

# Help Stamp Out Dull Meetings!

**To: Instructors seeking new methods for getting participation in meetings and conferences**

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**Subject: Buzz 22 - a new size of buzz group**

Have you ever heard a stimulating lecture and then wondered why the question period fell so flat? Perhaps questions are slow in coming, perhaps they interest only the person who asks them, perhaps we have to listen to a speech in the form of a question. This memo describes Buzz 22, a method to make the question period as exciting as the briefing itself.

Have you ever sat in a conference of 12-16 people that was slow in getting started? Buzz 22 helps a group quickly get involved with a topic.

While at Michigan State, Don Phillips invented Discussion 66, Phillips 66, or buzz groups. This means breaking an audience down into sub-groups of 6 members who discuss a topic for 6 minutes, thus the term 66.

Its original use was in improving the vitality of question periods after a presentation. Teams were asked to decide, "what one question would you like to ask the speaker which would be of greatest interest to all?"

The 100% group participation focused on this topic improved the variety of questions and helped screen out those

private questions of interest only to those who asked them.

Discussion 66 proved to be a flexible social invention. It can be used before a briefing or film to arouse interest; it can be used in place of a lecture to gather the best thinking of those in the meeting.

However, 66 has been limited in its usefulness because many leaders feel unsure of their abilities to break down audiences into small groups and to get them back together again. Furthermore, it is an especially difficult method for an unskilled leader to use in an auditorium with fixed seats where people have to lean over the backs of chairs to form teams.

Buzz 22 extends the usefulness of the basic features of Discussion 66 as it means 2 people discussing a topic for 2 minutes.

The presentation is made. A leader asks each row to break into pairs to discuss a question for 2 minutes. The rows can count off by 2's. A faster method is to have 5x8 file cards on each chair with an alternating color on every other seat—red-white-red-white,

etc. A recorder is gotten in each pair by saying "the man in each pair who was born the greatest distance from the meeting hall will be secretary." The question or task is announced and each pair starts discussing it, with the secretary making notes on the file cards.

The leader can then ask for questions or reports from pairs in each corner of the room or by some other system.

If there is time, the questions can have an additional screening for ones of most general interest by having each pair trade their notes with an adjacent pair. They then select the most interesting question or idea from the other's list.

Some other question can be asked and this time people pair with the person on the other side of them. This gets more people acquainted, helps break the ice at first meetings of conventions and conferences.

You will note that Buzz 22 can be used in small discussion groups of 12-16. It gets 100% participation at the start and helps a collection of people become a productive group much faster.

After Buzz 22 you can ask three in the conference to come up front for

a short panel discussion. This usually starts a back and forth interaction between members of the group, the panel, and each other with the conference leader moderating the discussion rather than pumping to get it going.

I can see applications for this in large case discussion groups in business schools and law schools. At some point in the discussion the case leader may want to have the students think out their next comments in pairs before going on with the discussion.

It might even be used for classroom recitation where pairs work out the answers rather than having pupils raise their hands if they know the answer. This way the strong could help the weak.

Discussion 66 has advantages in that you get more different minds working together. But Buzz 22 is so simple that any leader can give clear instructions for its use without worrying about moving people about. And it is ideal for use in large fixed seat auditoriums.

You may be stimulated to work out new uses for this simple idea. Please let me know how you adapt it to your purposes.

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## Hollywood Films For Business And Industry

Wilmette, Ill. — Sixteen millimeter versions of Hollywood motion pictures can be a valuable educational and inspirational asset for business and industry, according to the Films Incorporated division of Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill.

Films Incorporated's latest catalog lists more than 1,500 full-length features and short subjects produced by Hollywood's major and independent studios which can be rented for non-theatrical showing. Copies of the catalog are available when requested on letterhead.