

WHAT THE EVIDENCE IS SAYING



- Effective communication leads to a 72% increase in productivity among business leaders. (Mahajan, 2024)
 - 66% of business leaders experience some form of miscommunication at least once a day. (Project. Co., 2023)
 - 100% of business leaders and knowledge workers stated experiencing miscommunication at the workplace at least once a week. (Project. Co., 2024)
 - 55% of people communicate with their clients via email in 2024. (Mahajan, 2024)
 - According to Grammarly's 2024 State of Business Communication report, the cost of miscommunication at the workplace cost US businesses \$1.2 trillion in 2022. 2023 was a rise in communication, while its effectiveness simultaneously declined. In 2024, however, AI has brought about new solutions and challenges that have forced businesses to focus on better and not more communication.
 - A 2020 study found 85% of 150 people surveyed believed eye contact to be critical to business communication. (Philips, 1993)
 - 82% of knowledge workers and 90% of business leaders state that working remotely increases their need to be a better communicator. (Mahajan, 2024)
 - 21% of workers claim that remote work made communication somewhat difficult, and 6% found that it made communication very difficult. (Mahajan, 2024)
 - With an increase in remote and hybrid work, businesses are increasingly relying on written communication, with an 18% increase year over year. (Project. Co., 2024)
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Testimonials from recent trainings - ASIST Workshops

1. "Great trainers. It was challenging at times but what you put in you get out!"
2. "Very insightful, excellent trainers. I now feel empowered to deal with an Intervention."

3. “Brilliant trainers!! It is a hard topic to speak about and they kept it light and easy to speak about.”
4. “I enjoyed the role-play and practical element. Very interactive and engaging.”
5. “Trainers were extremely professional at all times. They made me feel at ease and comfortable in a course which I felt would be awkward.”

References

1. Mahajan Viraj: 60+ Must-Know Workplace Communication Statistics in 2025
2. Project Co: Communications Statistics 2023
3. Project Co: Communications Statistics 2024
4. Philips J. : Nonverbal Communication: An Essential Skill in the Workplace 1
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