

# The 8% Rule

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A quick guide to this simple rule for making meetings more interactive and engaging.



## What is the 8% rule?

The 8% Rule states that you should dedicate 8% of the time in any work meeting to making personal connections. The purpose of this rule is to consistently sustain peer-to-peer social connections that boost business outcomes.



## What is 8% of my meeting?

8% of a one hour meeting is about 5 minutes, so you can adjust accordingly.

## Benefits of the 8% rule

1. Promotes connectivity in in-person and remote workplaces.
2. Encourages consistent application of best practices for employee engagement.
3. Helps develop meaningful relationships at work, which improves job satisfaction and retention.
4. Easy to follow and apply, with just five minutes for every hour spent in meetings.
5. Speeds up meetings by specifying time allocated to small chat & social activities.
6. Makes work meetings fun.



## 8% rule activity examples

1. Ask an icebreaker question at the start of a meeting.
2. Have participants change their virtual backgrounds to a personal photo and tell an accompanying story.
3. Share teammates' childhood photos onscreen and try to guess "who da baby".
4. Tell teammates to show you their pets! (Or babies! Or plant babies!)
5. Do a lightning scavenger hunt and ask participants to grab an object like "show me something you use every day!"

