekly team or division meetings. At these, targeted work with AI support is carried out over a period of two to three weeks. The correct approach is important here. The principle should be to accompany, not prescribe. AI tools must always be introduced as part of a dialogue. What works well? Where are adjustments needed? AI is supposed to be a support, not a means of control. Building on the experience gained, the next step should be to apply the procedure to other areas. This often results in what are referred to as AI nudge libraries – small prompts that help teams work more productively.

AI: the culture booster

Meeting excellence is not an end in itself. It is a mirror to cooperation. When meetings are well prepared, are conducted efficiently and follow up on commitments, this sets a positive tone for the organization. AI is not the driver of culture, but a booster. It acts as an extended arm of management in making principles such as clarity, responsibility and obligation tangible in the day to day.

Decision makers should ask themselves three key questions: Do the teams use the full potential of the meeting time? Does the organization have clear standards for preparing, moderating and following up meetings? Do managers have access to the right tools to help them establish good meeting habits? If the answer to any of these questions is no, this could be a concrete starting point for action. For greater productivity. For faster implementation. And for a culture that enables maximum performance.

Info

Text erstmalig erschienen im Porsche Consulting Magazin.

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Title: Dr. Wolfgang Freibichler, partner at Porsche Consulting, 2025, Porsche Consulting GmbH
Subline: "Unproductive meetings are not just an annoyance – they are a structural risk to speed, decision-making ability and motivation," says Dr. Wolfgang Freibichler, a partner at Porsche Consulting. © Porsche Consulting/Jörg Eberl

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Title: Dr. Wolfgang Freibichler, partner at Porsche Consulting, 2025, Porsche Consulting GmbH
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