

*Smart Brevity: The Power of Saying More with Less*

# Axios and Gallup Communications Study

**AXIOS**

**GALLUP**

Smart Brevity<sup>®</sup> is the key to communicating with employees more effectively to improve engagement.

### Why it matters

Employees who report getting enough information to do their job well are 3 times more likely to be engaged at work.

- Most employees want shorter communications at work.
- Leadership does not communicate effectively with the rest of the organization.

70% of employees prefer to receive shorter communications.

Poll question: When you receive digital communications, do you prefer longer or shorter communications?



4%	26%	70%
Longer items	No preference	Shorter items

Only 20% of employees strongly agree that their leaders communicate effectively with the rest of the organization.

Poll question: The leadership of my organization communicates effectively with the rest of the organization.



80%	20%
All others	Strongly agree

## Reality check

Employees who report that they miss important work-related communication very often/often are:

- 52% less likely to be engaged.
- 30% less likely to be thriving.
- 46% more likely to report stress.

## The other side

Employees who strongly agree that they get enough information to do their job well are:

- 2.9 times more likely to be engaged at work.
- 32% more likely to be thriving.
- 4 times lower rate of burnout.

## The big picture

Effective communication throughout the organization is the key to employee engagement and satisfaction.

## Go deeper

To learn more about the Gallup – Axios Communications Study, please contact [help@axioshq.com](mailto:help@axioshq.com).

See how Axios HQ is helping leaders everywhere use Smart Brevity to sharpen their most important workplace communications. [Learn more.](#)