Smart Brevity® 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?

<table>
<thead>
<tr>
<th></th>
<th>Longer items</th>
<th>No preference</th>
<th>Shorter items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>4%</td>
<td>26%</td>
<td>70%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>All others</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>80%</td>
<td>20%</td>
</tr>
</tbody>
</table>
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.

See how Axios HQ is helping leaders everywhere us Smart Brevity to sharpen their most important workplace communications. Learn more.