

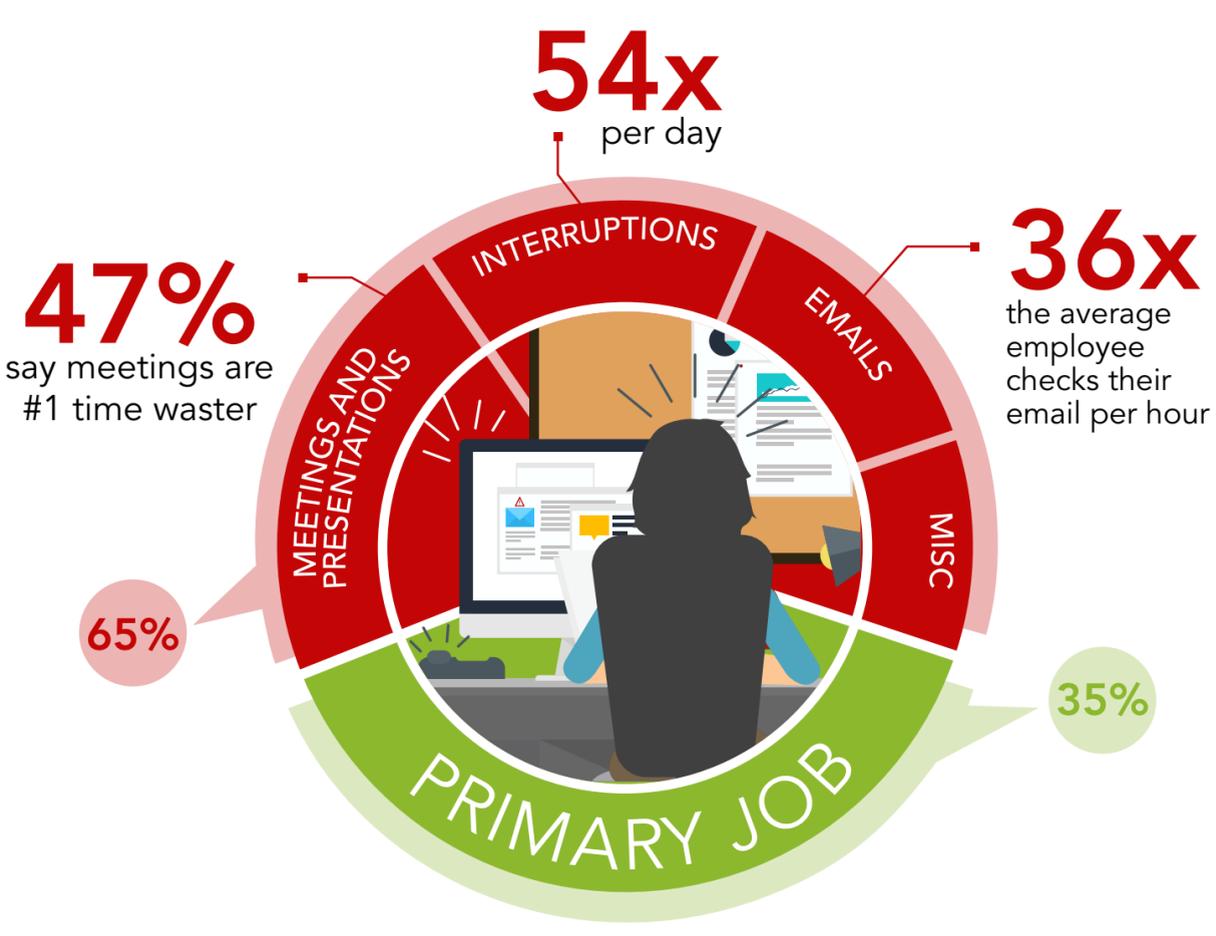


THE COST OF POOR COMMUNICATION AT THE WORKPLACE

We live in the age of TMBI... **TOO MUCH BAD INFORMATION.**

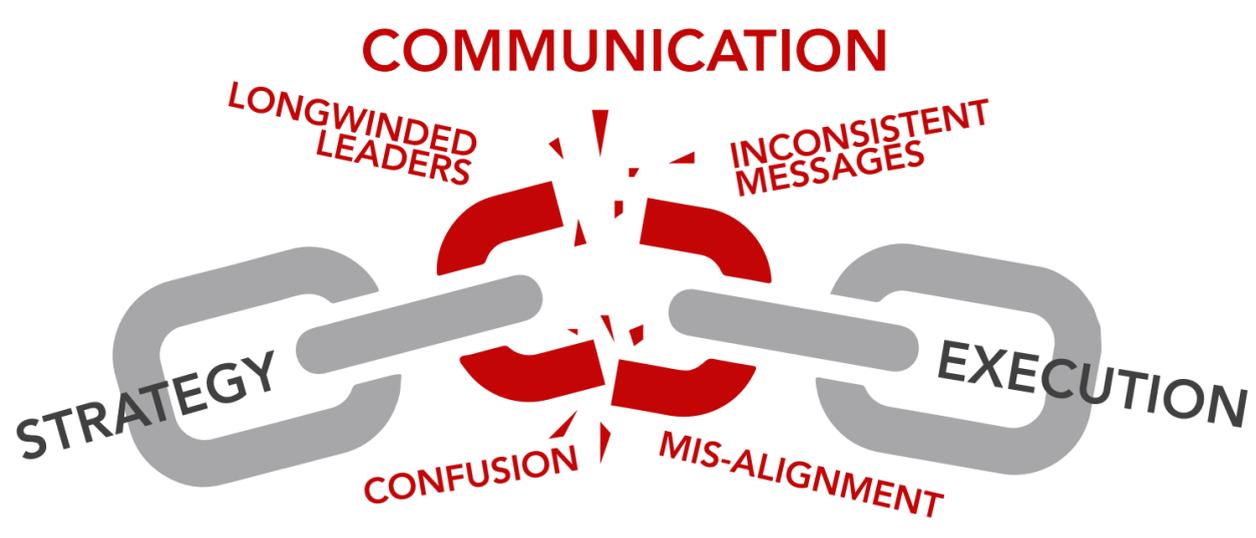
Meandering meetings, excessive emails and unclear conversations are wasting our time and getting in the way of work.

AVERAGE DAY OF A WORKING PROFESSIONAL



AMERICAN WORKERS BELIEVE ONLY **35%** OF THEIR DAY IS PRODUCTIVE WORK-TIME -NY Times

COMMUNICATION BREAKDOWN IS BAD FOR BUSINESS



Poor communication doesn't just waste time, it creates a lack of clarity and leads to poor execution across the entire organization.

LESS IS MORE

The most innovative Fortune 500 companies are embracing lean communication to reclaim precious time and productivity.

THE PAYOFF WHEN BREVITY IS BUILT INTO AN ORGANIZATION?

-  Communication is clear and concise
-  Meetings are cut in half
-  Emails get to the point
-  Employees are engaged and productive
-  The organization is aligned
-  Critical initiatives get done

To learn how Fortune 500 companies and elite military units are embracing lean communication visit www.thebrieflab.com
630.310.5190 | CHICAGO, IL | SOUTHERN PINES, NC



SOURCES: Verizon: Meetings in America | Microsoft: Disruption & Recovery