



# Turn the Great Disconnect into the Great Reconnect

APRIL 28, 2022

# Agenda

- Introduction
- The Great Disconnect
- The Impact of the Disconnect
- Ways to Reconnect
- Discussion



# Today's Speaker

**Abbey Lunney**

Managing Director

The Harris Poll



**Work has  
changed  
forever—and  
communication  
has with it**



# Adapting to a new normal

Hybrid and remote work require communication adaptation

| **82%** of business  
leaders

| **59%** of knowledge  
workers



are concerned about  
effective communication with  
remote and hybrid working  
models in the future.

# We're writing more than ever

Writing takes up **half** of the typical 40-hour work week:



**Over 8 hours**  
spent on written  
communication alone



**Yet we are  
experiencing  
more disconnects  
than ever**



# Where the disconnect happens

Ineffective written communication is impacting employee productivity

---

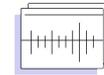
## 86%

of knowledge  
workers experience  
communication  
issues at work

### Workers' top pain points:



Getting timely  
responses (49%)



Keeping up with  
frequency (31%)



Communicating  
messages clearly (37%)



Using the proper  
tone (30%)



Understanding messages  
from others (33%)



Choosing the right  
platform (26%)

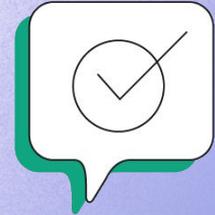


# The gap between leaders and workers

Leaders and teams aren't on the same page in terms of skills, work style, and priorities

**| 72%** of leaders say their team struggles to communicate clearly and consistently with external parties

**| 45%** of knowledge workers agree.

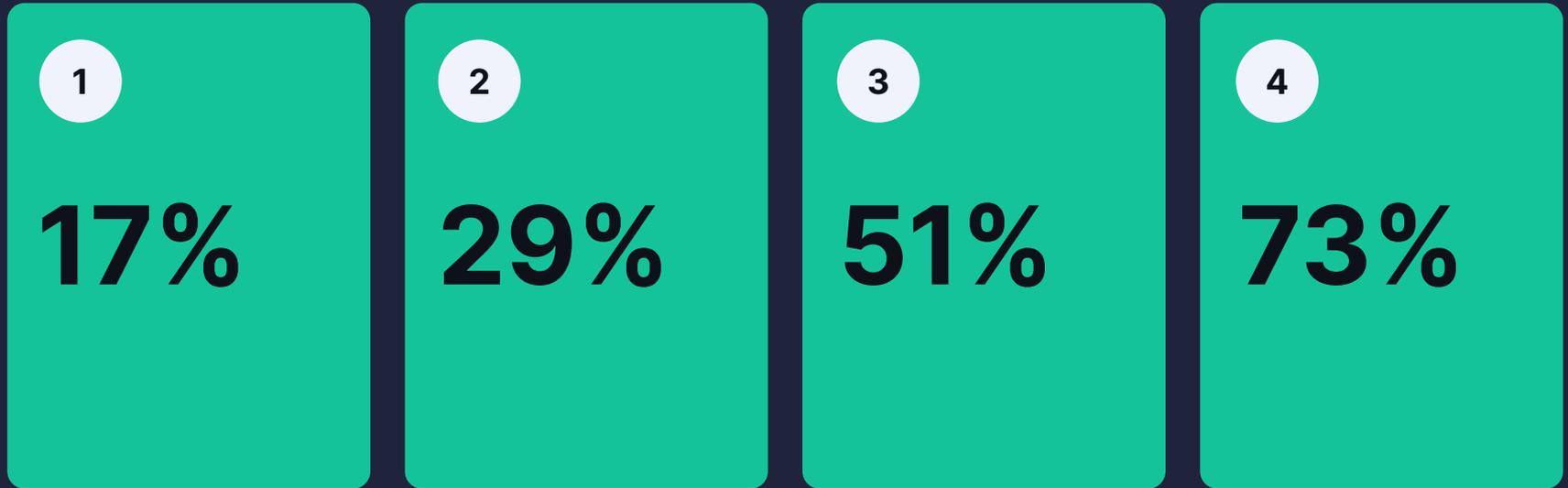


It's almost poll time



# Poll: Understanding workers' workdays

What percentage of their time do you think your team spends collaborating?



# Leaders estimate

**29%**

# The reality

**51%**

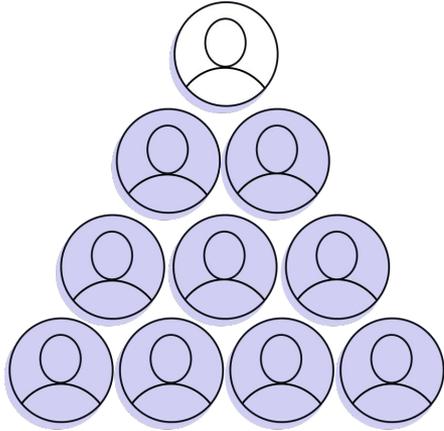


**The impacts  
can be felt  
from budgets  
to burnout**



# Ripple effects across your company

Where are teams feeling the strain caused by ineffective communication?

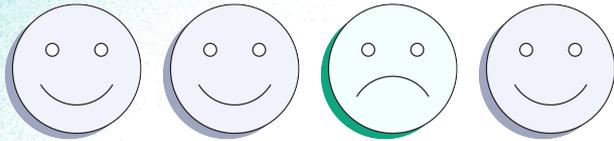


**Over 9 in 10** business leaders agree that miscommunication negatively impacts their company's productivity, morale, and growth.



# A consistent cause of stress

Ineffective communication can contribute to burnout and hurt morale



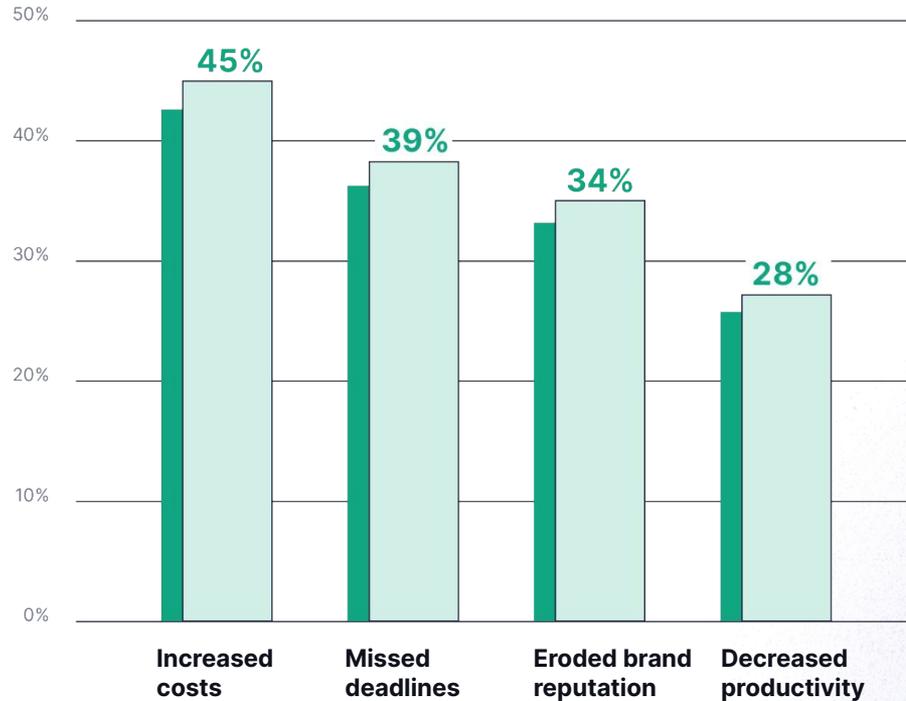
**Increased stress** is the #1 impact of ineffective communication at work.

**1 in 4 workers** say poor communication at work strains relationships with colleagues and decreases their work satisfaction.



# The breakdown

Where business leaders see miscommunication cost centers



It's almost poll time

# Poll 2: Time is money

How much time do you think your team loses each week to miscommunication?

1

**1.5 hours**

Miscommunication is a minor inconvenience and barely takes time to address.

2

**3.24 hours**

Miscommunication happens from time to time, but we correct it pretty quickly.

3

**5.36 hours**

Miscommunication is a bit problematic and takes more time to correct than we'd like.

4

**7.47 hours**

Miscommunication is a disruption to my team's workflows and can be tricky to resolve.



# What we found

Companies are effectively getting a **4-day workweek**



# The data

**7.47**  
**hours**

# A budgeting breakdown

The cost of ineffective communication

Cost per year			
Per employee	Company of 50 employees	Company of 500 employees	Company of 5,000 employees
\$12,506	\$625,300	\$6,253,000	\$62,530,000



Based on leaders estimating the loss of 7.47 hours of work per week due to poor communication and reporting an average salary of \$66,967 for their teams

**Cut those  
costs:  
Reconnect and  
recharge teams**



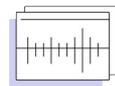
# Clarify unspoken expectations

Employees are uncertain when and how to communicate

## Worker pain points:



Getting timely responses (49%)



Keeping up with frequency (31%)



Choosing the right platform (26%)



## Solutions:

Set expectations for responsiveness



Establish synchronous and asynchronous time blocks



Set guidelines for which platforms are used for different types of messages



# Make your messages accomplish more

Accelerating work takes more thorough written communication

## Workers' pain points:

| **37%** Communicating clearly so everyone understands my message

| **33%** Understanding messages communicated by others

## Ways to create clarity:

- Provide context (What it's about)
- Confirm you're not leaving out key details
- Read messages out loud before sending
- Try to simplify
- Check your tone



# Rigorously curate your tech stack

Create a tech stack that enhances workflows

**63%**

of knowledge workers say, "I wish my company had better tools to help people communicate effectively."

**68%**

of business leaders say they prioritize tools to aid effective written communication

**94%**

of business leaders say they need new tools and strategies to achieve effective communication in a hybrid or remote workplace



# Discussion

Next Steps: Check your email for a recording of this webinar and exclusive Grammarly Business content



Go deeper in [The State of Business Communication](#)



Explore the ROI Calculator and see what your costs are

The   
Margins

Traverse “The Margins” for communication best practices



# Join us for a discussion with Adam Grant

Next webinar: Keep the conversation going on June 7

- Wharton's top-rated professor for seven years in a row
- Organizational psychologist and *New York Times* bestselling author of five books, including *Option B* and *Think Again*
- His viral piece on “languishing” was the most-read *New York Times* article of 2021
- TED Talk speaker with 30+ million views
- Host of *WorkLife*, a chart-topping TED original podcast



June 7



# Thank you for joining us



**Abbey Lunney**  
Managing Director  
The Harris Poll  
[abbey.lunney@harrispoll.com](mailto:abbey.lunney@harrispoll.com)



**Grant Horn**  
Enterprise Account Executive  
Grammarly  
[hello@grammarly.com](mailto:hello@grammarly.com)

