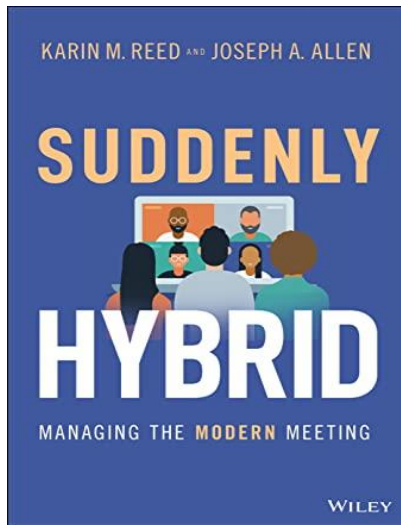


Book Review

Reed, K. M., & Allen, J. A. (2022). *Suddenly hybrid: Managing the modern meeting*. Wiley.



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As remote work becomes less of an unusual exception and more of an everyday necessity, hybrid meetings—meetings in which some attendees are physically present while others are virtually present—are becoming the norm. The authors deliver a practical and actionable framework for attending, hosting, and managing hybrid meetings.

Perfect for senior business leaders, managers, and even individual contributors, *Suddenly Hybrid: Managing the Modern Meeting* is required reading for anyone expected to organize,

host, or attend virtual or hybrid meetings in their workplace or school. The authors draw from their extensive experience in research and business, as well as firsthand stories and up-to-date studies, to offer a guide that is grounded in science and proven in the real world which is written in five sections comprising of 13 chapters.

The first section (chapters 1-4) contains the authors' introductory remarks, noting that much of the discussion herein draws on the foundational work on meeting modalities and the inevitability of hybrid meetings. The authors explain how hybrid meetings are vastly more complex than meeting in-person or virtually. They are easy to do poorly and hard to do well.

Section two (chapters 5-7) discusses the strategies for running a hybrid meeting and how to mitigate the potential pitfalls when leading these hybrid meetings. From crashing laptops to dying camera batteries to spotty Wi-Fi connections—the event tech landscape is fraught with potential issues. The authors create guidelines to improve the hybrid meeting experience for remote workers.

Section 3 (chapters 8-9) focuses on the attendees' ideas and opinions being seen and heard in hybrid meetings. The authors were able to tease out how setting effective meeting ground rules provides an opportunity to engage the group and helps shift ownership for the meeting's success to participants. They mention that it is vital that you create opportunities for your people to talk about their challenges from time to time.

Section 4 (chapters 10-11) bridge the physical and virtual workplaces together by enabling collaboration and creating presence for all the members. The authors stress the importance of a positive remote work culture which they say is the key component to help strengthen employee

morale and boost productivity. They provide tips and techniques for readers to build a sense of camaraderie with their team members.

In the last section (chapters 12-13) skill up for hybrid collaboration and signs of a healthy hybrid transition are discussed. The worst thing you can do is to see hybrid meetings as a burden. Instead, the authors suggest we should embrace the new circumstances.

All in all, this book is a must read for those who want to dig deeper into what to focus on when the future still seems so blurred. Despite its compact size, this book is dense with concrete examples, suggestions, and caveats often not addressed in other sources. Overall, this book is easy to read and full of insightful information to understand the concept. I would say this book highlights factors essential to be both successful online meeting hosts and participants.

Reference

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Author

Rusma Kalra, Ph.D. is a full-time lecturer in the Department of Business English, Faculty of Arts, Assumption University, Thailand. With over 10 years of teaching experience at tertiary level, she has covered a wide range of areas in her teaching including English for specific purposes and business communication writing. Her research includes classroom-based research and English for specific purposes.