

zoom

How to be more productive: Removing the barriers to getting work done



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Introduction

When it seems like everyone you work with has more to do and less time to do it, the question at the front of many leaders' minds might be, "How can I improve my team's productivity?"

A better question might be, "What's getting in the way of my team's productivity – and what can I do to remove those barriers?"

Productivity is often measured as a ratio of output (goods or services produced) compared to input (like an employee's time and labor). In other words, the more time you spend on inefficient tasks that don't actually contribute to the bottom line, the less productive you are. However, there are many different factors that can affect productivity, like how engaged employees feel, the tools they use, and how they spend their time.

In this ebook, you'll find ways to overcome some of the most common barriers to productivity, and in turn, help improve how your employees work.

CHAPTER 1

What's getting in the way of productivity?

(Dis)engagement at work

According to [data from Gallup](#), employees who are not engaged or are actively disengaged with their work cost the world \$8.8 trillion in lost productivity – equal to 9% of global GDP.

\$8.8 trillion

in lost productivity

Toggleing between tools

The average user toggles between different apps and websites [nearly 1,200 times each day](#). That adds up to 4 hours a week, or 5 working weeks a year – time that could be spent more wisely.

4 hours

a week wasted

Time spent on low-impact tasks

A global [PwC survey of CEOs](#) found that leaders see enormous inefficiencies in activities like decision-making meetings and emails – viewing roughly 40% of the time spent on these tasks as inefficient.

40% of time

spent inefficiently
on routine tasks

CHAPTER 2

A false sense of productivity



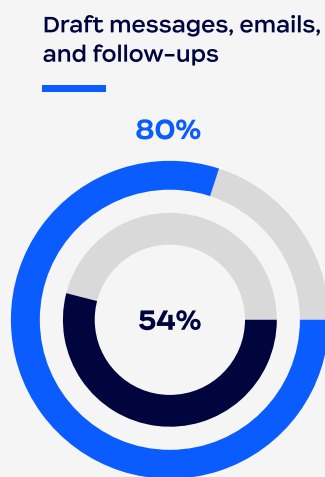
According to a global **2023 survey conducted by Morning Consult** on behalf of Zoom, the majority of leaders and employees – 77% and 66% respectively – said they feel productive during the workday.

However, the survey helps uncover a disconnect between how productive workers *feel* and how much work they actually get done. If workers are truly productive, why do more than two-thirds of leaders (67%) and half of employees (52%) say they often work more than eight hours a day? Why do another 64% of leaders say they need more time than they have to finish all their work during the day?

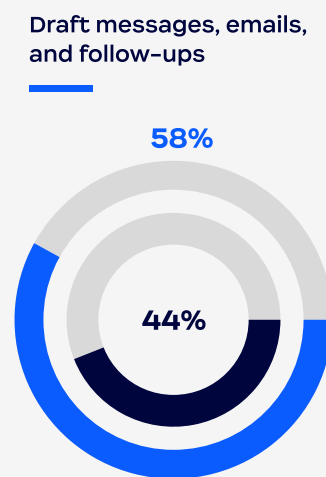


The reality is that many of us waste time on tasks that keep us busy but don't contribute toward productivity. For instance, the Morning Consult survey shows that employees and leaders spend more of their time drafting emails and chat messages than anything else.

Leaders and employees spend more time than they want to on drafting emails and chat messages.



- **80% of leaders** spend *an hour or more a day* on messages, emails, and follow-ups
- **54% of leaders** spend more time on it than they want to



- **58% of employees** spend *an hour or more a day* on messages, emails, and follow-ups
- **44% of employees** spend more time on it than they want to

When leaders and employees spend a good deal of their day on low-impact tasks, it can give them the illusion of productivity, but leave them without enough time to finish their other work.



CHAPTER 3

A three-pronged approach to greater productivity

So, how do you increase productivity? **Addressing inefficiencies brought on by tool overload, low-impact tasks, and disengagement can help you create a better employee experience.** When employees have the tools and environment they need to do their work successfully, they can be truly productive.

1 Improve employee engagement

When **comparing employee engagement levels**, Gallup found that the best-engaged workforces had 18% higher levels of productivity over the lowest-engaged workforces. By improving employee engagement, you could reap the benefits of better productivity, not to mention higher levels of well-being, better retention, and lower absenteeism – other trends Gallup found in highly-engaged workforces.

The concept of employee engagement has changed in recent years as teams have gotten more dispersed and work arrangements have become more flexible. **It's evolved from simply engaging employees to delivering a positive employee experience through a focus on people, processes, and technology.**

IT leaders have an increasingly important role to play in employee experience. If your employees are constantly filing IT support tickets or using third-party apps instead of the tools they're given, they might feel like they don't have the tools they need to succeed. If they're struggling to collaborate with team members in different locations, they might feel like they're spinning their wheels and not actually getting things done. **These pain points naturally affect their experience at work and can all contribute to disengagement.**

On the other hand, if employees have tools that make it easy to communicate and collaborate however they need to (whether it's a quick phone call, an impromptu video meeting, whiteboard, shared document, or chat channel), they'll be able to build stronger relationships with teammates and get more done with less friction. All that can contribute to a positive experience, a feeling of connection, and a higher likelihood of engagement.

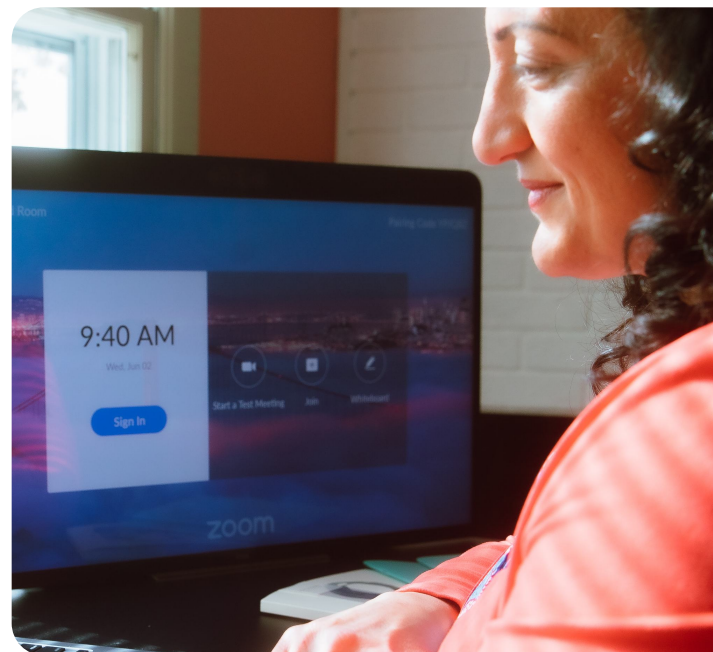
2 Use AI to help employees be more efficient

The Zoom-Morning Consult survey showed that workers spend most of their time on routine tasks like writing emails and chats, taking notes in meetings, sharing action items, and providing status updates to colleagues – leaders more so than employees.

By automating or getting assistance with some of those rote tasks, employees can focus their time and efforts on different activities that help increase output, drive revenue, and otherwise move the needle, thereby improving their productivity.

AI tools can help with composing messages, note-taking, summarizing information, and organizing ideas. Our [2023 AI in the Workplace report](#) shows 74% of leaders who use AI say it saves them one or more hours a day, and among teams who use AI, 77% of leaders say their teams are more productive as a result. And when AI tools are built into the applications your employees use every day, like [Zoom AI Companion](#), it can help streamline their workflows even more.

Read our [AI in the Workplace report](#) to dig deeper into how AI can help employees save time, and check out our [companion piece by Harvard Business Review](#) to get actionable insights into developing an AI strategy for your company.



3 Streamline tools and workflows

Toggling between multiple tools and apps may take a fraction of a second, but when you're constantly moving from your team chats to your meeting notes to your calendar and back, all that context-switching adds up to **nearly four hours a week**.

For companies, that's a lot of potential productivity and real dollars wasted. And for employees, that's a lot of precious time squandered.

Asana's 2023 Anatomy of Work report found that the more apps employees used, the more time they felt could be saved if their company improved processes. Depending on the needs of your organization, improving productivity might start with re-evaluating your company's tech stack and consolidating multiple point solutions to a few core applications.

You may find that consolidating to a single platform like Zoom is more efficient and cost-effective than having separate apps (and licenses) for chatting with colleagues, making phone calls, scheduling meetings, creating video clips, and whiteboarding. Adding to that, tight integrations across Zoom products and a flexible ecosystem of apps allow you and your employees to build more seamless workflows – meaning less context-switching and fewer seconds lost to toggling.



CHAPTER 4

Next steps to improving how you work



If it seems like inefficiencies, tech troubles, or disengagement are affecting productivity at your organization, explore how the Zoom platform can help.

With a suite of productivity tools to enhance your core communication across meetings, team chat, phone, mail, and more, your employees will have what they need to work more effectively all in one place. And by consolidating with Zoom, your **IT team can benefit** from streamlined management, fewer contracts, **reduced TCO**, and less time spent on training and support.

Improve productivity across your teams with an all-in-one, AI-powered collaboration platform like Zoom Workplace. Check out our on-demand webinar, **Reimagine how you and your teams connect and collaborate**, to learn how Zoom Workplace can help your team get more done, together.

[Watch it here](#)



Thank you

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