

FOR IMMEDIATE RELEASE:

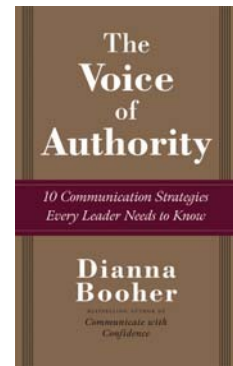
CONTACT:

Booher Consultants

Glen Sheppard or Polly Fuhrman

800-342-6621

mailroom@booher.com



WORKPLACE COMMUNICATION SURVEY

Are We Sailing or Sinking in the Deluge Flooding our In-box?

GRAPEVINE, TX, May 24, 2007 — According to research conducted by Booher Consultants, whose CEO is Dianna Booher, author of the new book *The Voice of Authority: 10 Communication Strategies Every Leader Needs to Know*, office communication is still a long way from reaching the productivity potential promised decades ago with the advent of computers and email.

Organizations communicate through a wide array of electronic media, a deluge of paper documents, and face-to-face interaction. Regardless of the method—memos, reports, email, phone, videoconferencing, or meetings—each form of communication can render your message ineffective. In the worst-case scenario, your message is ignored altogether.

The findings below are based on Booher’s survey of 20 corporations, which generated responses from 658 white-collar workers.

Communication Survey on Email

Most Common Complaints About Email Received/Opportunities to Excel

Many, if not most, emails are poorly written—often requiring a second or third reading. The biggest complaint, voiced by 47 percent of the respondents, is that emails are disorganized and irrelevant or lack complete information.

Disorganized, irrelevant, incomplete	47%
Too many	20%
Too long	18%
Poor grammar (unclear)	10%
Too technical	3%
Discourteous, blunt tone	2%

The Glut Hitting In-Boxes

Over-crowded in-boxes only compound the problem of poorly written emails.

- 71% report writing between 10-50 emails daily
- 23% receive more than 50 emails daily
- 5% receive more than 100 emails daily

more

Time Involved to Respond

- 79% say they spend at least 2 hours daily on email
- 47% say they spend at least 3 hours daily on email
- 21% say they spend at least 4 or more hours daily on email

The Reality: 74% of responders say between 10%-30% of emails are **unnecessary!**

Communication Survey on Proposals, Reports, and Memos

The old-fashioned way of communicating—printed words on paper—still plays a major role in the productivity of an organization. Survey findings indicate, for instance, that preparing an average report may consume the majority of a standard eight-hour day.

Eighty-six percent of respondents write between 1-10 reports per month, each of which takes them an average of 4.57 hours to complete. If writing a proposal, the average time spent jumps up to 11 hours. Despite all of this time and effort put into written communication, almost 50% of respondents say that only 20% or fewer of their proposals actually convert to a sale.

Another productivity pitfall: when individuals write proposals and reports, someone else often edits, revises, or completely rewrites the initial draft. On average, this editing task sinks another 3.76 hours per week into the document—a document which 80% of the time is failing to deliver the income, payoff, and benefits it is designed to bring in.

Communication Survey on Meetings

How many meetings pop up during a typical calendar week? More importantly, are the meetings productive? Booher's survey respondents commented on several aspects of meeting frequency and productivity.

Meetings you attend in a typical week:

- 33% say they attend 2-3 meetings per week
- 12% say they attend 5-7 meetings per week
- 13% say they attend 8-10 meetings per week
- 11% say they attend 11 or more meetings per week

The Reality: 30% say that fewer than half the meetings they attend or lead accomplish their purpose.

Booher's communication survey yields depressing data on the "black hole" of modern communication. This begs the question: what, if anything, can be done to re-link communication and productivity? In *The Voice of Authority*, Dianna Booher gives practical advice on all aspects of communication—correctness, completeness, clarity, and credibility for starters—to help readers present powerfully, email successfully, meet effectively, and ensure that your voice will be heard. Leaders must set the standard high, and others will follow.

For more information or a sample copy: www.booher.com
Contact: Glen Sheppard, Polly Fuhrman
Phone: (800) 342-6621
Email: mailroom@booher.com

#

About Dianna Booher

Dianna Booher is CEO of Booher Consultants (www.Booher.com), a communication training firm, and the author of more than 40 books. She has published with Simon & Schuster/Pocket Books, Warner, McGraw-Hill, Random House/Ballantine, and HarperCollins. Her latest books include *The Voice of Authority: 10 Communication Strategies Every Leader Needs to Know*; *Speak With Confidence!: Powerful Presentations That Inform, Inspire, and Persuade*; *E-Writing: 21st-Century Tools for Effective Communication*; and *Communicate with Confidence!®: How to Say It Right the First Time and Every Time*. (817)-318-6000.