# The Hidden Costs of Employee Miscommunication

You may be surprised by how strongly workplace communication influences your bottom line. From productivity to morale, and even employee safety, a strong communication program can be felt across your entire organization.





# **1 out of every 3 projects**

fails due to miscommunication

### The Monetary Impact of Miscommunication



Large Companies

\$62.4m Annual losses to large companies due to miscommunication

In a survey of 400 companies with 100k employees, \$62.4 million per company per year was the estimated cost of employee miscommunication.

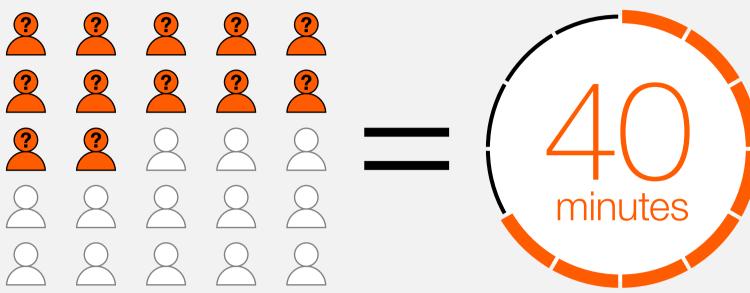
## \$420k Annual losses to small companies due

to miscommunication

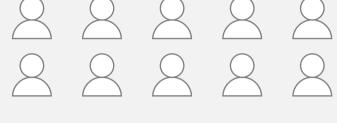
Smaller companies of about 100 employees lose \$420,000 on average per year due to miscommunication.



**Small Commpanies** 



Unclear Communication Leads to **Wasted Time and Exponential Business Costs** 



**48%** of employees often get

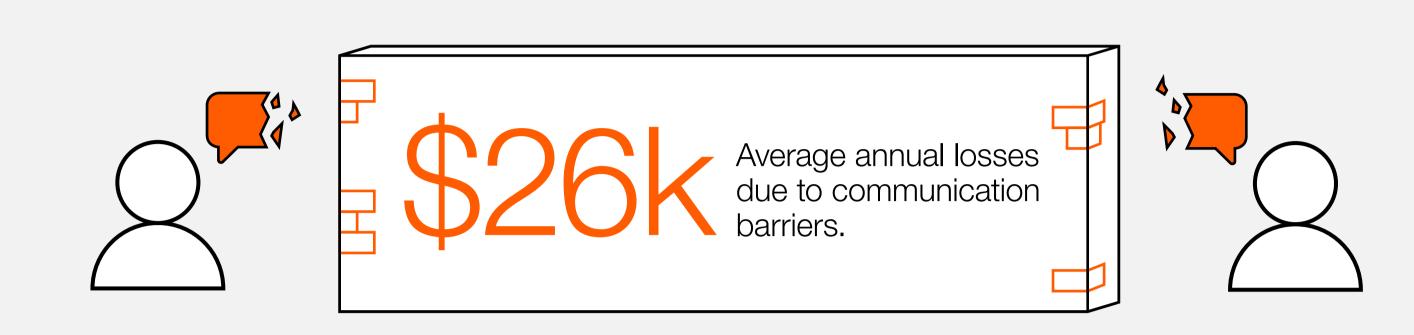
confusing directions at work

of lost productivity per employee per day.

VS

How **Communication Barriers** Are Impacting Your Bottom Line

The cost per worker per year due to productivity losses resulting from communications barriers is an average of \$26,000.



### Communication & Morale

People prefer work environments where there is transparency, clarity of information, and feeling as though their opinion is being acknowledged. Through effective communication, employee morale and engagement will naturally improve along with your employee retention. Informed employees are happier employees!

A study by Dale Carnegie found that companies with engaged employees outperform those without by **up to 202%.** 

## Why Employee Engagement

Matters to Your Business

In a study conducted by Best Buy, every percent point increase in employee engagement resulted in annual operating income rising by approximately \$100K.



## 70% of American employees are not engaged at work.

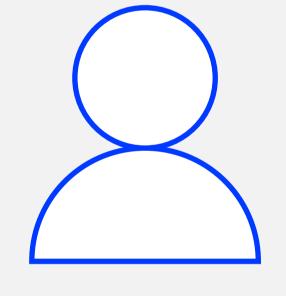
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The Core Benefits of Good Workplace



## **Communication**

## Employee Engagement Can Make or Break Your **Retention Rates**



The cost to replace one \$10/hr employee is over 300

Companies with ineffective communications are 50% more likely to have low retention.

Employee Engagement and Your **Bottom Line** 

low employee engagement:



drop in annual income

high employee engagement:

▼32.7% ▲ 19.2%

rise in annual income

### Communication & Safety

Effective communication in the workplace and a team of engaged employees can create a safer work environment. An informed and engaged employee is more dialed-in to safety protocols and behaviors that perpetuate an effective safety culture.

## **66** Having a solid safety and health management program not only saves on worker's compensation, but also **improves productivity** and employee morale.

- American Society of Safety Engineers



### Engagement Directly Affects Safety Costs

Employees are engaged, positive, and more likely to be paying attention, which helps prevent safety incidents. This also makes them quicker to act appropriately if and when disaster strikes.

Average cost of a safety incident for an engaged employee.

Average cost of a safety incident for a disengaged employee.



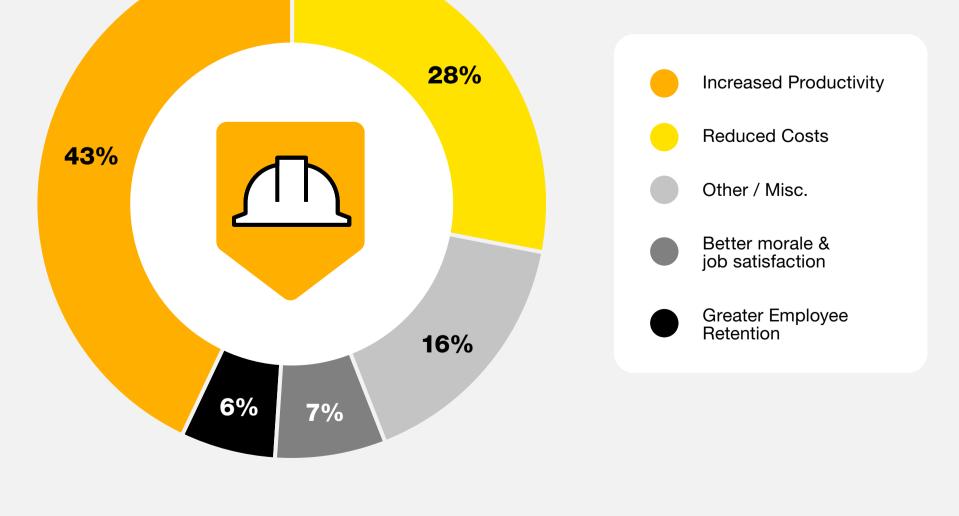
### Avoiding **OSHA** Fines





With potential losses being this high, the need for an engaged and safe workforce is imperative.

Top Benefits of **Effective Workplace Safety Programs** 





For employers who do not now have safety and health programs, implementing injury and illness prevention communications reduces incidents by 15-35%

annual accident reduction

## How to Create A More **Engaging Workplace**

While an engaging workplace fueled by organizational transparency and effective communication has a huge impact on the bottom line of your business, removing barriers and implementing the right systems to encourage and nurture a more communicative workplace can be challenging. Some of the best solutions to solve workplace communication issues are town hall meetings, robust company intranet, and an informative and relevant internal newsletter.





## Digital Signage

With one of the lowest barriers of entry, Digital Signage is a great solution to solving your workplace communication challenges. Equipped with the ability to reach your entire team and the option to add your own custom content, you can ensure the important company information will be seen, absorbed, and retained. From safety training messages to performance incentives and everything in between, a digital signage platform helps foster an inclusive environment where staff feel valued, appreciated, and in the know.

For more information, or to contact a

representative about what digital signage

solutions are right for your business, please

visit us at www.TheMarlinCompany.com

# Workplace digital signage that works."

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For 103 years, Marlin has been developing innovative technologies and content for reaching workers. The world

and workplace have changed dramatically over this time. Now more than ever, visual communication is a powerful

tool to engage, educate and inspire employees wherever they work. Trusted by companies like Waste

Management, Hilton, and Coca Cola, Marlin's digital signage and unique content keep everyone connected.

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