

News Release

Other News

Webcast

Multimedia

Communicare



Email A Friend



Add to Hot Off The Wire



Signup for Hot Off The Wire



RSS XML

APRIL 18, 2006 - 13:00 ET

NEW SURVEY SHOWS CANADIAN PRODUCTIVITY DRAIN

CANADIAN WORKERS DROWNING IN WRITTEN COMMUNICATIONS

Attention: Assignment Editor, Automotive Editor, Business/Financial Editor, Tech/Telecomm Editor, Government/Political Affairs Editor

TORONTO, ONTARIO: ALL DESKS--(CCNMatthews - April 18, 2006) - "Our new survey data shows that Canadian workers are deluged with communications," says Neill MacMillan, president Communicare. "Since workers are diverted from key tasks, Canadian businesses have a productivity gap," MacMillan adds. The email survey of 528 Canadian respondents identifies that workers lose hours reading at work, miss key information in materials, waste time, and make errors.

THE NUMBERS BEHIND THE WRITING PROBLEM

The Communicare survey reveals that 58% of Canadian workers spend 2-4 hours per day reading written text (emails, reports, memos, intra/internet). The survey shows that 28% of workers miss key information 'often'; 63% miss key information 'once in a while'. When asked to all the costs of poorly written communications, 85% cite 'wasted time', 70% identify "lost productivity" and 63% describe 'errors'. The problem with written communications is widespread, as 71% have heard co-workers "complain 'many times' about poorly written communications."

WRITING BY DEPARTMENT

When asked to identify the departments with the 'most unclear' communications, 30% of respondents cite 'IT', and 30% say 'operations'. The departments with the 'clearest' communications are human resources (33%) and the president's office (32%).

ABOUT THE SURVEY

The Canadian email survey was sent on March 2, 2006 and closed on March 24, 2006. The survey was sent to 3,390 respondents in Canada business; 523 respondents replied.

ABOUT COMMUNICARE

Communicare (www.communicare.com) is a 28 year-old Canadian consulting firm that is the exclusive distributor of Information Mapping, a 40 old international best-practice methodology for written communications. Information Mapping enhances workplace productivity by reducing writing and reading by up to 50%. Errors are reduced by up to 30%. Information Mapping is used in corporations, government, industry, and the non-profit sector.

/For further information: / Lisa Thompson, Communicare, Primary Phone: 416-769-0846 ext. 262, E-mail: lisa@communicare.com

IN: AUTOMOTIVE, DEFENCE, ECONOMY, TECHNOLOGY, TELECOMM

CONTACT INFORMATION

David Goldberg,
Communicare Media Relations,

david@goldcom.ca,
416-357-1172



Email A Friend



Add to Hot Off The Wire



Signup for Hot Off The Wire



RSS XML