Notes from the Chair: Would You Send an AI Avatar to Your Next Meeting?



We used to think a meeting invitation meant something important was about to happen.

A meaningful discussion. A decision. A chance to contribute to something that mattered.

But somewhere along the way, meetings became something people endured rather than valued.

Now, a recent workplace survey offers a striking indication of just how far we've come: **51% of employees would be comfortable sending an AI avatar to attend meetings on their behalf.**

Not to take notes. Not to summarize the discussion afterward. To attend in their place.

That's a remarkable statement about how people experience meetings today.

But I don't think it means we've stopped valuing collaboration.

I think we've stopped believing every meeting deserves our attention.

There's a difference between bringing people together and designing a process that helps them accomplish something together. One gets people in a room. The other gives them a reason to be there.

And that distinction matters more than ever for organizations trying to make better decisions, navigate complexity, and move work forward.

So what separates a meeting that consumes people's time from one that genuinely makes their time worthwhile?

It starts long before anyone joins the call or takes a seat at the table.

In this month's From the Chair, Diana Gurwicz explores why the growing frustration with meetings points to a deeper problem—and why professional facilitation may be more essential to effective collaboration than ever.

The answer isn't necessarily fewer meetings. It makes our meetings worth attending.

With great respect for all you do for our profession,

Diana Gurwicz, CMF®, MBA, CCMP, SCP-HR
Chairperson, INIFAC





Over time, I learned a harder truth: for people working in corporations, nonprofits, and government agencies around the world, ***meetings are often the most dreaded item on the calendar.***

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