The Productivity Shift

With updated foreword and executive summary **for educators**

From Overwhelm to **AI Empowerment**

grammarly | The Harris Poll

2025

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Letter to Educators

In today's fast-moving professional world, our recent research reveals a sobering truth: **Communication is at an inflection point**, with both communication volume and miscommunication skyrocketing. Although this report focuses largely on professionals in knowledge-working roles, it holds equal importance for those of you dedicated to preparing tomorrow's workforce.

Your students will soon step into workplaces shaped by trends that you'll see detailed in these pages: AI is rapidly transforming communication workflows, businesses are competing on how clearly and efficiently they can share ideas, and casual yet meaningful connections have become powerful drivers of employee engagement and satisfaction. With written communication comprising a considerable portion of work, the need for strong writing and outcome-based productivity is more essential than ever.

We believe educators are a vital link between these workforce realities and the learning experiences that best equip students to succeed in them. As you review Grammarly's fourth annual report, The Productivity Shift, we invite you to notice how pivotal communication has become to career success and fulfillment—and how AI is augmenting that impact.

We hope these insights spark conversations about how you can help students develop not only their writing skills but also AI fluency, critical thinking, and interpersonal competencies. These skills will help students stand out as job candidates, thrive in their roles once hired, and push their future organizations to adopt more effective, human-centered approaches to communication and productivity.

Thank you for your continued commitment to shaping thoughtful, innovative communicators. We believe that by partnering with educators like you, we can prepare students to excel in a rapidly evolving professional landscape—one where human insight and AI-powered tools combine to drive better work and empowered professionals.

The Grammarly Team

Methodology

This study was conducted by The Harris Poll on behalf of Grammarly from September 24, 2024, to October 1, 2024, among 1,032 knowledge workers and 254 business leaders. It also references findings from studies[1] conducted in the same months of 2023, 2022, and 2021 among a similar volume of knowledge workers and business leaders. This online survey is not based on a probability sample; therefore, no estimate of theoretical sampling error can be calculated.

Year-over-year percentage changes and percentage gaps between groups should be interpreted as percentage point changes and are statistically significant.



[1] These studies were conducted from September 29 to October 3, 2023, among 1,002 knowledge workers and 253 business leaders; from October 14 to 31, 2022, among 1,001 knowledge workers and 251 business leaders; and from October 1 to 12, 2021, among 1,001 knowledge workers and 251 business leaders. This data is referenced in Grammarly's State of Business Communication report from 2022-2024.

Executive Summary

Effective, AI-fluent communicators lead the modern workplace

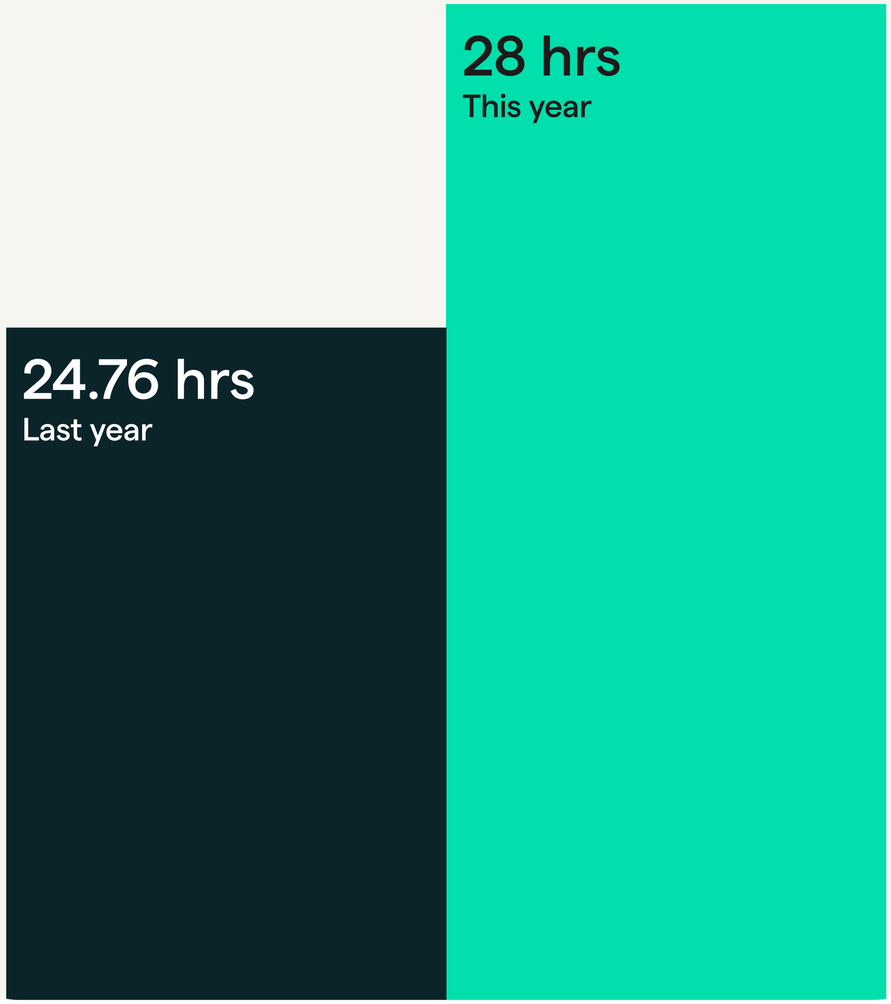
Communication now consumes nearly the entire workweek in most organizations, but not all of this time is productive. The modern workplace has entered a state of communication inflation—an excessive increase in messages and interactions attempting to compensate for fragmented and ineffective exchanges. At the same time, professionals are adopting and collaborating with AI in new ways that are having a meaningful impact on their performance, well-being, and career potential.

In this special edition for educators, we highlight the implications of unchecked communication overload and how AI can help reverse the trend. By learning from the strategies of AI power users, colleges and universities can equip students with the tools and mindsets needed to thrive in complex communication environments, stay productive, and adapt rapidly to evolving technologies.

Writing is the foundation of modern work

Data shows that professionals now spend more than **28 hours a week** on written and in-tool communication—a **13.2% increase** from last year. The majority of work now takes place in chat platforms, project management software, knowledge management systems, and collaborative whiteboarding tools. How effectively professionals communicate across channels determines their ability to execute work, collaborate with colleagues, and demonstrate their professional aptitude.

Time spent on written and in-tool communication each week



Communication channel management is a professional competency

Professionals are required to communicate across more channels and tools than ever before. More than half (55%) of workers say they're struggling to keep up with notifications across platforms. More than one-third of professionals consider communication channel overload a significant challenge to communicating effectively at work. Channel fragmentation makes it difficult to keep track of conversations, prioritize messages, and extract the relevant information needed to stay productive.

To adjust swiftly to the future workplace, students will need to be proficient at delivering the right tone, detail, and context across various workplace channels. As seen in section three of this report, professionals are using AI to communicate at the pace and effectiveness required to be successful in the workplace.

The increase in channel fragmentation overwhelms professionals

"I have been communicating **across more channels** at work in the past 12 months."

76%

of professionals agree



"I find it **challenging to navigate** through the multitude of work communications."

55%

of professionals agree

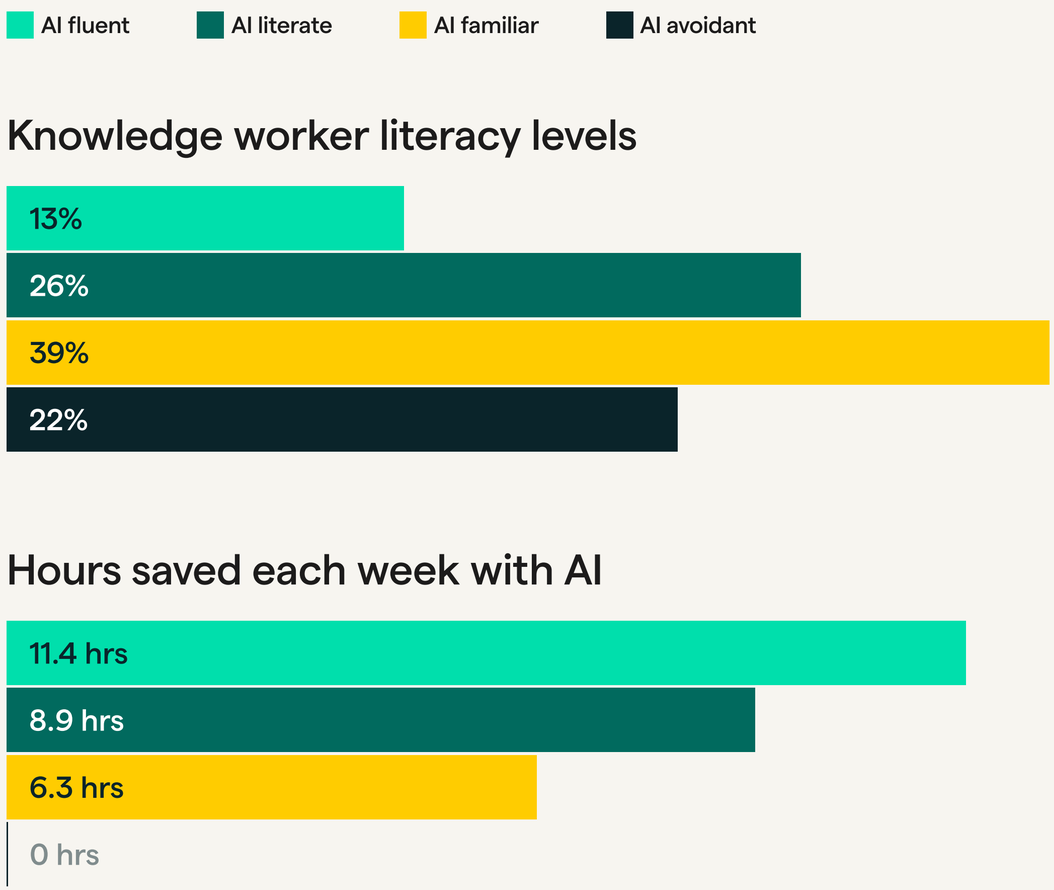


There is a demand for AI-fluent professionals

AI is proving to be an increasingly critical tool for improving workplace communication, productivity, and satisfaction. Business leaders who use generative AI tools save an average of 10.7 hours per week, a 13% increase from the previous year, while knowledge workers save more than 8 hours weekly. The benefits of AI-powered communication are significant, particularly for AI-fluent workers who experience significantly greater gains than their less fluent colleagues. They report a 14% greater improvement in communication with customers, a 14% greater boost in productivity, and a 12% greater increase in work satisfaction compared to those who are only AI familiar. These findings demonstrate that leveraging AI for communication not only saves time but also amplifies the positive impacts across productivity, relationships, and overall business outcomes.

With less than 40% of the workforce operating at AI-fluent or -literate levels, organizations are desperate for professionals who can accelerate their AI adoption and effectiveness. Graduates who gain critical AI literacy skills during their education have the opportunity to not just adjust to the modern workforce comfortably but also excel in it quickly.

For both workers and leaders, there are wide gaps in AI literacy

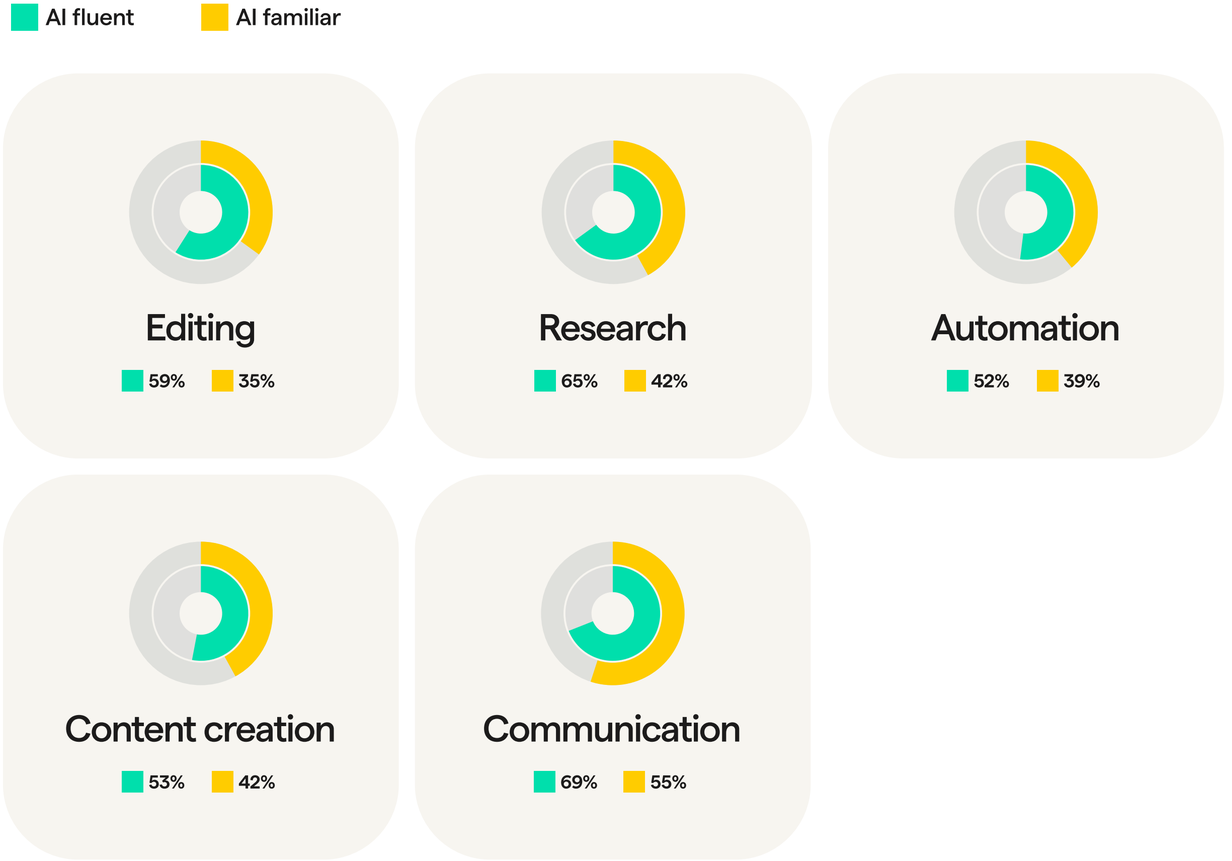


AI-fluent power users create the model for success

Nearly all (93%) AI-fluent workers experience greater productivity boosts and time savings (11.4 hours) from gen AI than those who are only AI familiar (6.3 hours). These power users streamline work by using AI to ideate, draft content and communications, and edit their writing. Their approach goes beyond basic usage, offering the model for how professionals can use AI to communicate more effectively, generate content, and automate tasks to save 81% more time than less fluent colleagues. Notably, research is the second most common use case among AI power users. Whether collecting information from external sources or navigating internal corporate databases, power users rely on AI to quickly access the right information when they need it.

This power-user model is directly applicable to classroom teaching and campus initiatives. When students learn to view AI as a partner—one that assists with outlining, drafting, and reviewing—rather than a novelty or threat, they can drive innovation, streamline workflows, and uphold academic values. Educators have a unique opportunity to foster these mindsets early, ensuring that when students graduate, they're ready to contribute effectively in AI-powered professional settings.

More power users leverage AI across use cases compared with their less fluent colleagues



AI power users save **81% more time** than their less AI-fluent colleagues



01

Productivity Is at a Breaking Point

Performative productivity

The act of showcasing work or busyness primarily to create an impression of being productive rather than focusing on meaningful outcomes.

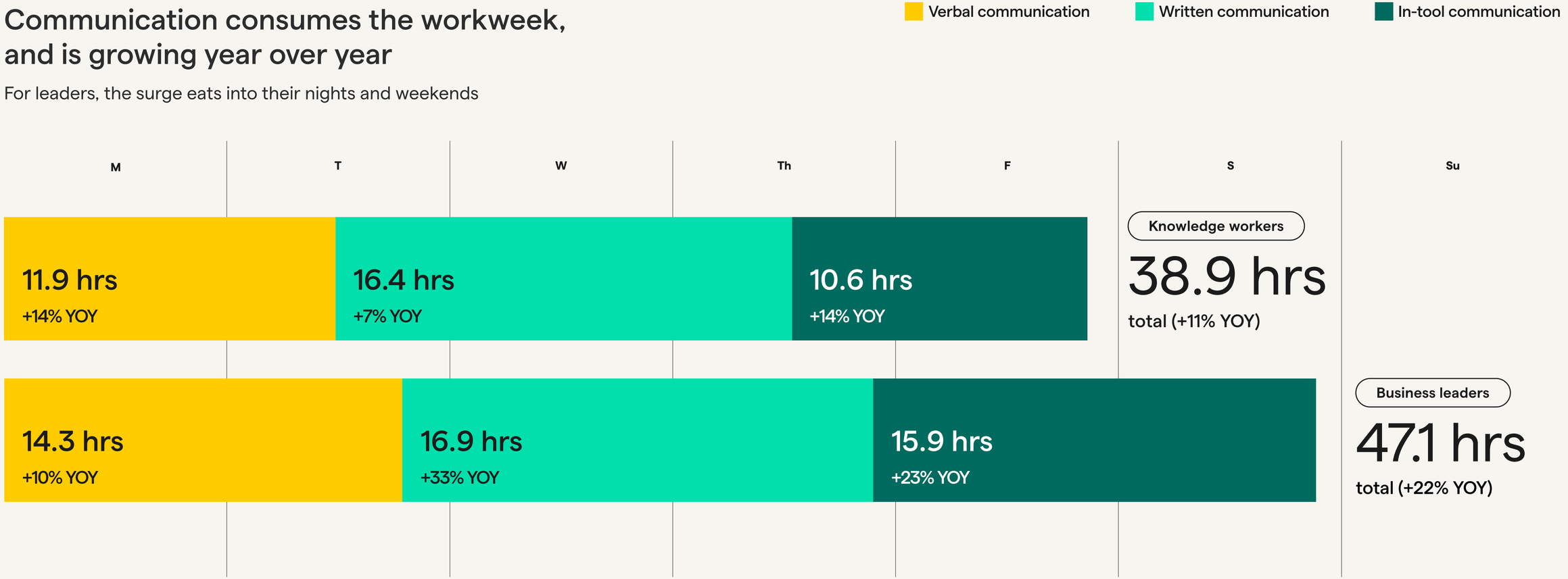
1.1

Communication is surging

Communication volume has increased across every channel. The growth for business leaders, in particular, is astounding, with written and in-tool communication increasing by 28%. The year-over-year increases tell a clear story: As text-based and collaboration tools become increasingly prevalent in the workplace, written communication is playing a larger role in work activities.

Communication consumes the workweek, and is growing year over year

For leaders, the surge eats into their nights and weekends

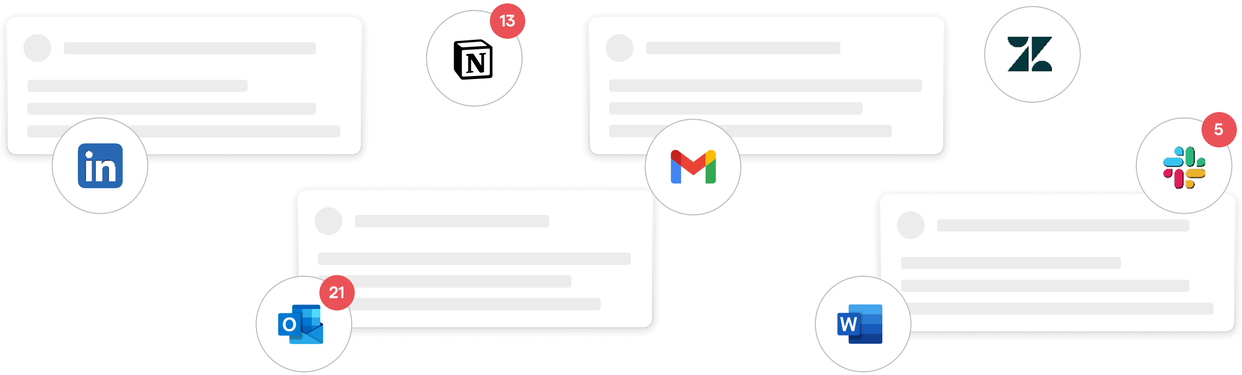


1.2

Fragmented channels reduce productivity

Businesses invested in new communication channels with the intent to streamline work. However, without a clear strategy, this channel growth has had the opposite effect. Instead of consolidating conversations within a single channel where work happens, related discussions are now scattered across multiple platforms. Channel fragmentation makes it difficult to keep track of conversations, prioritize messages, and extract the relevant information needed to stay productive.

Nearly 60% of leaders and more than half (54%) of workers say they're struggling to keep up with notifications across multiple platforms. More than one-third of professionals consider communication channel overload a significant challenge to communicating effectively at work. This "communication swirl," or overwhelming complexity created by an increase in communication across fragmented channels, undermines productivity and makes it increasingly difficult to focus on essential tasks.



The increase in channel fragmentation overwhelms professionals

"I have been communicating **across more channels** at work in the past 12 months."

76%

of professionals agree



"I find it **challenging to navigate** through the multitude of work communications."

55%

of professionals agree



1.3

Perpetual connectivity erodes our ability to focus

The majority of professionals (60%) say that “always-on” communication, or the constant barrage of messages and notifications, from Slack and Teams messages to emails to in-person interruptions, has made it difficult to focus on important tasks. This has created a work environment where **perpetual connectivity** gets in the way of deep, meaningful work, impacting both individual performance and organizational productivity.

“The **constant flow of work** notifications makes it hard for me to concentrate on important tasks.”

60%

of professionals



“The **expectation to always be connected** contributes to my burnout or stress levels.”

66%

of professionals



Perpetual connectivity

The constant barrage of messages and notifications across channels that makes it difficult to focus on important tasks.

02

The Costs of Communication Inflation

Communication inflation

The excessive or unnecessary increase in the volume of communication that outpaces its value, diminishing productivity and clarity.

2.1

The measurable cost of poor communication

Poor communication is more than a workplace nuisance—it's a direct financial drain. For many businesses, the cumulative cost is staggering, highlighting the urgent need to prioritize improvements. Businesses lose approximately $9,284 per employee annually to poor communication, which represents an annual loss of $9.3 million for a company with 1,000 employees.

Time is money, and poor communication is costly

4.8 hrs

lost weekly to poor communication per employee

=

$9,284

annual cost per employee

×



40 employees

1,000

employees

=

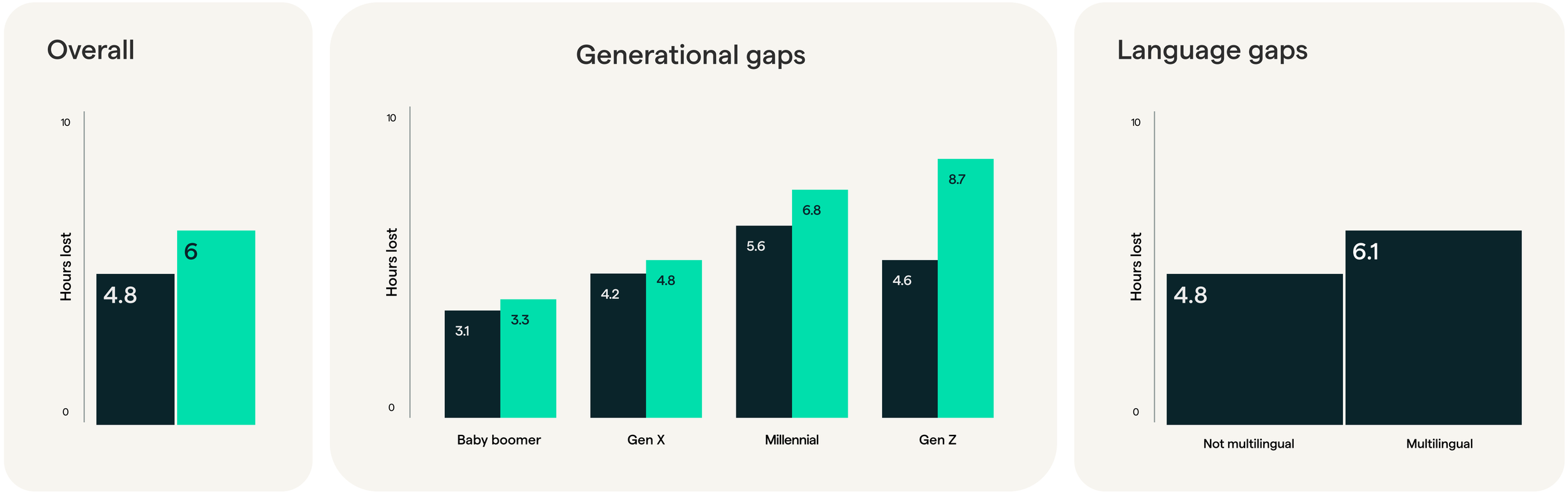
$9.3M

in lost productivity

This financial impact is compounded by the ballooning volume of workplace communication, which has not translated into greater productivity. Instead, communication inflation results in nearly a full workday of lost worker productivity each week. This wasted time comes from deciphering unclear messages, redoing work due to incomplete or misunderstood communication, differing understandings of next steps after meetings, or time spent clarifying tasks to ensure alignment.

Business leaders, younger generations, and specific demographics such as multilingual individuals report even greater losses, underscoring the need for targeted solutions to address these challenges, save money, and reclaim valuable time.

Time lost to poor communication each week



Performative productivity reduces outcome-focused productivity

Communication inflation is partially driven by “performative productivity,” where workers spend time on tasks that appear productive but deliver little value. Workers report spending approximately 21% of their workweek on performative tasks—that’s another $16.4 million lost annually for the same company of 1,000 employees. Whether it’s writing messages just to be seen or completing work that was later deemed unnecessary, these wasted efforts leave workers with less time for real, outcome-focused productivity and creates more noise for colleagues to navigate.

Performative tasks take up 8+ hours throughout the week



2.3

Communication inflation fuels worker stress and dissatisfaction

Communication inflation doesn't just waste time; it deeply impacts worker well-being. Over 80% of workers report that poor communication resulted in increased stress and reduced productivity, while over three-fourths report decreased quality of work and satisfaction.

These effects are particularly pronounced among multilingual and neurodiverse workers, whose dissatisfaction levels are significantly higher than their peers. Younger generations, including millennials and Gen Z, feel these impacts most intensely, signaling a growing challenge for the future workforce. A lack of adequate communication tools compounds the problem, particularly for multilingual workers. These disparities underscore the need to tailor improvements to support the most impacted groups.

Effects of poor communication on worker well-being

Increased stress at work



82%

Lowered productivity



81%

Decreased employee satisfaction



76%

Missed a deadline or due date



69%

+23% for multilingual workers

Considered finding a new job



63%

+27% for multilingual workers

2.4

Leaders report lost business and customers due to poor communication

The cascading effects of communication inflation hit businesses hard, from operational inefficiencies to customer-facing losses. As communication inflation rises, leaders report its consequences ripple across productivity, costs, and brand reputation. Customer-facing outcomes are notably affected, with 78% of leaders citing decreased satisfaction and 74% reporting lost business or deals. These metrics emphasize that communication inflation isn't just a workforce issue—it's a threat to overall business success.

Effects of poor communication on business performance





03

Reclaiming the Workweek With AI

AI-powered communication offers a way to shift the productivity breaking point into a turning point.

By empowering their workforce with AI that alleviates communication overload and boosts productivity and focus, leaders can break the cycle of inefficiency and create pathways to meaningful results. Making communication the first enterprise-wide AI use case allows businesses to foster creativity, enhance collaboration, and enable teams to work more strategically—guiding businesses back from the breaking point and into a more productive and effective future.

Effective communication reclaims time, particularly for those using AI

While poor communication costs workers valuable time, effective communication flips the narrative, saving employees 21 hours each week. The majority of time savings (82%) come from internal communication efficiencies that streamline processes, like aligning on next steps, clarifying tasks, and reducing time spent resolving misunderstandings.

21.1 hrs

saved weekly with effective communication per employee

×



40 employees

1,000

employees

=

$40,811

annual savings per employee

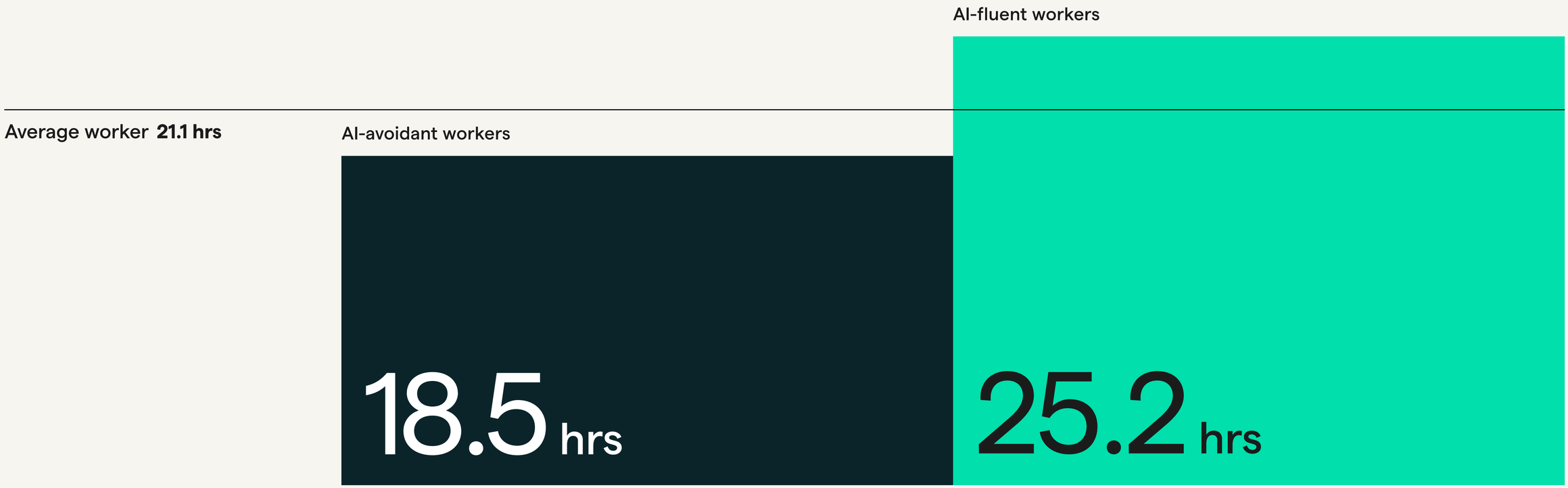
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$40.8M

annual savings

AI-fluent power users save 37% more time on average than those who avoid it. Effective communication, especially when powered by AI, has the potential to save businesses millions annually in productivity gains. This makes business communication a clear use case for enterprise-wide AI adoption.

Time savings are significantly higher for those using AI



3.2

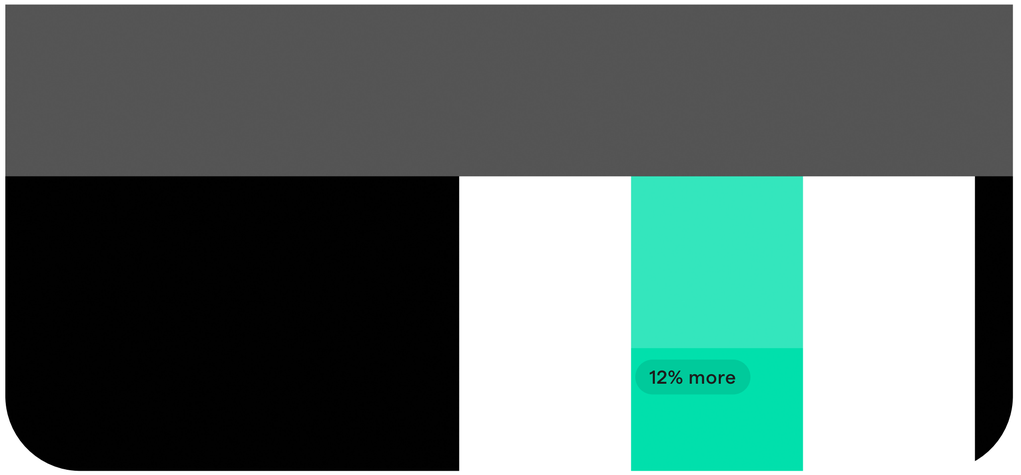
AI-powered communication enables workers to be more impactful

It's no surprise that effective communication contributes to both individual and organizational success, but the impact is significantly amplified for those who leverage AI in their workflows. AI-fluent workers report significantly higher productivity (96%) and work satisfaction (96%) compared to their AI-avoidant peers (82% and 81% respectively). The benefits extend to relationships, with 95% of AI-fluent workers reporting improvements in their interactions with colleagues and customers. These findings highlight the powerful synergy between effective communication and AI adoption in the workplace.

96%

of AI-fluent workers report significantly higher productivity





3.3

AI drives substantial time savings across diverse teams

AI doesn't just improve communication—it delivers substantial time savings across diverse roles and demographics. Business leaders reclaim an average of 10.7 hours per week, a 13% increase year-over-year, and workers facing greater communication challenges, such as multilingual and neurodiverse professionals, save over a day each week. These results highlight AI's ability to streamline communication and create efficiencies for diverse teams to focus more on high-value, strategic tasks.

Weekly time savings from gen AI



3.4

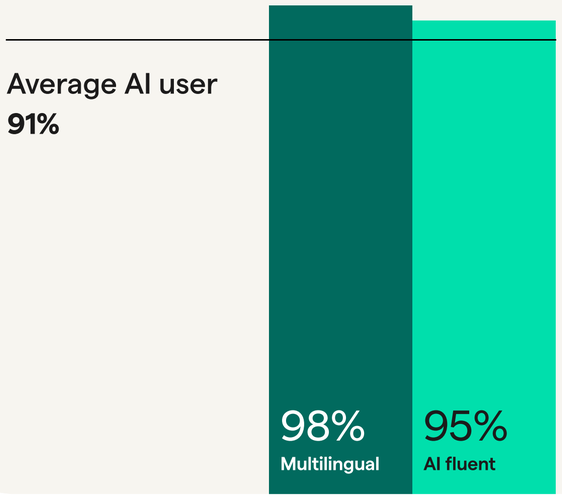
AI benefits also include creativity, empathy, and workplace satisfaction

AI is transforming workplaces by delivering benefits far beyond improved communication and time savings. From boosting productivity (93%) and reducing workloads (91%) to enhancing creativity (91%) and work satisfaction (89%), AI empowers workers to focus on what matters most. These impacts are especially pronounced among multilingual professionals. Additionally, AI reduces performative communication (86%) and fosters softer skills like empathy (76%), creating an environment where employees can thrive.

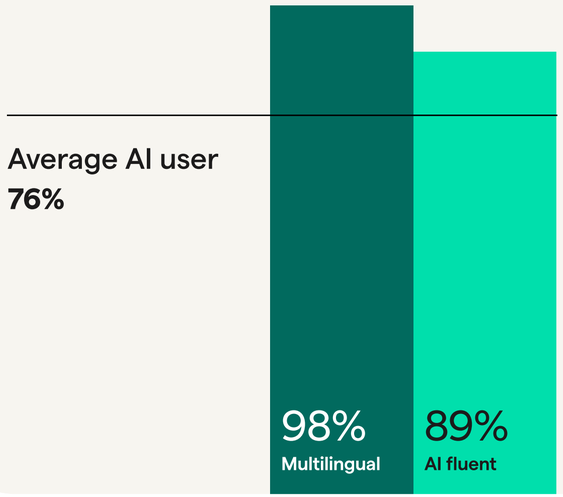
AI-fluent workers, in particular, experience some of the most profound benefits from using AI tools, consistently outperforming their peers in key areas. These results highlight the value of investing in AI fluency as a strategic priority for organizations.

Workers say AI improves their soft skills, especially for multilingual employees

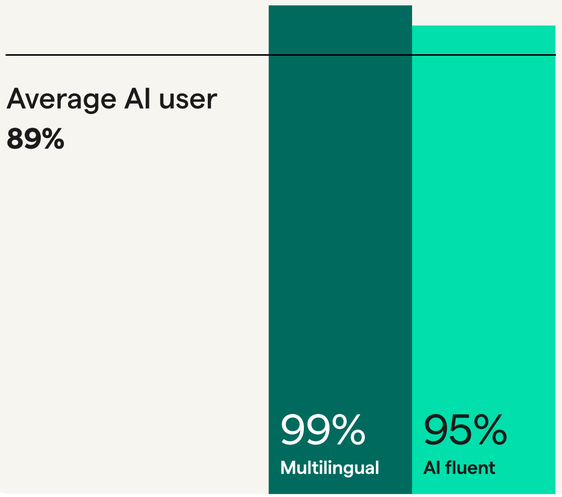
Enhances creativity



Increases empathy



Enhances work satisfaction



3.5

The C-suite reports that AI-powered communication amplifies business results

The C-suite recognizes that the productivity gains from effective communication and AI amplify business results. The vast majority of C-suite leaders report significant impacts on key outcomes, including increased revenue (90%), higher customer satisfaction (97%), and faster innovation (95%). These results demonstrate how improving communication with AI not only drives workplace productivity but also enhances overall business performance.

C-suite reports positive outcomes from **AI**

Drives faster innovation



Increases quality of service



Drives higher employee engagement



Increases revenue



C-suite reports positive outcomes from **effective communication**

Increases customer satisfaction



Increases ROI on technological investments



Improves brand reputation



Supports new business or deals



04

Harnessing AI Power User Habits

As businesses navigate the challenges and opportunities of AI adoption, one group stands out as a model for success: AI-fluent power users.

These individuals, who come from a range of backgrounds and roles, have seamlessly integrated AI into their workflows, achieving significant time savings, productivity gains, and creativity that deliver both personal and business results. By understanding their habits and approaches, organizations can identify opportunities to scale their success and empower the broader workforce, enabling all employees to harness AI's full potential and be their best selves at work.

4.1

Power users maximize AI across workflows

AI power users excel in their ability to integrate AI across multiple aspects of their daily workflows, using it as a collaborator, innovator, and tool for streamlining complex tasks. For instance, they use AI to create and edit content, reducing time spent on ideation, research, and revisions. Power users have more time to focus on high-value work and even use AI for professional development.
This advanced approach goes beyond basic usage, setting the standard for how AI can transform workplace productivity, innovation, and professional growth.

Smarter and safer: Power users are more likely to leverage company-approved AI tools

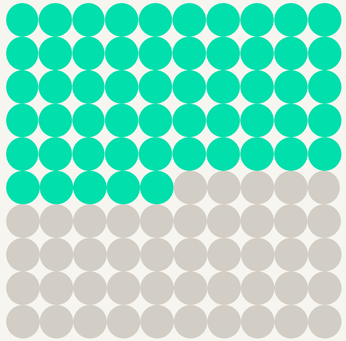


90%
Power users

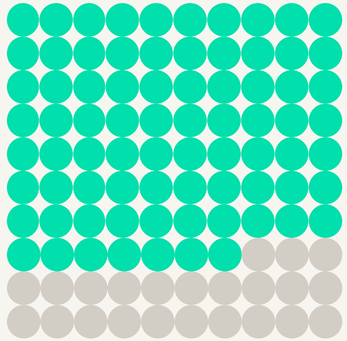


63%
Average workers

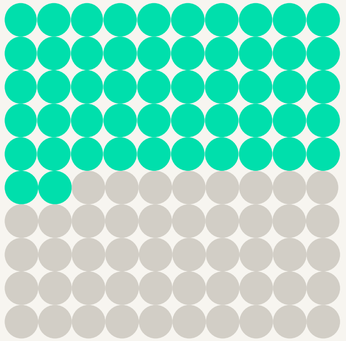
Power users leverage AI for collaboration



55%
Get started



77%
Collaborate



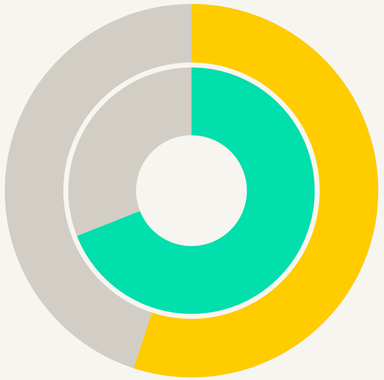
52%
Perform

Power users take advantage of AI across a variety of use cases

Tasks where AI is used, AI familiar vs. AI fluent

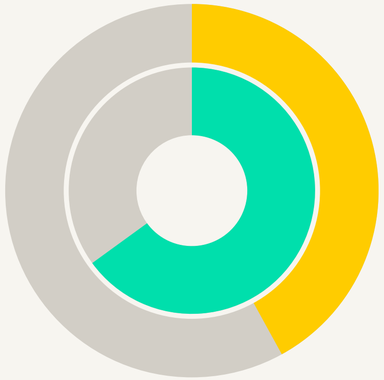
Communication

55% AI familiar
69% AI fluent



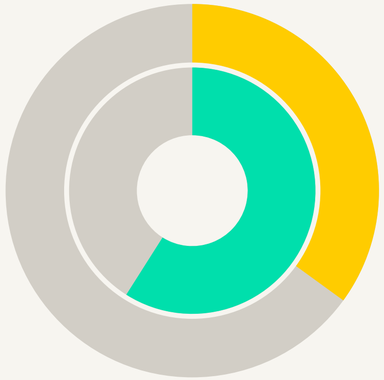
Research

42% AI familiar
65% AI fluent



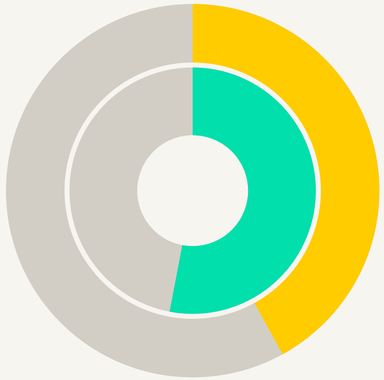
Editing

35% AI familiar
59% AI fluent



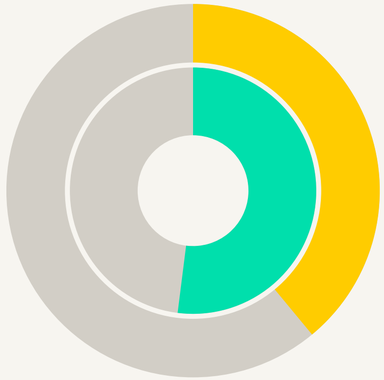
Content creation

42% AI familiar
53% AI fluent



Automation

39% AI familiar
52% AI fluent



Power users start with AI for content creation and ideation

Content creation and ideation are key areas where AI power users excel, particularly in the early phases of production. They use AI to generate, refine, and optimize materials for internal and external audiences. From marketing campaigns to project plans, they rely on AI to streamline creative processes, perform research, and enhance the quality of their work. Power users leverage AI as a brainstorming partner, helping to craft content that is both impactful and efficient.

Power users write with AI for all types of content

	Internal	External
Long-form	47% use AI for content like internal documents & presentations	41% use AI for content like blogs and white papers
Short-form	48% use AI for content like meeting recaps and internal memos	46% use AI for content like ads and social media posts

Power users leverage AI to improve communication

AI power users are revolutionizing workplace communication by leveraging AI tools to enhance clarity, reduce communication overload, and foster stronger connections. The more fluent in AI workers are, the more they use AI to their advantage. For example, nearly half (47%) of power users leverage AI when responding to chats (22% more than workers who are less fluent in AI). Whether collaborating with colleagues in documents and Slack or engaging with clients over chat and email, power users maximize AI's ability to improve the quality and efficiency of their communication across channels. In fact, 93% report that AI allows them to focus on work that drives meaningful business outcomes.

Power users write with AI for all types of communication

	Internal	External
Drafting	38% use AI to communicate with colleagues and leadership	42% use AI to communicate with partners or customers
Responding	47% use AI to respond to chats and pings	39% use AI to respond to emails
Enhancing	48% use AI to improve their communication	

Power users unlock productivity with advanced AI use

AI power users go beyond communication and content creation, using AI to unlock productivity in advanced ways. They use AI to enhance professional growth, support strategic initiatives, and automate routine tasks such as summarizing research, organizing tasks, or generating meeting agendas.
They understand the value of AI in improving workflows across diverse areas, from meeting preparation to skill development. By embedding AI into their daily routines, they maximize its potential as a tool for productivity and innovation.

Power users leverage AI to assist in their day-to-day jobs or career goals

To perform research



64%

To automate repetitive tasks



52%

For professional development



51%

To summarize documents and research



43%

Agentic AI

AI systems that are designed to take independent action based on their understanding of an environment, often acting as proactive assistants to enhance efficiency and productivity.



05

How to Achieve Real Productivity With AI

The smoothest path to real, outcome-focused productivity begins by empowering the people who drive work forward, acknowledging that not all workers are at the same stage of understanding AI, and helping those workers gain the skills needed to harness the transformative power of AI for their own benefit.

A large population (22%) of workers still fear that AI could replace them, while some (12%) lack the tools and knowledge to use AI effectively. Empowering this group is not as simple as replicating the behaviors of the AI power user. Leaders must also foster confidence in their workforce with a collaborative approach, inviting employees to imagine how AI can enhance their roles, unlock greater creativity, and free them from the inefficiencies of communication inflation to focus on more meaningful work.

Follow these four steps to empower your workforce to create a more productive workplace with AI.

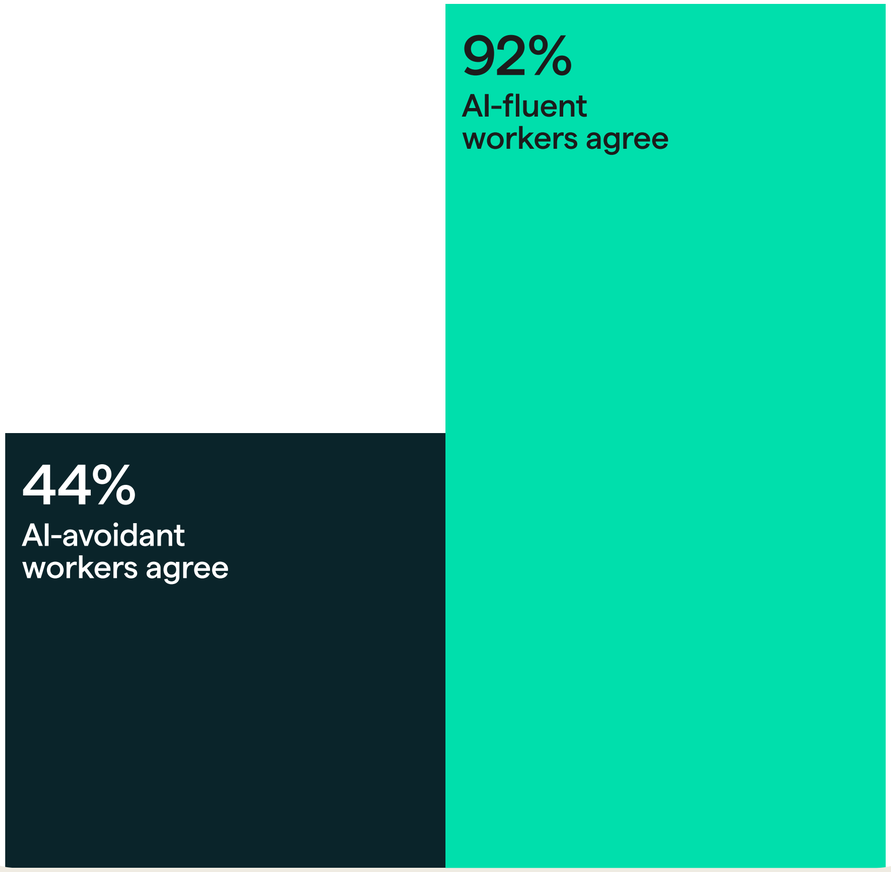
Step 1

Shift workers' mindset from fear to empowerment

The fear of AI replacing workers remains a significant barrier to adoption. Leaders play a crucial role in shifting this mindset by addressing misconceptions and fostering an open dialogue about how their company plans to leverage AI to empower employees. By positioning AI as a tool to amplify employees' skills, leaders can help workers see AI as a partner that enhances their roles and unlocks new possibilities. This shift from fear to empowerment is essential to building confidence and unlocking AI's full potential in the workplace.

Fear remains a blocker to AI adoption

"AI will be an assistant, not a **replacement, for human workers.**"

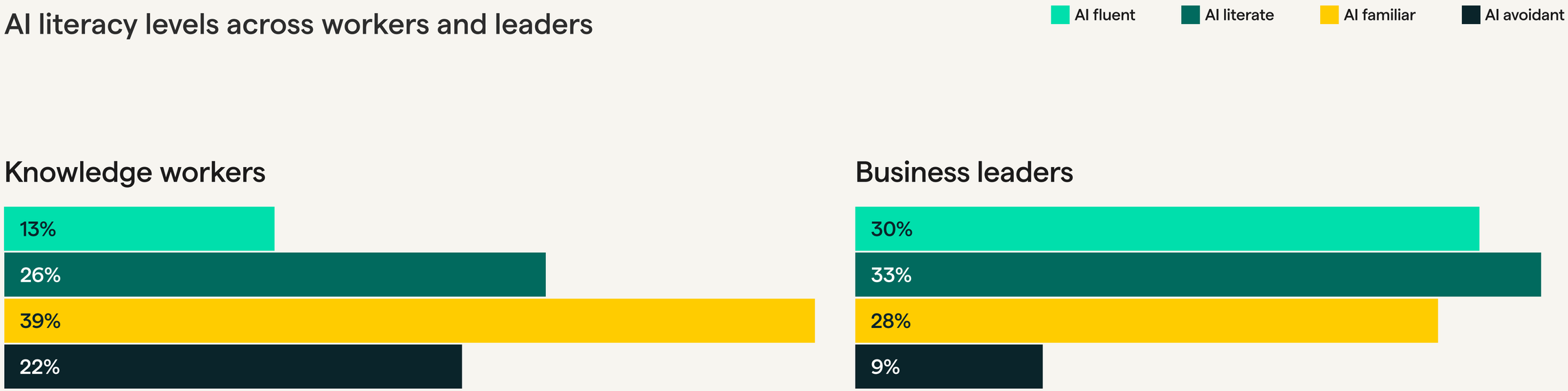


Step 2

Address AI avoidance and close literacy gaps

Despite growth in AI adoption, fluency still remains low, with just 13% of workers and 30% of leaders identifying as AI fluent. While there has been promising momentum in the number of professionals experimenting with AI, avoidance among workers remains high at 22%. Leaders should take an incremental approach to AI adoption, helping employees progress one step at a time in their literacy journeys with education and training that matches their proficiency levels.

AI literacy levels across workers and leaders



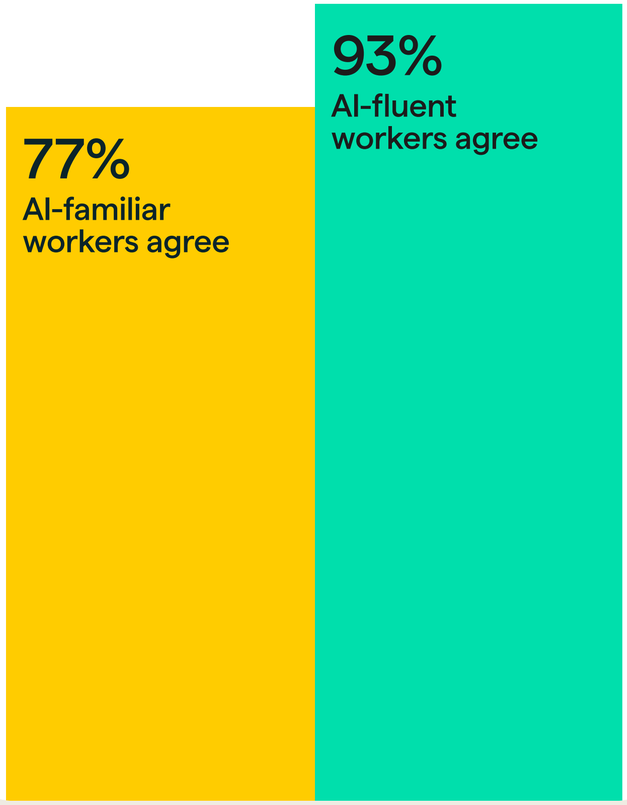
Step 3

Evolve from performative productivity to meaningful work

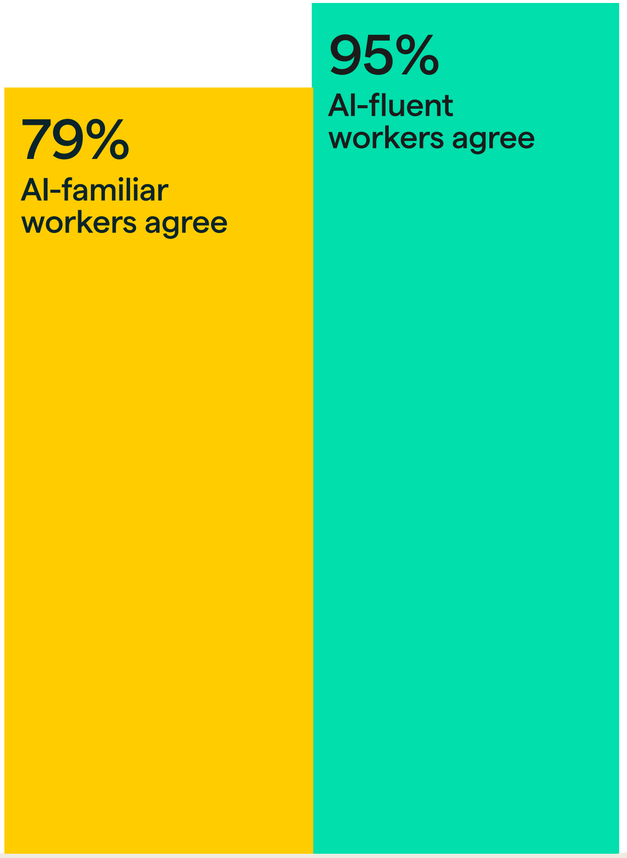
AI presents a unique opportunity to shift time and energy from low-value, performative tasks to meaningful, high-impact work. With 88% of workers acknowledging they spend too much time on unproductive tasks, AI offers a way to eliminate routine work and reclaim time for creativity, problem-solving, and collaboration. To drive this evolution, leaders should demonstrate how AI reduces busywork and allows them to focus on outcomes that matter. By showcasing real-world examples of AI enhancing productivity and delivering meaningful results, leaders can inspire even AI-avoidant employees to embrace the technology as a tool for personal and professional growth.

AI fluency correlates to a stronger sense of benefits

"AI **frees up my time** for more meaningful work."



"AI makes work feel **less overwhelming**."



Step 4

Invest in tools that empower an AI-fluent workforce

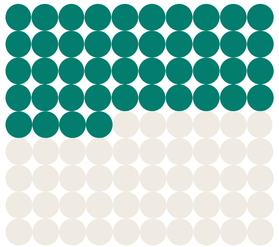
Workers cannot fully leverage AI's potential without the right tools. Many feel they lack access to effective communication and productivity tools, with 26% of employees using unauthorized AI solutions to fill the gap. Leaders must prioritize investments in tools that align with employee needs, ensuring both access and security. A large majority (86%) already say that investing in AI tools to augment and empower employees is a strategic priority for the year ahead. When tools are thoughtfully implemented, workers are better equipped to navigate challenges like communication overload and focus on work that drives results.

Professionals still feel the gaps in technology at work

"My company **does not have the communication tools** to help me be more effective in my role."

44%

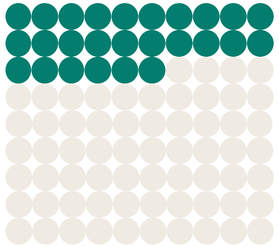
of professionals agree



"**I do not know** if my company has approved the AI tools I use."

26%

of professionals agree



A Look Forward for Educators

Communication occupies nearly every facet of professional life, from foundational day-to-day tasks to strategic planning across teams and departments. The data in this report underscores that workplace communication is growing in volume, speed, and complexity, placing a premium on the ability to communicate effectively.

AI introduces even greater potential for transformation—an opportunity for businesses to streamline communication and automate routine tasks, but also a source of challenges if organizations fail to address AI literacy gaps or security concerns. For students who are future job seekers, the message is clear: Those who can deftly integrate AI into their communication processes will stand out in the eyes of hiring managers. Equally essential, however, are the "human" components of communication: empathy, relationship-building, and strategic thinking.

As you prepare students for what lies ahead, it's worth emphasizing that AI is not a magic fix. Businesses are seeing firsthand that powerful AI platforms must be used thoughtfully. Otherwise, they risk fueling communication inflation or introducing new complexities into already overloaded workflows. Instead, top-performing organizations pair AI adoption with investments in human-centered communication skills.

By helping your students see how AI can elevate, rather than replace, strong communication, you can empower them to be the innovators who strike the right balance between technology and human insight. We hope this report will inspire you to equip your students with the written communication skills, critical-thinking abilities, and AI fluency needed to excel in a future where communication—powered by both technology and genuine human connection—remains the bedrock of professional success.

About Grammarly

Grammarly for Education is an AI-powered communication assistant trusted by over 3,000 institutions to equip students with essential AI skills for the new era of work.

It helps students learn as they write, enhancing their ability to communicate confidently and succeed in the classroom and beyond. For educators, Grammarly boosts productivity and makes teaching more efficient and meaningful. By offering writing suggestions that augment classroom instruction and improve student outcomes, Grammarly serves as the trusted generative AI partner for your entire institution.

Learn more by **getting in touch with our product experts.**

Survey Glossary

AI literacy definitions

AI avoidant
Those who actively choose not to interact with AI tools at work.

AI familiar
Those who say they experiment with AI at work.

AI fluent
Those who say they are using AI in advanced ways that many others are not; also referred to as “power users.”

AI literate
Those who say they use AI comfortably in their daily work.

Concept definitions

Effective communication
Communications that are clear, consistent, engaging, and land in a way that produces the desired reaction from the intended audience.

Generative AI or gen AI
Artificial intelligence that can generate text and other types of content.

In-tool communication channels
Digital platforms like project or sales management software, idea management and whiteboard tools, knowledge management systems, and file-sharing or document collaboration software that facilitate information sharing and collaboration.

Performative productivity
The act of showcasing work or busyness primarily to create an impression of being productive rather than focusing on meaningful outcomes.

Poor communication
Communications that lead to confusion, misalignment on tasks or next steps, wasted time clarifying or resolving issues, and errors stemming from incomplete or unclear instructions.

Verbal communication channels
Platforms and methods for exchanging information and ideas through spoken words, including in-person meetings, virtual video meetings, and conference or phone calls without video.

Written communication channels
Text-based mediums for sharing messages and information, such as email, chat, and text messages.

Survey Glossary continued

Professional definitions

Business leaders
Employees working full-time at corporations with 150 employees or more, at a director level or higher, who have at least some decision-making authority over business strategy/development, customer experience, budgeting, or hiring.

Knowledge workers
Employees working full-time at corporations with 150 employees or more. Respondents represent a diverse mix of industries and job functions.

Multilingual workers
Employees proficient in two or more languages, whose primary language is not English, but who use English in the workplace.

Neurodiverse workers
Those who have neurological differences, such as autism, ADHD, dyslexia, or other cognitive variations, which contribute to diverse ways of thinking, processing information, and problem-solving in the workplace.

Professionals
All respondents (business leaders and knowledge workers) working full-time at corporations with 150 employees or more. This includes all industries, job functions, and authority levels.

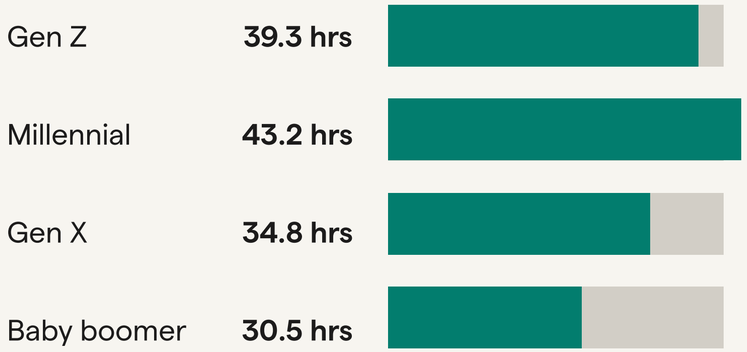
Demographic Snapshots

Snapshot

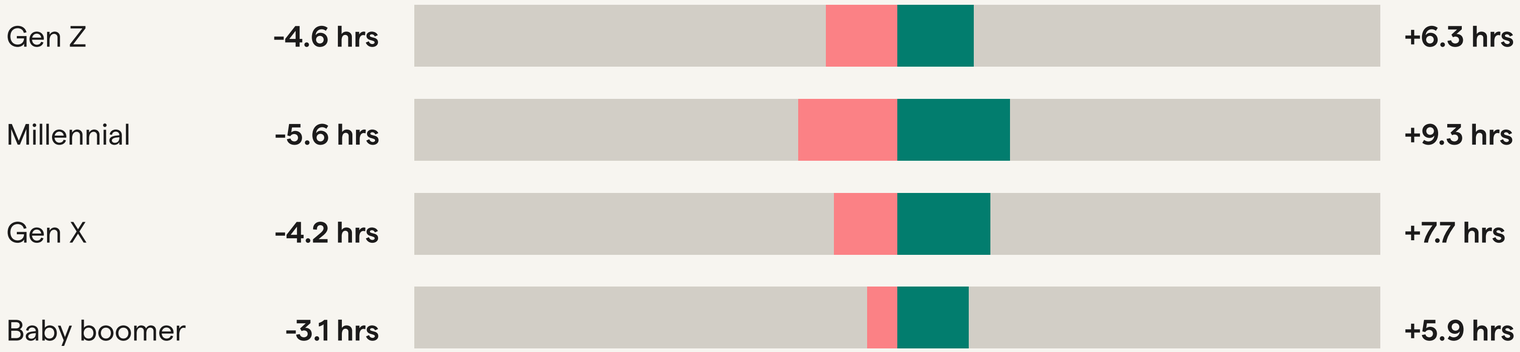
Generational Highlights

AI serves as an essential assistant for millennial and Gen Z knowledge workers, helping them to improve communication, foster career growth, and elevate work satisfaction.

Weekly time spent communicating



Weekly impact of poor communication and AI



Impacts of poor communication

Gen Z and millennial professionals cite

87% Increased stress at work

84% Lowered productivity

81% Decreased work satisfaction

77% Overwhelmed and overloaded

Benefits of AI

Gen Z and millennial professionals cite

94% Increased productivity

93% Enhanced work satisfaction

92% Improved professional growth

Snapshot

Neurodiverse Professionals

Clear and balanced communication is fundamental for neurodiverse professionals to thrive in the workplace, with AI playing a key role in reducing stress, boosting productivity, and improving communication.

AI usage

8.2

Hours saved each week

Communication challenges

61%

Struggle to manage the high volume of messages

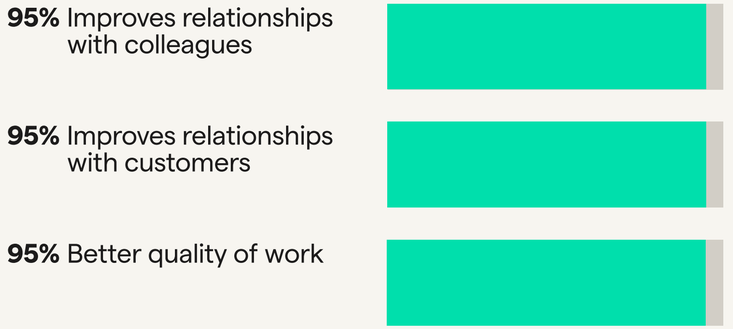
63%

Find it difficult to concentrate due to frequent notifications

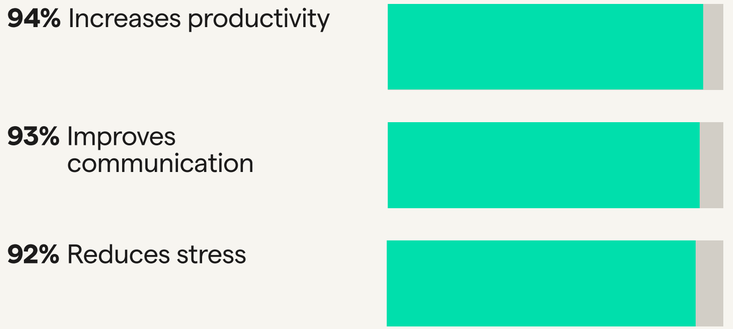
58%

Spend too much time trying to avoid miscommunication

Benefits of effective communication



Benefits of AI



Snapshot

Multilingual Professionals

While multilingual professionals feel the effects of poor communication more acutely than others, they are finding substantial support through AI to address these challenges.

Time spent on communication inflation

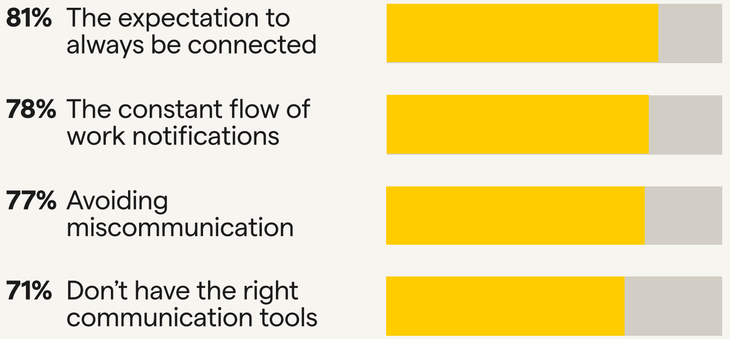
6.1

Hours lost to poor communication each week

11.9

Hours lost to performative productivity each week

Communication challenges



Benefits of AI



AI usage

91%

Use AI tools in some capacity

8.1

Hours saved each week

24%

Use AI to translate documents and communications