

The Value of Visual Communications

HOW MUCH COULD YOU GAIN FROM USING VISUALS?

For Companies

COMPANIES COULD GAIN

\$167 billion

in productivity globally each year by using more visuals in workplace communications.

EACH EMPLOYEE COULD GAIN



per 8-hour day if workplace communications contained more visuals.

That adds up...

40-hour work week = **33 minutes & 36 seconds**

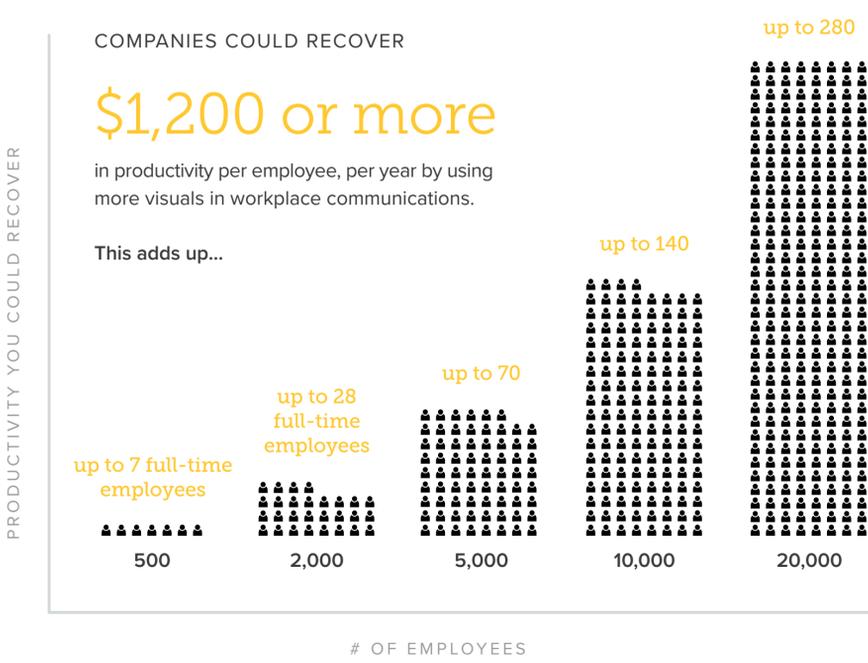
Over a full year = **25 hours**

COMPANIES COULD RECOVER

\$1,200 or more

in productivity per employee, per year by using more visuals in workplace communications.

This adds up...



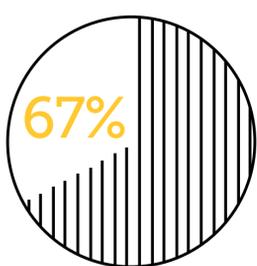
*All estimates based on 2,000 hours worked per year for full-time employees.

For Employees:

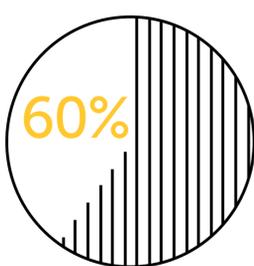
Employees under 40 prefer visuals. Employees under 40 are also often called millennials.

Millennials are the biggest generation in the workforce.

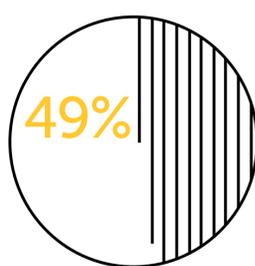
MILLENNIAL EMPLOYEES WANT MORE VISUALS...



want more image based tools

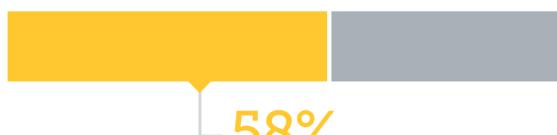


want to use video tools



want more GIFs

VISUALS HELP PERFORMANCE...



believe they remember information longer when it's visual.



complete tasks better when instructions are provided as marked up screenshots or videos vs just text alone.

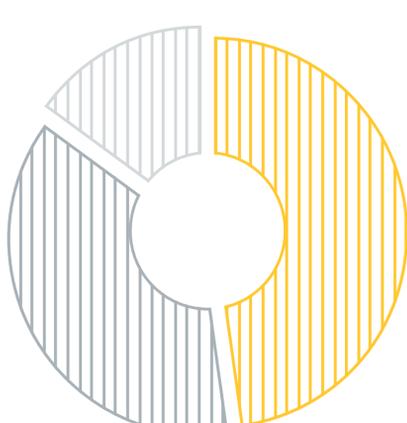
Employees absorb information



when communications are visual

VISUALS HELP ENGAGEMENT...

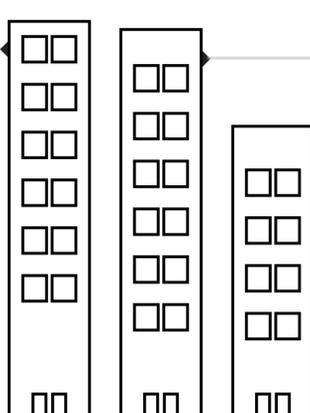
41% of employees say they learn better with visuals.



79% of employees believe that using screenshots or video would improve their business.

- 48% of employees consider video the most engaging form of communication.
- 37% of employees consider text with images (marked up screenshots) most engaging.
- 15% of employees consider email most engaging.

43% of employees feel that leaders communicate how they want, rather than what's best for employees.



42% of employees believe their company communications don't send a clear message.

Only 32% of employees are inspired by leaders' communications.

Download the full research findings

www.techsmith.com/visual-communication-research