The Productivity / Shift

From Overwhelm to **AI Empowerment**

grammarly | The Harris Poll

2025

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A Note From Shishir

Today's business leaders have a transformational opportunity: to unlock the value of AI across the workplace to drive real productivity, measurable business outcomes, and fulfilling work experiences.

The workplace is primed for this positive change. While activity levels are soaring, business outcomes aren't keeping pace. Many employees find themselves trapped in cycles of fragmented communication and performative productivity—work that shows busyness but doesn't drive real results. This imbalance is draining focus and productivity from the modern workplace.

At Grammarly, we believe that effective communication underpins productivity. This belief is even more critical today as every business shifts to harness communication—and all workplace tools and practices—as vehicles for business impact.

As you'll see in the research, AI is proving to be a powerful catalyst for this productivity shift. Acting as a much-needed bridge in the knowledge economy, AI connects the

expertise of our people to the pace and scale of modern work. One subset of the workforce—AI-fluent professionals—is leading the charge, leveraging AI tools to drive outsized impact across the board.

However, AI adoption remains uneven, and hesitation still holds many workplaces back. Business leaders have a choice: Wait for change to happen—or take bold steps to shape the future.

The path forward lies in a people-centric approach. Using the habits of AI power users as a model, leaders can help their teams overcome AI avoidance and implement enterprise-wide strategies that amplify focus and results. This is the moment to shift from performative productivity toward AI-assisted impact and innovation, and build workplaces where people thrive.

Shishir Mehrotra
CEO of Grammarly

Methodology

This study was conducted by The Harris Poll on behalf of Grammarly from September 24 to October 1, 2024, among 1,032 knowledge workers and 254 business leaders. It also references findings from studies[1] conducted in the same months of 2023, 2022, and 2021 among a similar volume of knowledge workers and business leaders. This online survey is not based on a probability sample; therefore, no estimate of theoretical sampling error can be calculated.

Year-over-year percentage changes and percentage gaps between groups should be interpreted as percentage point changes and are statistically significant.

[1] These studies were conducted from September 29 to October 3, 2023, among 1,002 knowledge workers and 253 business leaders; from October 14 to 31, 2022, among 1,001 knowledge workers and 251 business leaders; and from October 1 to 12, 2021, among 1,001 knowledge workers and 251 business leaders. This data is referenced in Grammarly's State of Business Communication report from 2022-2024.

1,032 knowledge workers

1,286
professionals

254 business leaders

Executive Summary

Workplace productivity is at a breaking point.

Communication now consumes nearly the entire workweek, but not all that time is productive. The problem stems from **communication inflation**—an excessive increase in messages and interactions that attempt to make up for fragmented and ineffective communication. This leaves professionals stuck in an unsustainable cycle of overwhelm and underproductivity, which takes a toll on personal and business performance.

In our fourth annual report, we explore the implications of failing to address this issue and how AI can help businesses reverse the trend. By learning from the behavior and strategies of AI-fluent power users, leaders can create a roadmap for enterprise-wide success that enhances productivity and employee satisfaction, reduces inefficiency, and drives better business outcomes.

| Communication inflation | An excessive or unnecessary increase in the volume of communication that outpaces its value, diminishing productivity and clarity. |

Communication inflation stifles productivity and growth

Professionals now spend over 28 hours a week on written and in-tool communication, a 13.2% increase from last year. This growth was particularly concentrated across chat platforms like Slack and Microsoft Teams, project management software like Jira and Asana, knowledge management systems like Confluence and Notion, and collaborative idea management tools like Figma and Miro.

60%

of professionals struggle with focusing on tasks due to a constant flow of notifications

While communication is the foundation of work in today's knowledge-driven economy, 21% of this time is spent on "performative productivity," or work that doesn't contribute to results or growth. Another 12% of the workweek is lost due to poor communication—a problem that costs companies $9.3 million annually for every 1,000 employees.

Communication inflation is also linked to increased stress and burnout among workers and business leaders, signaling an urgent need for a solution.
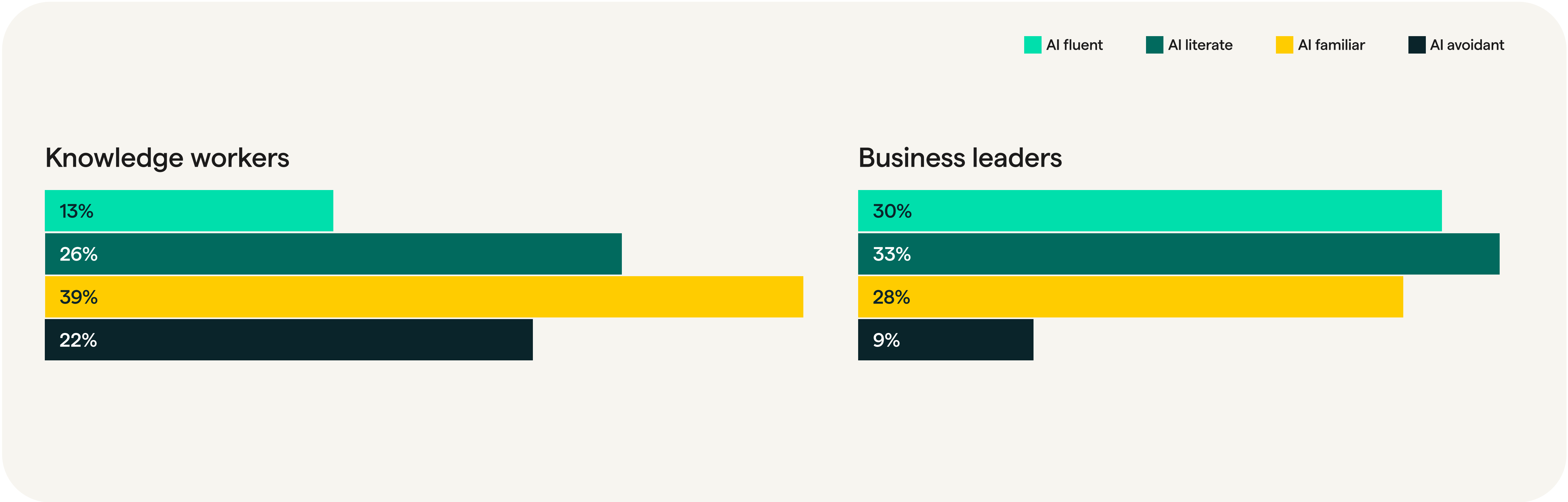
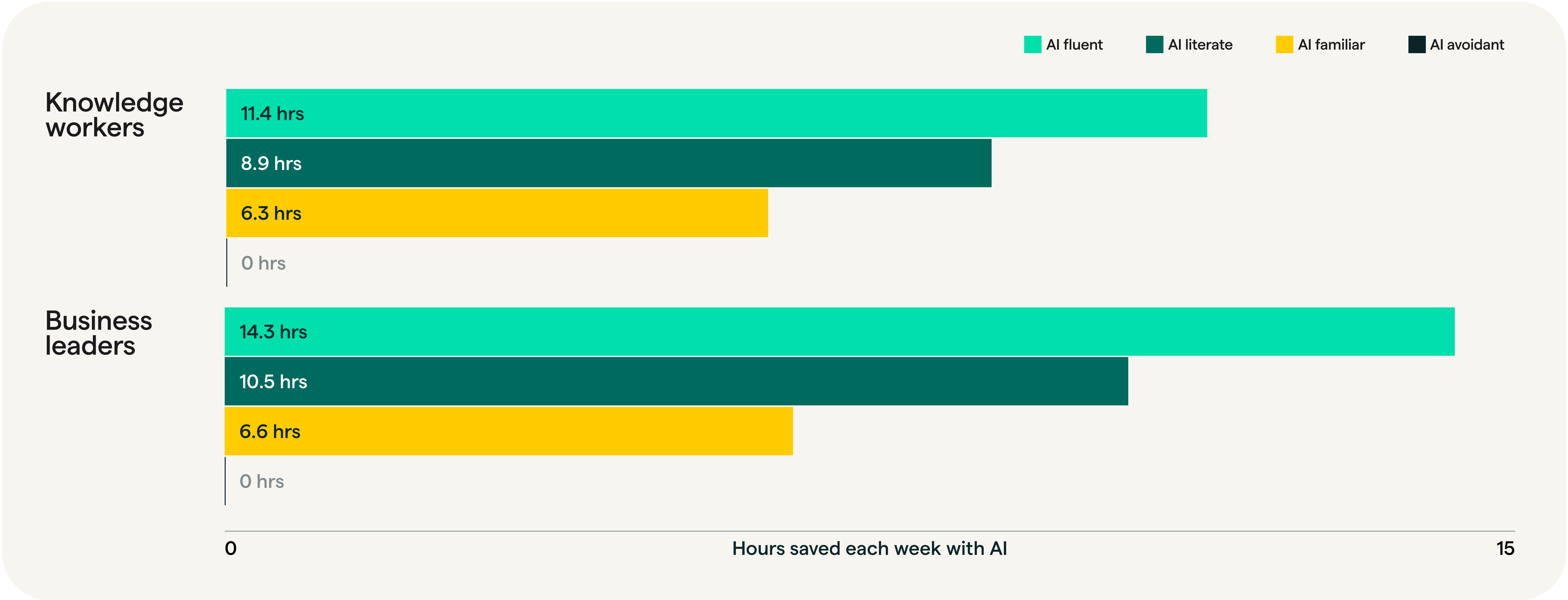## Communication inflation drains over 13 hours in a worker's week

4.8 hrs
lost to poor communication

8.5 hrs
wasted on performative productivity
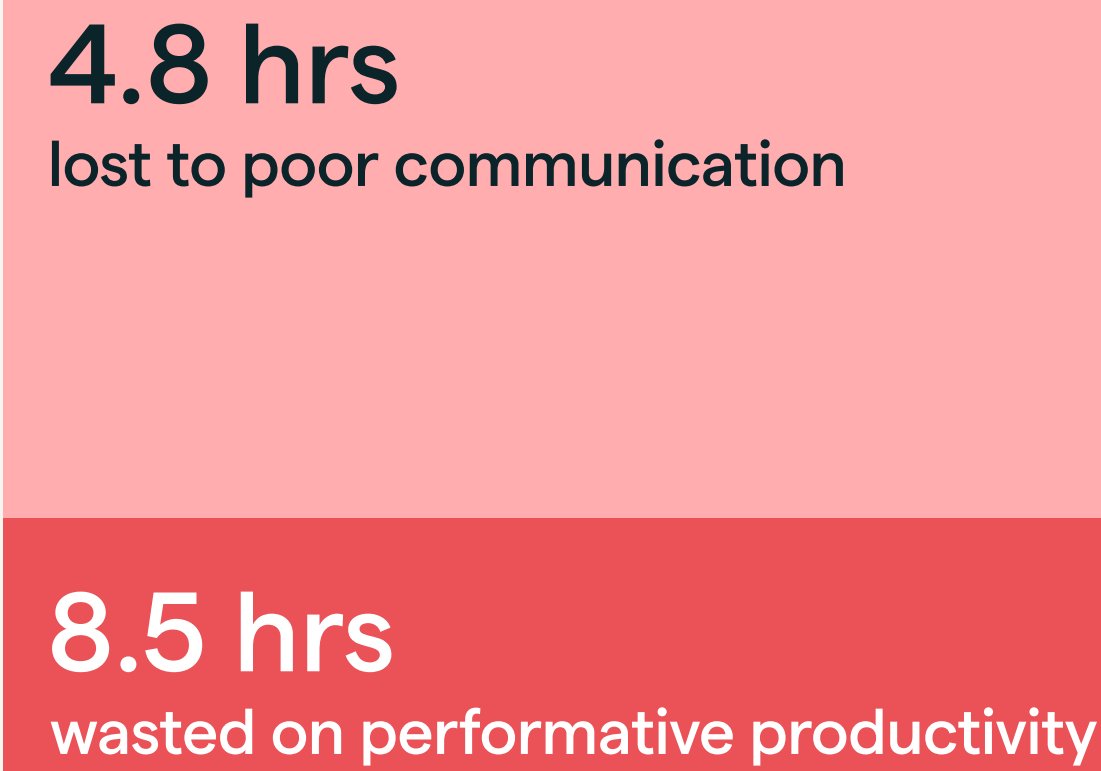
Those who use AI wisely thrive

AI is proving to be an increasingly critical tool for improving workplace communication, productivity, and satisfaction. Business leaders who use generative AI tools save an average of 10.7 hours per week, a 13% increase from the previous year, while knowledge workers save over 8 hours weekly. The benefits of AI-powered communication are significant, particularly for AI-fluent workers who experience significantly greater gains than their less fluent colleagues. They report a 14% greater improvement in communication with customers, a 14% greater boost in productivity, and a 12% greater increase in work satisfaction compared to those who are only AI familiar. These findings demonstrate that leveraging AI for communication not only saves time but also amplifies the positive impacts across productivity, relationships, and overall business outcomes.

For both workers and leaders, there are wide gaps in AI literacy

■ AI fluent ■ AI literate ■ AI familiar ■ AI avoidant

Knowledge workers

- 13%
- 26%
- 39%
- 22%

Business leaders

- 30%
- 33%
- 28%
- 9%

The more AI literate people are, the more time they save

■ AI fluent   ■ AI literate   ■ AI familiar   ■ AI avoidant

Knowledge workers
- 11.4 hrs
- 8.9 hrs
- 6.3 hrs
- 0 hrs

Business leaders
- 14.3 hrs
- 10.5 hrs
- 6.6 hrs
- 0 hrs

0   Hours saved each week with AI   15

AI-fluent power users offer the model for enterprise-wide success

Nearly all (93%) AI-fluent workers experience greater productivity boosts and time savings (11.4 hours) from gen AI than those who are only AI familiar (6.3 hours). These power users streamline work by using AI to ideate, draft content and communications, and edit their writing. Their approach goes beyond basic usage, offering the model for how professionals can use AI to communicate more effectively, generate content, and automate tasks to save 81% more time than less AI-fluent colleagues. Notably, research is the second most common use case among AI power users. Whether collecting information from external sources or navigating internal corporate databases, power users rely on AI to quickly access the right information when they need it.

More power users leverage AI across use cases compared with their less AI-fluent colleagues

Editing
- **59%** AI fluent
- **35%** AI familiar

Research
- **65%** AI fluent
- **42%** AI familiar

Automation
- **52%** AI fluent
- **39%** AI familiar

Content creation
- **53%** AI fluent
- **42%** AI familiar

Communication
- **69%** AI fluent
- **55%** AI familiar
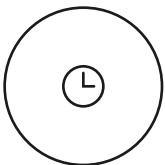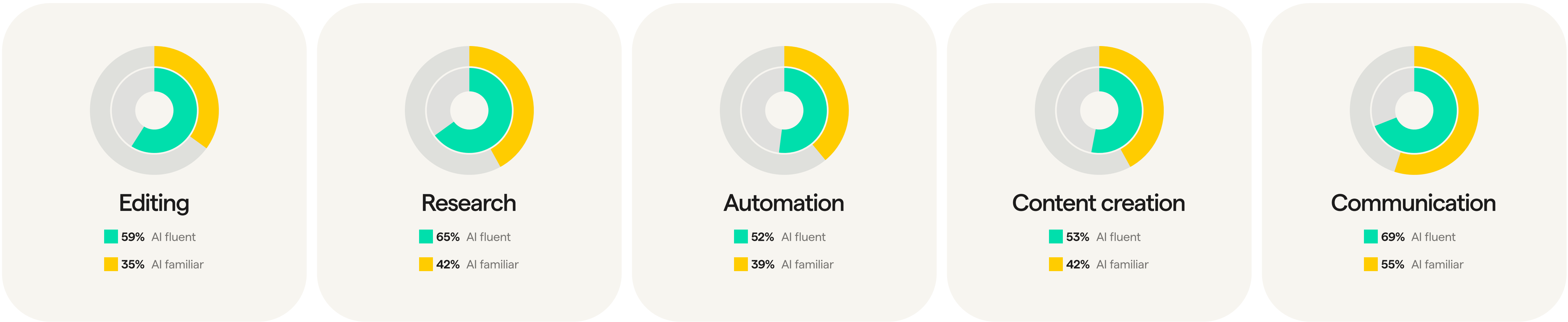
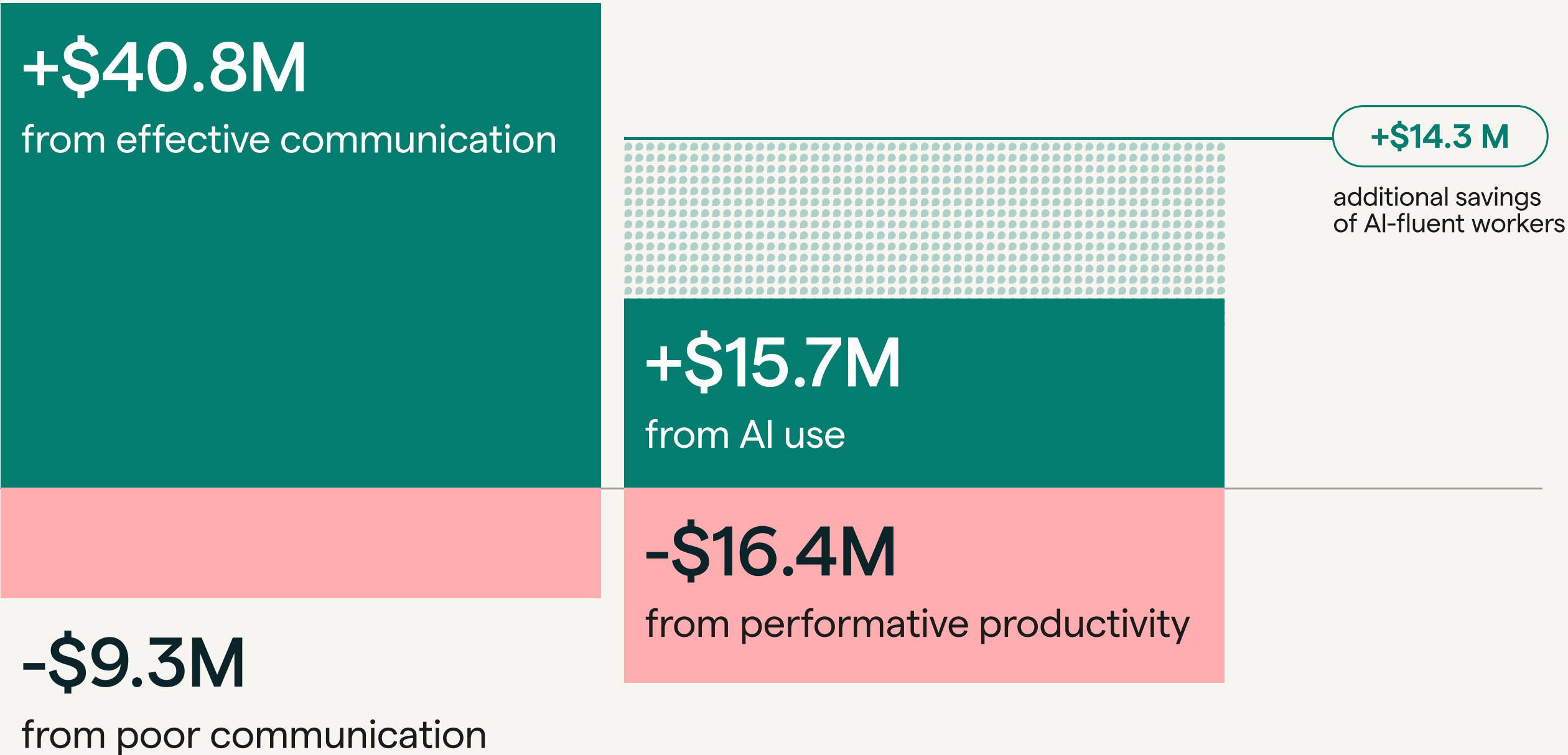AI power users save **81% more time** than their less AI-fluent colleagues

AI-powered communication is the key to achieving real productivity

With workers spending nearly their entire time at work communicating, effective communication is the solution to reclaiming productivity—particularly when powered by AI. Power users exemplify this potential, achieving 19% greater effectiveness and 14% greater productivity gains than their less fluent colleagues by using AI in content creation, internal and external communications, and document editing. With AI power-user habits as their model, leaders can scale AI into enterprise-wide communication workflows to reclaim time, drive meaningful outcomes, and create a foundation for outcome-focused productivity that benefits employees and organizational growth.

Capture the impact of AI and effective communication

- **$70.8M**
  Total savings from fluent AI use and effective communication

- **$25.7M**
  Total cost of communication inflation

+$40.8M
from effective communication

+$14.3 M
additional savings of AI-fluent workers

+$15.7M
from AI use

-$9.3M
from poor communication

-$16.4M
from performative productivity

*Savings are calculated based on worker data for a company with 1,000 employees

Productivity Is at a Breaking Point

In the knowledge economy, communication is synonymous with work. Communication drives work forward and determines the productivity of workers. But we're reaching a productivity breaking point.

The sheer volume of communication across channels—texts, emails, meetings, and collaboration within work apps—has reached unprecedented levels, consuming nearly every minute of the workday. Knowledge workers spend an average of 39 hours per week on communication tasks, and for business leaders, this climbs to 47 hours—nearly one full workday more than the standard 40-hour workweek.

Yet much of this activity doesn't directly drive business outcomes. Poor communication and **performative productivity**—tasks performed to appear busy or productive—are primary drivers of communication inflation. Addressing this inefficiency isn't just about saving time; it's about ensuring that reclaimed time is redirected toward high-impact, strategic work. If leaders ignore the problem, they risk passing the productivity breaking point, where employee burnout and diminished focus jeopardize long-term business success.
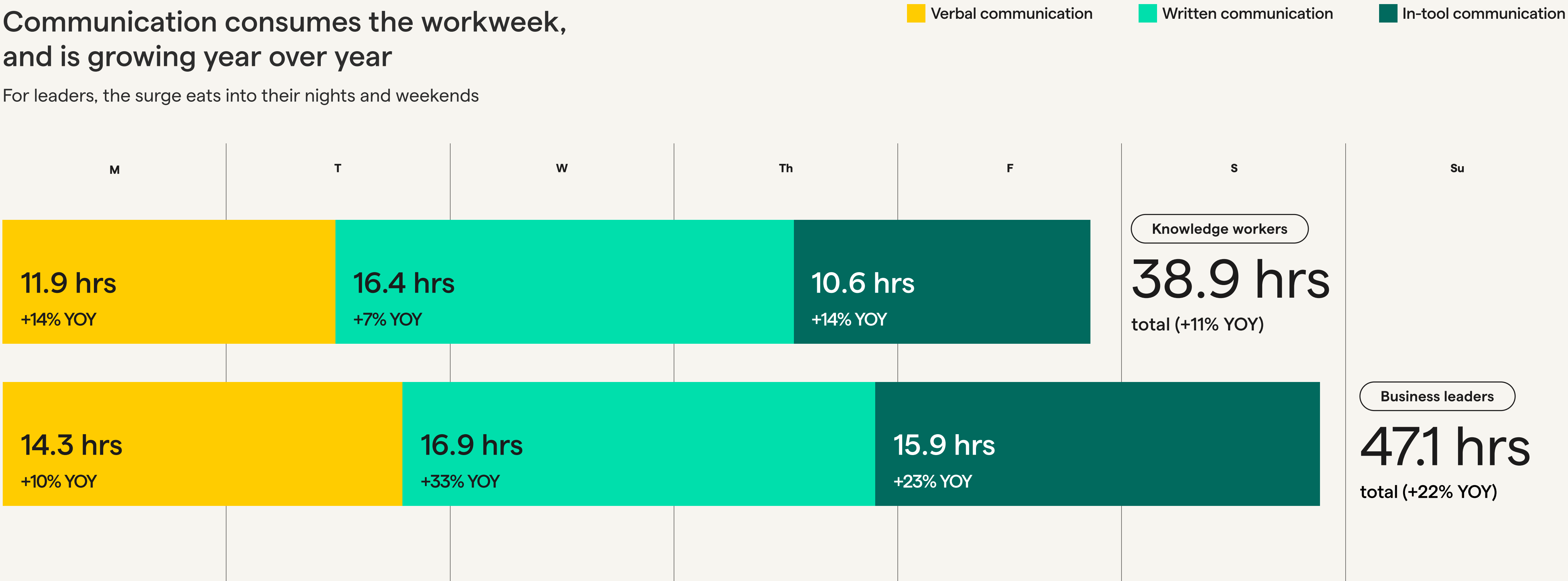
(**Performative productivity**) The act of showcasing work or busyness primarily to create an impression of being productive rather than focusing on meaningful outcomes.

Communication is surging

Communication volume has increased across every channel. The growth for business leaders, in particular, is astounding, with written and in-tool communication increasing by 28%. The year-over-year growth tells a clear story: As text-based and collaboration tools become more prevalent in the workplace, written communication is playing a larger role in work activities.

Communication consumes the workweek, and is growing year over year

For leaders, the surge eats into their nights and weekends

🟨 Verbal communication   🟩 Written communication   🟩 In-tool communication

M	T	W	Th	F	S	Su

Knowledge workers

11.9 hrs
+14% YOY

16.4 hrs
+7% YOY

10.6 hrs
+14% YOY

38.9 hrs
total (+11% YOY)

Business leaders

14.3 hrs
+10% YOY

16.9 hrs
+33% YOY

15.9 hrs
+23% YOY

47.1 hrs
total (+22% YOY)

Fragmented channels reduce productivity

Businesses have invested in new communication channels with the intent to streamline work. However, without a clear strategy around communication, this channel growth has had the opposite effect. Instead of consolidating conversations within a single channel where work happens, related discussions are now scattered across multiple platforms. Channel fragmentation makes it difficult to keep track of conversations, prioritize messages, and extract the relevant information needed to stay productive.

The majority (55%) of professionals say they're struggling to keep up with notifications across multiple platforms. More than one-third of professionals consider communication channel overload a significant challenge to communicating effectively at work. This "communication swirl," or overwhelming complexity created by an increase in communication across fragmented channels, undermines productivity and makes it increasingly difficult to focus on essential tasks.
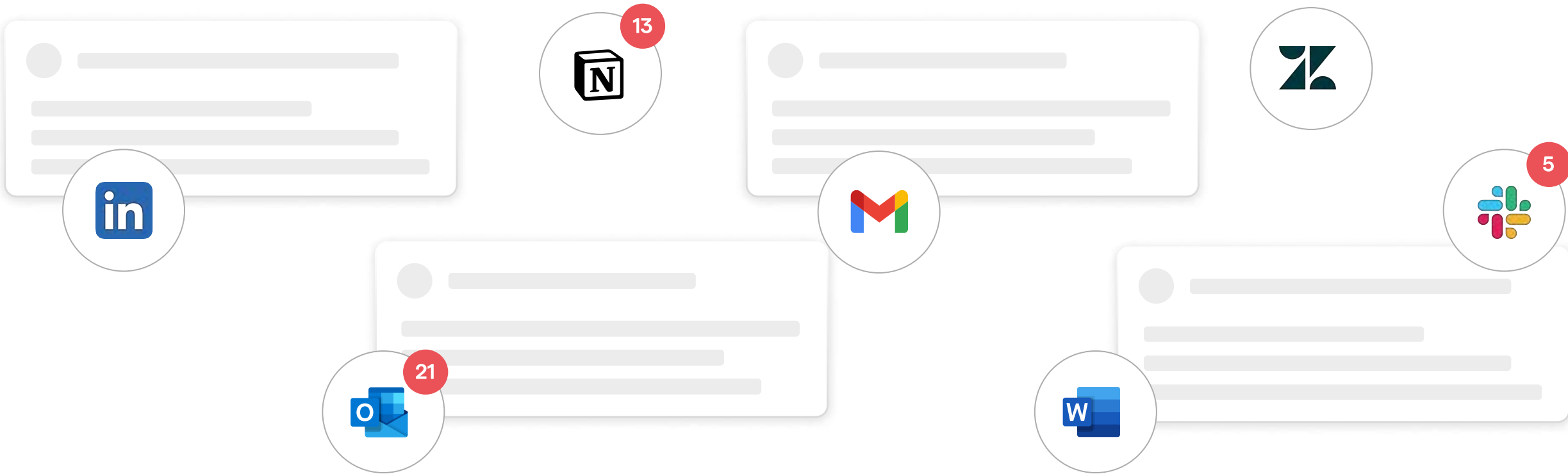
"I have been communicating **across more channels** at work in the past 12 months."

76%
of professionals agree

"I find it **challenging to navigate** through the multitude of work communications."

55%
of professionals agree

Perpetual connectivity erodes our ability to focus

The majority of professionals (60%) say that "always-on" communication, or the constant barrage of messages and notifications, from Slack and Teams messages to emails to in-person interruptions, has made it difficult to focus on important tasks. This has created a work environment where **perpetual connectivity** gets in the way of deep, meaningful work, impacting both individual performance and organizational productivity.

Perpetual connectivity — The constant barrage of messages and notifications across channels that makes it difficult to focus on important tasks.

"The expectation to **always be connected** contributes to my burnout or stress levels."

66%
of professionals agree

"The **constant flow of work notifications** makes it hard for me to concentrate on important tasks."

60%
of professionals agree

The Costs of Communication Inflation

As overall communication activities increase year after year, poor communication also rises.
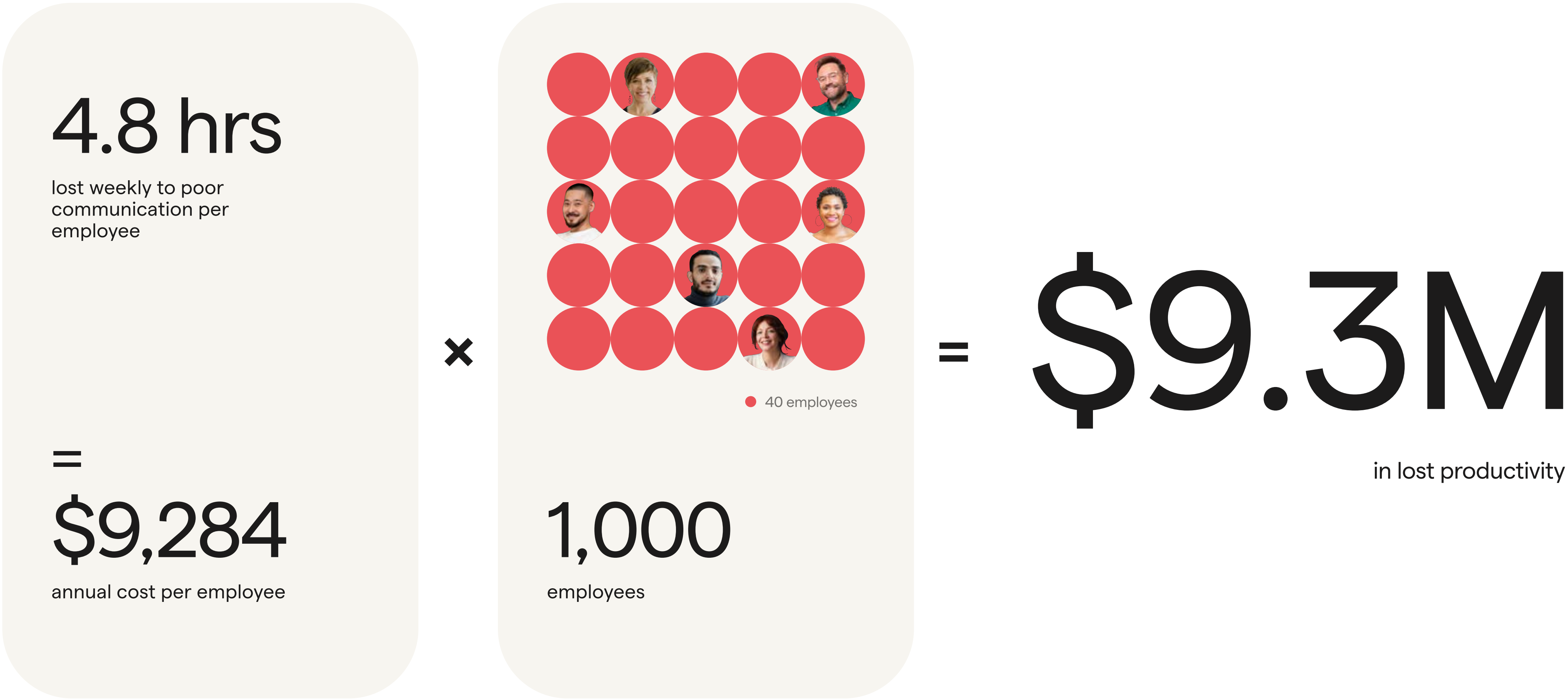
Workers reporting daily miscommunications has increased by 5 percentage points compared with last year. This leads to diminished productivity and leaves workers and leaders overwhelmed and underproductive. The financial and operational toll is immense: Millions of dollars and countless hours are lost annually due to poor communication. These challenges are particularly acute for multilingual and neurodiverse individuals, as well as those in collaboration-heavy teams like marketing and customer support. Ignoring these growing communication challenges will not only stifle workforce productivity but will also undermine business growth. Leaders must leverage AI to improve communication effectiveness, empowering their workforce to reduce **communication inflation**, reclaim time, and focus on the high-value work that drives success.

Communication inflation   The excessive or unnecessary increase in the volume of communication that outpaces its value, diminishing productivity and clarity.

The measurable cost of poor communication

Poor communication is more than a workplace nuisance—it's a clear financial drain. For many businesses, the cumulative cost is staggering, highlighting the urgent need to prioritize improvements. Businesses lose approximately $9,284 per employee annually to poor communication, which represents an annual loss of $9.3 million for a company with 1,000 employees.

4.8 hrs

lost weekly to poor communication per employee

=

$9,284

annual cost per employee

×

● 40 employees

1,000

employees

=

$9.3M

in lost productivity

This financial impact is compounded by the ballooning volume of workplace communication, which has not translated into greater productivity. Instead, communication inflation results in nearly a full workday of lost worker productivity each week. This wasted time comes from deciphering unclear messages, redoing work due to incomplete or misunderstood communication, differing understandings of next steps after meetings, or seeking clarity on tasks to ensure alignment.

Business leaders, workers who are a part of younger generations, and specific demographics such as multilingual individuals report even greater losses, underscoring the need for targeted solutions to address these challenges and reclaim valuable time.

Time lost to poor communication each week

■ Workers ■ Leaders

Overall

Generational gaps

Language gaps
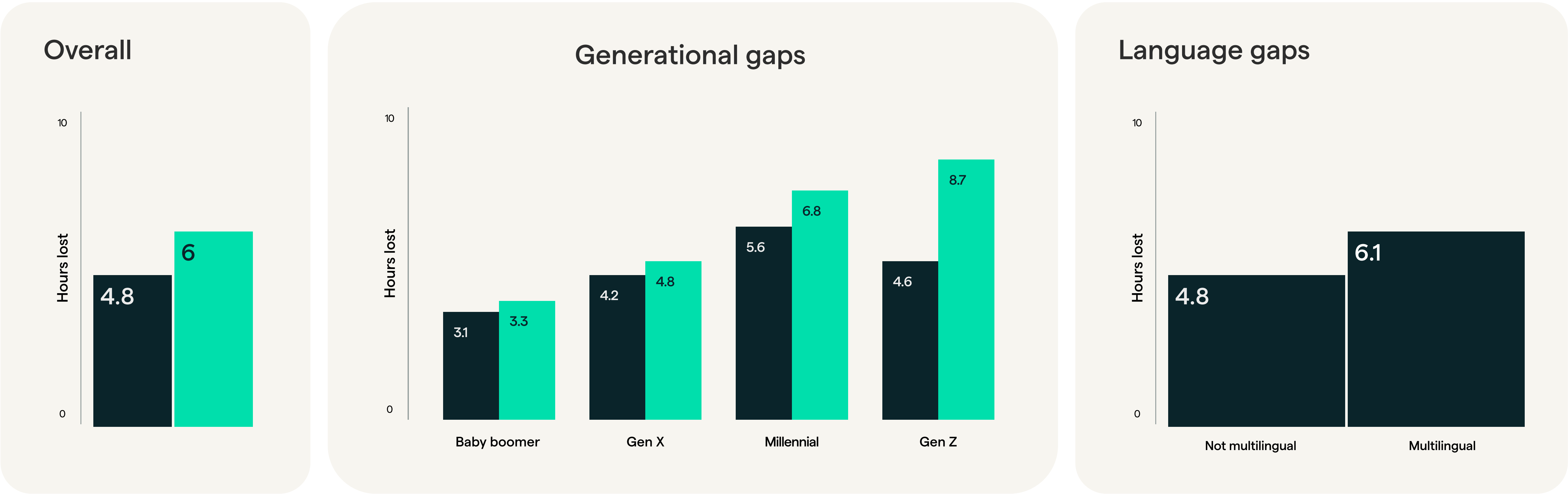
Performative productivity reduces outcome-focused productivity

Communication inflation is partially driven by performative productivity, where workers spend time on tasks that appear productive but deliver little value. Workers report spending over 8 hours of their workweek on performative tasks—that's another $16.4 million lost annually for the same company of 1,000 employees. Whether it's writing messages just to be seen or completing work that was later deemed unnecessary, these wasted efforts leave workers with less time for real, outcome-focused productivity and create more noise for colleagues to navigate.

Performative tasks take up 8+ hours throughout the week

8-Hour Workday

Waiting for responses

Searching for information

Revising work due to miscommunication

Resolving conflicts or misunderstandings

Attending unnecessary meetings

Completing work that was later deemed unnecessary

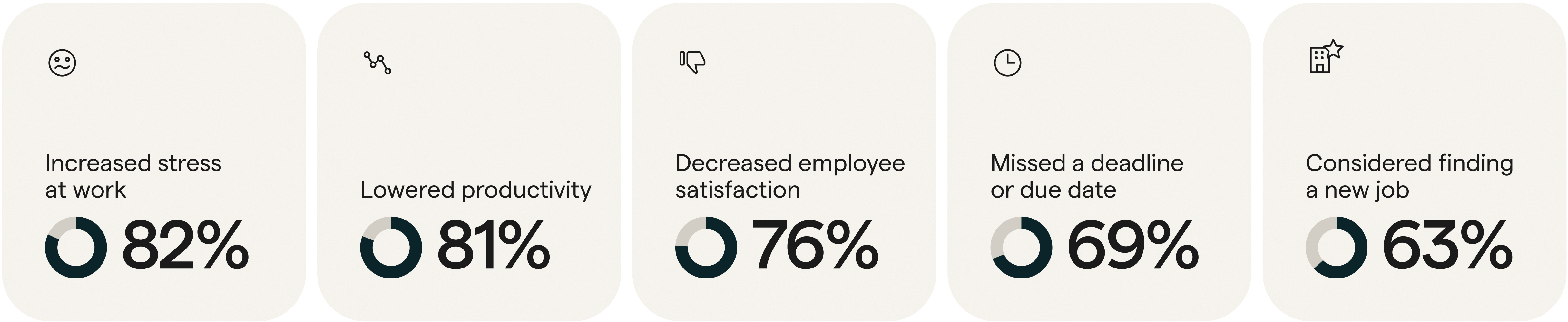Communicating for the sake of formality

Communication inflation fuels stress and dissatisfaction

Communication inflation doesn't just waste time; it deeply impacts worker well-being. Over 80% of workers report that poor communication resulted in increased stress and reduced productivity, while over three-fourths report decreased quality of work and satisfaction.

These effects are particularly pronounced among multilingual and neurodiverse workers, whose dissatisfaction levels are significantly higher than that of their peers. Workers who are part of younger generations, including millennials and Gen Z, feel these impacts most intensely, signaling a growing challenge for the future workforce. A lack of adequate communication tools compounds the problem, particularly for multilingual workers. These disparities underscore the need to tailor improvements to support the most impacted groups.

Workers report negative effects of poor communication on their well-being

Increased stress at work	Lowered productivity	Decreased employee satisfaction	Missed a deadline or due date	Considered finding a new job
82%	81%	76%	69%	63%

Poor communication costs companies deals, trust, and customers

The cascading effects of communication inflation hit businesses hard, from operational inefficiencies to customer-facing losses. As communication inflation rises, leaders report that consequences ripple across productivity, costs, and brand reputation. Customer-facing outcomes are notably affected, with 78% of leaders citing decreased satisfaction and 74% reporting lost business or deals. These metrics emphasize that communication inflation isn't just a workforce issue —it's a threat to overall business success.

Leaders report negative effects of poor communication on business outcomes

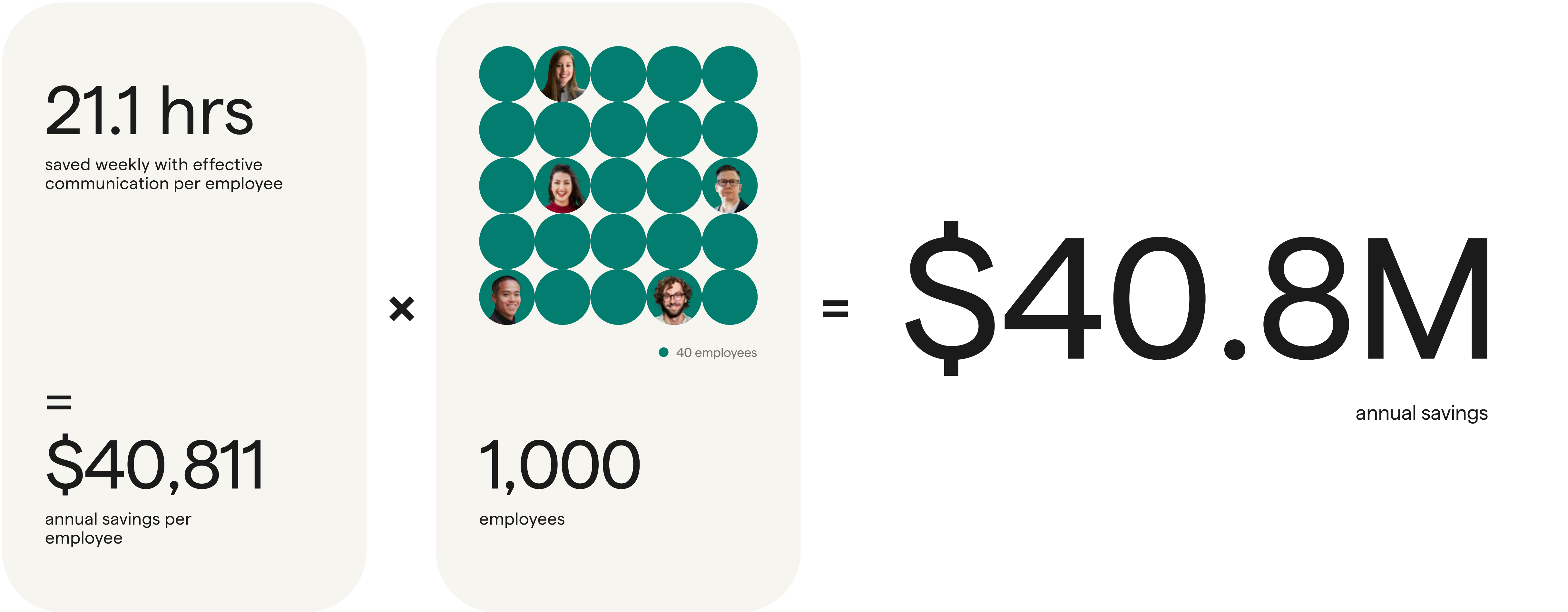| Decreased productivity	Increased costs	Decreased customer satisfaction	Lost business or deals	Eroded brand reputation
84%	81%	78%	74%	74%

Reclaiming the Workweek With AI

AI-powered communication offers a way to shift the productivity breaking point into a turning point.

By empowering their workforce with AI that alleviates communication overload and boosts productivity and focus, leaders can break the cycle of inefficiency and create pathways to meaningful results. Making communication the first enterprise-wide AI use case allows businesses to foster creativity, enhance collaboration, and enable teams to work more strategically—guiding businesses back from the breaking point and into a more productive and effective future.

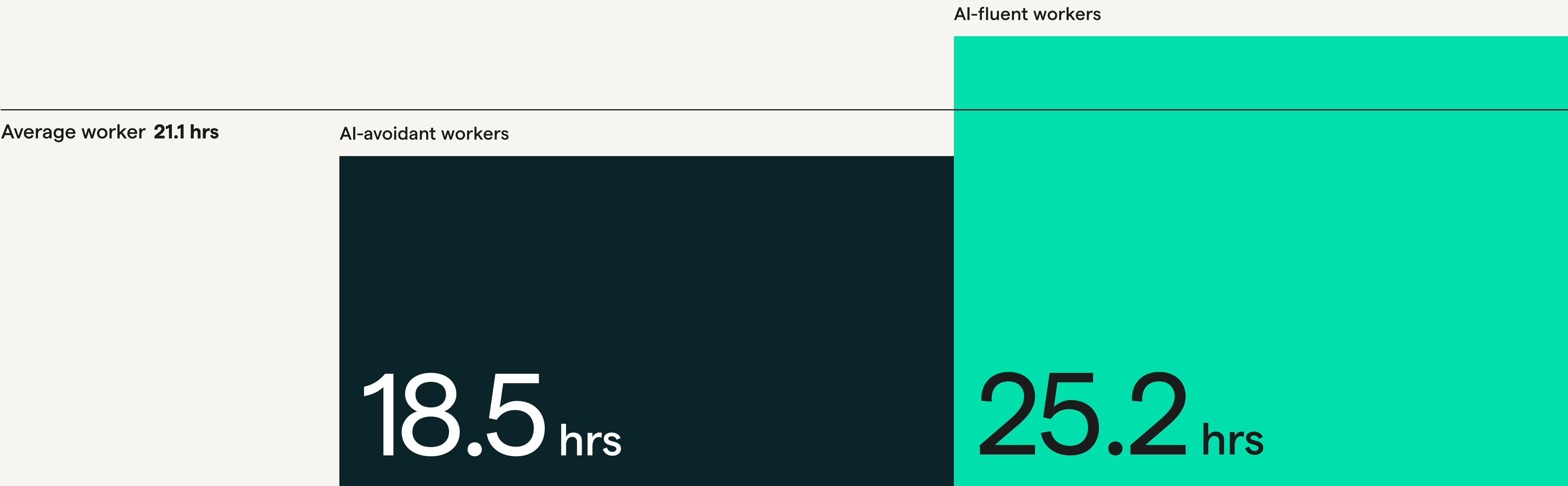# Effective communication drives significant savings

While poor communication costs workers valuable time, effective communication flips the narrative, saving employees 21 hours each week. The majority of time savings (82%) come from internal communication efficiencies that streamline processes, such as aligning on next steps, clarifying tasks, and reducing time spent resolving misunderstandings.

21.1 hrs
saved weekly with effective communication per employee

=

$40,811
annual savings per employee

×

● 40 employees

1,000
employees

=

$40.8M
annual savings

Effective communication time savings are significantly higher for those using AI

AI-fluent power users save 37% more time on average than those who avoid it. Effective communication, especially when powered by AI, has the potential to save businesses millions annually in productivity gains. This makes business communication a clear use case for enterprise-wide AI adoption.

Weekly time savings from effective communication

AI-fluent workers

Average worker 21.1 hrs

AI-avoidant workers

18.5 hrs

25.2 hrs

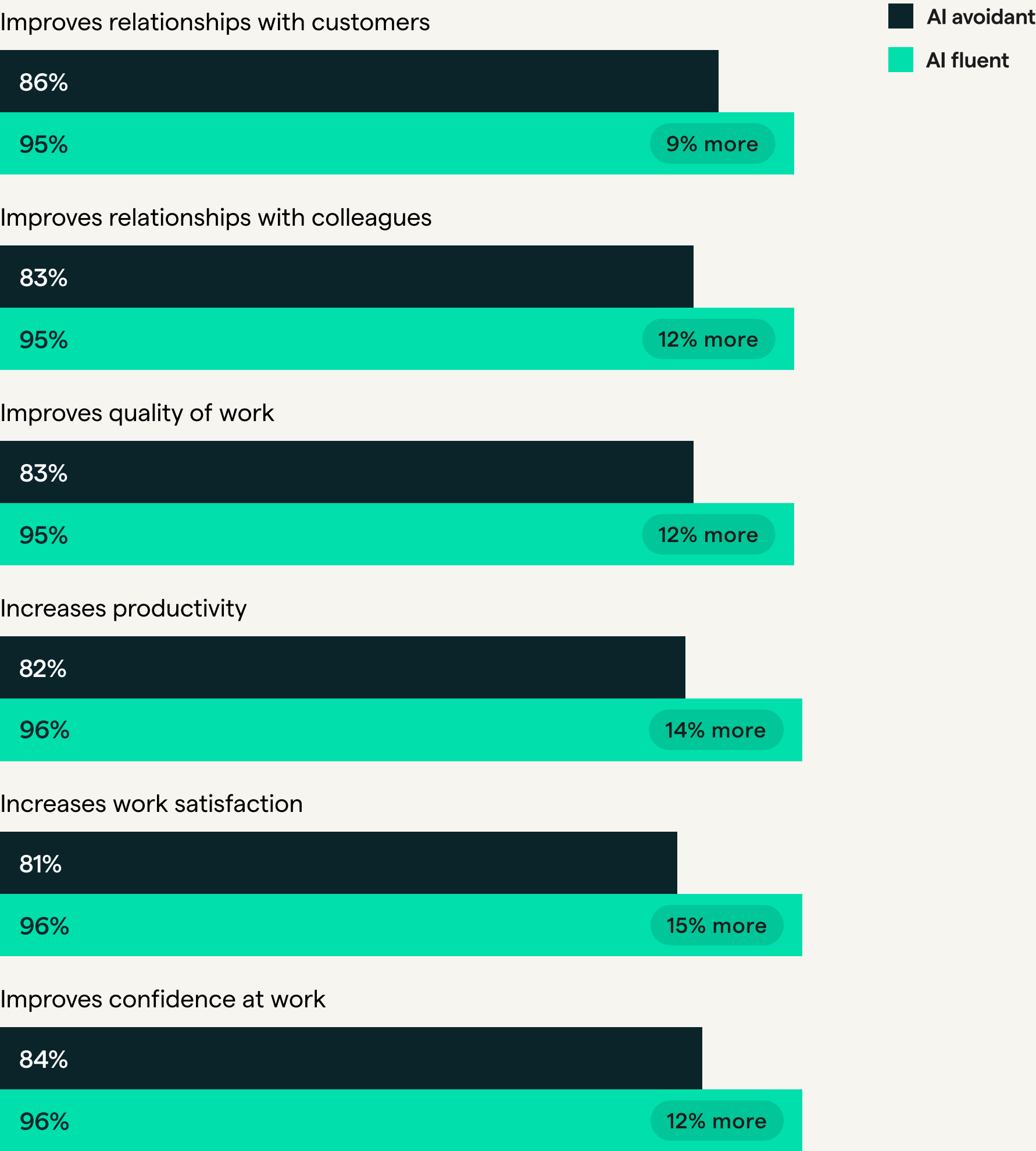# AI-powered communication enables workers to be more impactful

It's no surprise that effective communication contributes to both individual and organizational success, but the impact is significantly amplified for those who leverage AI in their workflows. AI-fluent workers report significantly higher productivity (96%) and work satisfaction (96%) compared to their AI-avoidant peers (82% and 81%, respectively). The benefits extend to relationships, with 95% of AI-fluent workers reporting improvements in their interactions with colleagues and customers. These findings highlight the powerful synergy between effective communication and AI adoption in the workplace.

96%

of AI-fluent workers report significantly higher productivity

Everyone reaps the benefits of effective communication, especially AI power users

■ AI avoidant
■ AI fluent

Improves relationships with customers

| 86% |
| 95% | 9% more |

Improves relationships with colleagues

| 83% |
| 95% | 12% more |

Improves quality of work

| 83% |
| 95% | 12% more |

Increases productivity

| 82% |
| 96% | 14% more |

Increases work satisfaction

| 81% |
| 96% | 15% more |

Improves confidence at work

| 84% |
| 96% | 12% more |

AI drives substantial time savings for a wide range of workers

AI doesn't just improve communication—it delivers substantial time savings across diverse roles and demographics. Business leaders reclaim an average of 10.7 hours per week, a 13% increase year-over-year, and workers facing greater communication challenges, such as multilingual and neurodiverse professionals, save over a day each week. These results highlight AI's ability to streamline communication and create efficiencies for diverse teams to focus on more high-value, strategic tasks.

Weekly time savings from gen AI

Leaders

Millennial workers

IT teams

Neurodiverse workers

Multilingual workers

Average **8.1 hrs** worker

10.7 hrs

9.3 hrs

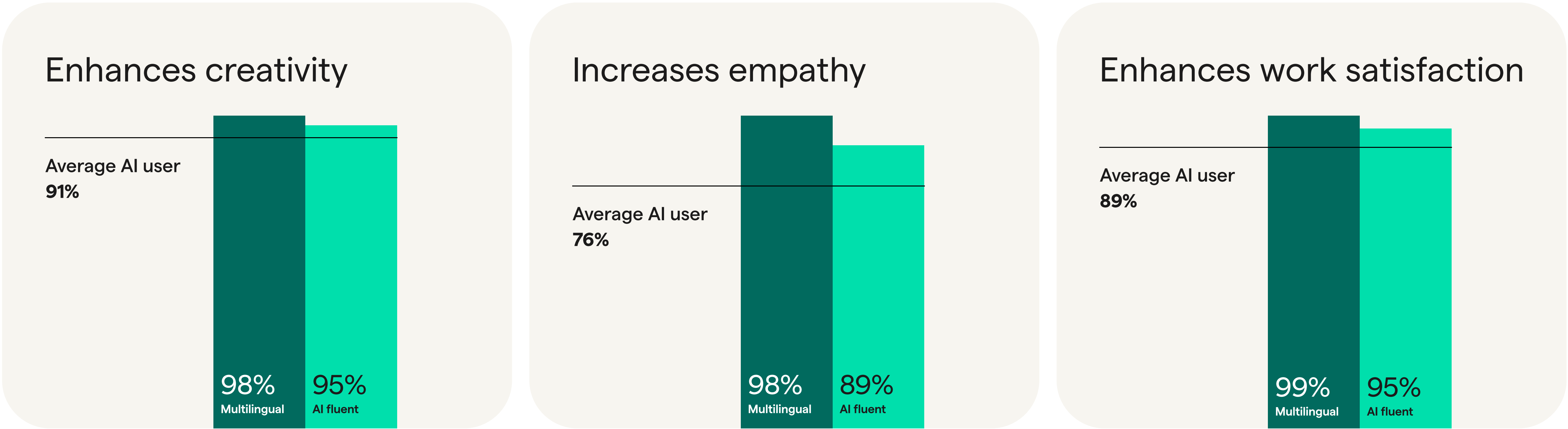**8.4** hrs

8.2 hrs

8.1 hrs
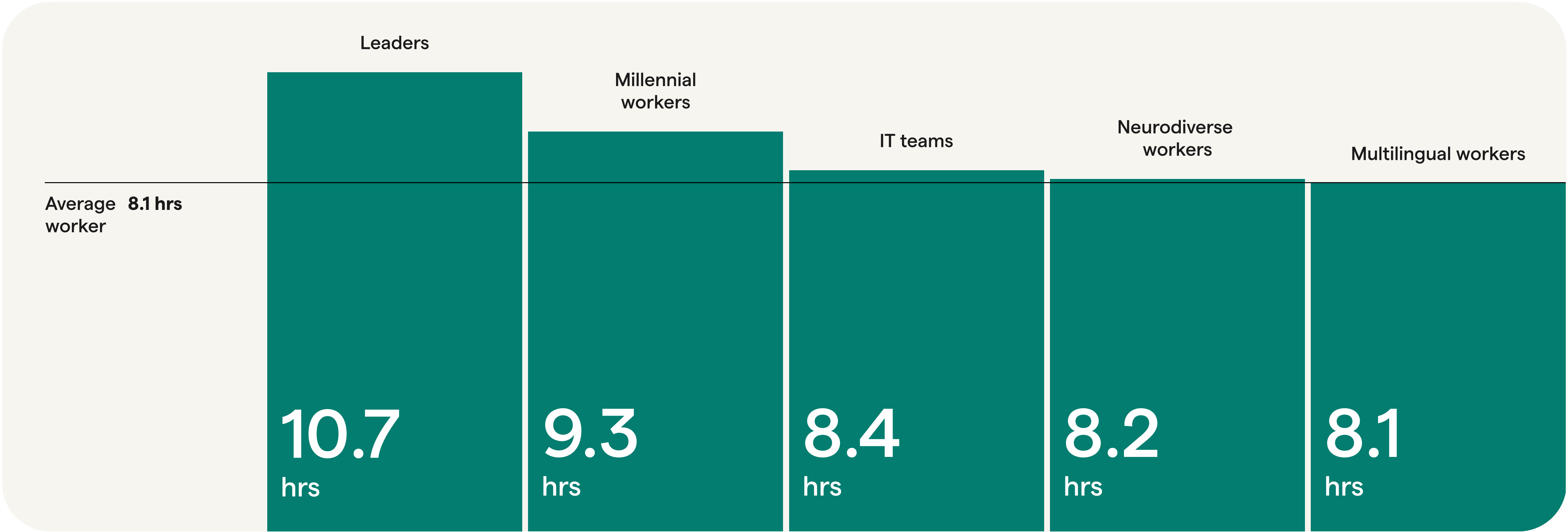
AI benefits also include creativity, empathy, and work satisfaction

AI is transforming workplaces by delivering benefits far beyond improved communication and time savings. From boosting productivity (93%) and reducing workloads (91%) to enhancing creativity (91%) and work satisfaction (89%), AI empowers workers to focus on what matters most. These impacts are especially pronounced among multilingual professionals. Additionally, AI reduces performative communication (86%) and fosters softer skills like empathy (76%), creating an environment where employees can thrive.

AI-fluent workers, in particular, experience some of the most profound benefits from using AI tools, consistently outperforming their peers in key areas. These results highlight the value of investing in AI fluency as a strategic priority for organizations.

Workers say AI improves their soft skills, especially for multilingual employees

Enhances creativity

Average AI user
91%

98%
Multilingual

95%
AI fluent

Increases empathy

Average AI user
76%

98%
Multilingual

89%
AI fluent

Enhances work satisfaction

Average AI user
89%

99%
Multilingual

95%
AI fluent

The C-suite reports that AI-powered communication amplifies business results

The C-suite recognizes that the productivity gains from effective communication and AI amplify business results. The vast majority of C-suite leaders report significant impacts on key outcomes, including increased revenue (90%), higher customer satisfaction (97%), and faster innovation (95%). These results demonstrate how improving communication with AI not only drives workplace productivity but also enhances overall business performance.

C-suite reports positive outcomes from **AI**

Drives faster innovation
95%

Increases quality of service
94%

Drives higher employee engagement
91%

Increases revenue
90%

C-suite reports positive outcomes from **effective communication**

Increases customer satisfaction
97%

Increases ROI on technological investments
97%

Improves brand reputation
97%

Supports new business or deals
96%

Harnessing AI Power User Habits

As businesses navigate the challenges and opportunities of AI adoption, one group stands out as a model for success: AI-fluent power users.

These individuals, who come from a range of backgrounds and roles, have seamlessly integrated AI into their workflows, achieving significant time savings, productivity gains, and creativity that deliver both personal and business results. By understanding their habits and approaches, organizations can identify opportunities to scale their success and empower the broader workforce, enabling all employees to harness AI's full potential and be their best selves at work.

Power users maximize AI across workflows

AI power users excel in their ability to integrate AI across multiple aspects of their daily workflows, using it as a collaborator, innovator, and tool for streamlining complex tasks. For instance, they use AI to create and edit content, reducing time spent on ideation, research, and revisions. Power users have more time to focus on high-value work and even use AI for professional development. This advanced approach goes beyond basic usage, setting the standard for how AI can transform workplace productivity, innovation, and professional growth.

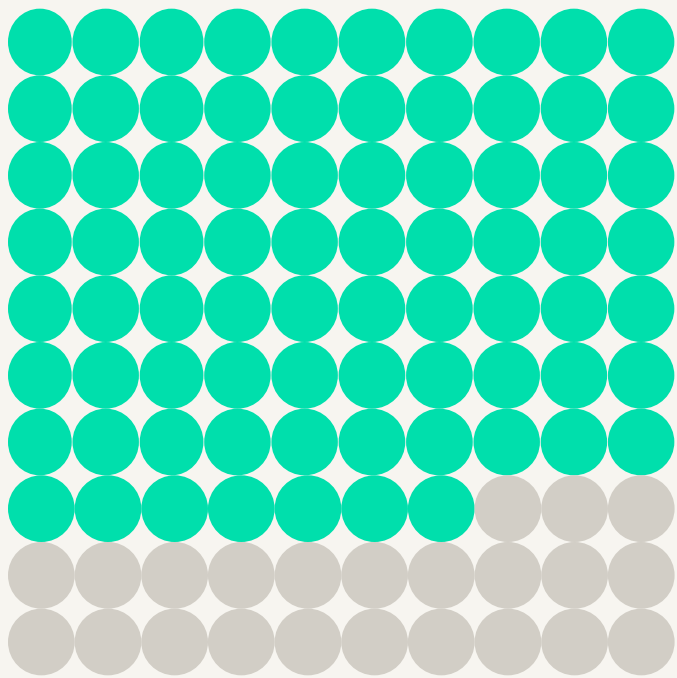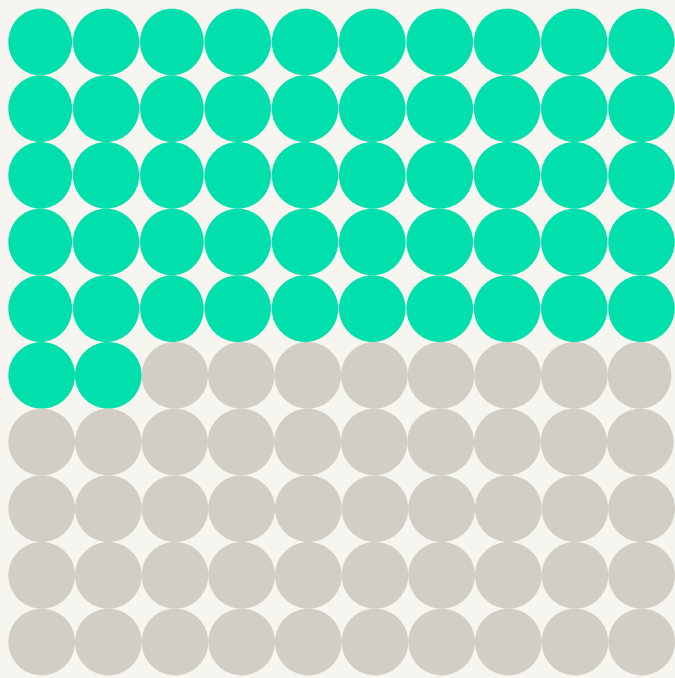**Smarter and safer: Power users are more likely to leverage company-approved AI tools**

90%
Power users

63%
Average workers
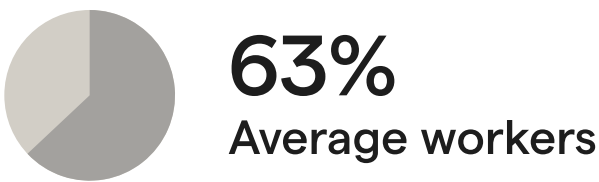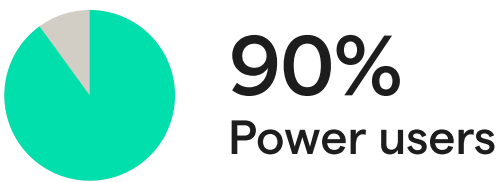
Power users integrate AI into workflows from start to finish
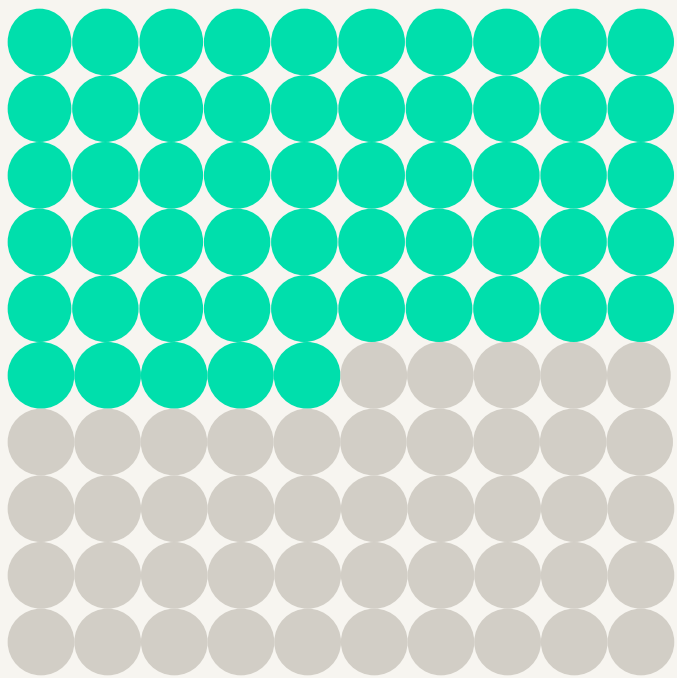
55%
Get started

77%
Collaborate

52%
Perform

Power users take advantage of AI across a variety of use cases

Communication

- 🟡 **55%** AI familiar
- 🟢 **69%** AI fluent

Drafting emails

Responding to chats and pings

Writing messages to customers

Research

- 🟡 **42%** AI familiar
- 🟢 **65%** AI fluent

Analyzing data

Identifying trends

Summarizing documents

Editing

- 🟡 **35%** AI familiar
- 🟢 **59%** AI fluent

Improving tone

Correcting grammar

Refining on-brand messaging

Content creation

- 🟡 **42%** AI familiar
- 🟢 **53%** AI fluent

Drafting social posts

Creating presentations

Generating blog post topics

Automation

- 🟡 **39%** AI familiar
- 🟢 **52%** AI fluent

Sending reminders

Managing to-do lists

Scheduling meetings

Power users start with AI for content creation and ideation

Content creation and ideation are key areas where AI power users excel, particularly in the early phases of production. They use AI to generate, refine, and optimize materials for internal and external audiences—from marketing campaigns to project plans. Power users rely on AI to streamline creative processes, perform research, and enhance the quality of their work. They also leverage AI as a brainstorming partner, helping to craft content that is both impactful and efficient.

Power users write with AI for all types of content

	Internal	External
Long-form	**47%** use AI for content like internal documents & presentations	**41%** use AI for content like blogs and white papers
Short-form	**48%** use AI for content like meeting recaps and internal memos	**46%** use AI for content like ads and social media posts

Power users leverage AI to improve communication

AI power users are revolutionizing workplace communication by leveraging AI tools to enhance clarity, reduce communication overload, and foster stronger connections. The more fluent workers are, the more they use AI to their advantage. For example, nearly half (47%) of power users leverage AI when responding to chats (22% more than less-AI-fluent workers). Whether collaborating with colleagues in documents and Slack or engaging with clients over chat and email, power users maximize AI's ability to improve the quality and efficiency of their communication across channels. In fact, 93% report that AI allows them to focus on work that drives meaningful business outcomes.

Power users write with AI for all types of communication

	Internal	External
Drafting	**38%** use AI for drafting communication to colleagues and leadership	**42%** use AI for drafting communication to partners and customers
Responding	**47%** use AI to respond to chats and pings	
	39% use AI to respond to emails	
Enhancing	**48%** use AI to improve their communication	

Power users unlock productivity with advanced AI use

AI power users go beyond communication and content creation, using AI to unlock productivity in advanced ways. They use AI to enhance professional growth, support strategic initiatives, and automate routine tasks such as summarizing research, organizing tasks, or generating meeting agendas. Power users understand the value of AI in improving workflows across diverse areas, from meeting preparation to skill development. By embedding AI into their daily routines, they maximize its potential as a tool for productivity and innovation.

Power users leverage AI to assist in their day-to-day jobs and with career goals

To perform research
64%

To automate repetitive tasks
52%

For professional development
51%

To summarize documents and research
43%

Power users are imagining how to expand agentic AI use cases

AI power users see opportunities to further integrate AI into their workflows, particularly in handling tasks autonomously. Whether they explicitly know it or not, power users are helping to set the vision and establish use cases for expanding from generative AI to **agentic AI**.

They see an opportunity for AI to take on more advanced responsibilities, such as project reports, content generation, and even negotiations. With more free time to focus on innovation and leadership, power users can use AI to enhance workplace efficiency and impact.

Agentic AI

AI systems that are designed to take independent action based on their understanding of an environment, often acting as proactive assistants to enhance efficiency and productivity.

Power users see opportunities to further use AI for proactive and strategic tasks

Agentic administrative support

44%

Internal collaboration and coordination

39%

Strategic communications

36%

Creative content generation

33%

How to Achieve Real Productivity With AI

The smoothest path to real, outcome-focused productivity begins by empowering the people who drive work forward, acknowledging that not all workers are at the same stage of leveraging AI, and helping those workers gain the skills needed to harness the transformative power of AI for their own benefit.

A large population (22%) of workers still fear that AI could replace them, while some (12%) lack the tools and knowledge to use AI effectively. Empowering this group is not as simple as replicating the behaviors of the AI power user. Leaders must also foster confidence in their workforce with a collaborative approach, inviting employees to imagine how AI can enhance their roles, unlock greater creativity, and free them from the inefficiencies of communication inflation to focus on more meaningful work.

Follow these four steps to empower your workforce to create a more productive workplace with AI.

Shift workers' mindset from fear to empowerment

The fear of AI replacing workers remains a significant barrier to adoption. Leaders play a crucial role in shifting this mindset by addressing misconceptions and fostering an open dialogue about how their company plans to leverage AI to empower employees. By positioning AI as a tool to amplify employees' skills, leaders can help workers see AI as a partner that enhances their roles and unlocks new possibilities. This shift from fear to empowerment is essential to building confidence and unlocking AI's full potential in the workplace.

Fear remains a blocker to AI adoption

"AI will be an assistant, not a **replacement,** for human workers."

92%
AI-fluent
workers agree

44%
AI-avoidant
workers agree
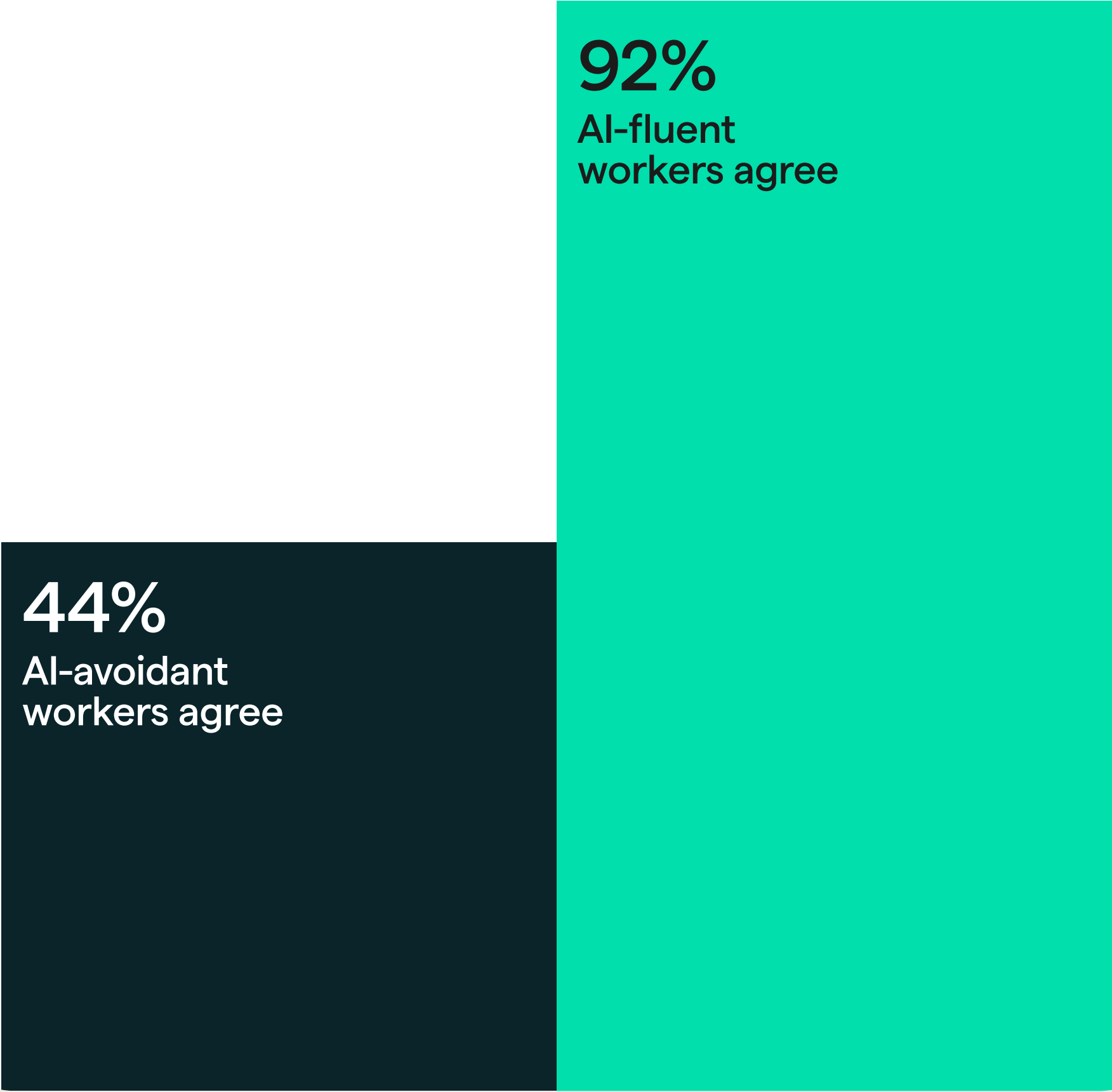
Address AI avoidance and close literacy gaps

Despite growth in AI adoption, fluency still remains low, with just 13% of workers and 30% of leaders identifying as AI fluent. While there has been promising momentum in the number of professionals experimenting with AI, avoidance among workers remains high at 22%. Leaders should take an incremental approach to AI adoption, helping employees progress one step at a time in their literacy journeys with education and training that matches their proficiency levels.

AI literacy levels across workers and leaders

■ AI fluent   ■ AI literate   ■ AI familiar   ■ AI avoidant

Knowledge workers

13%	
26%	
39%	
22%	

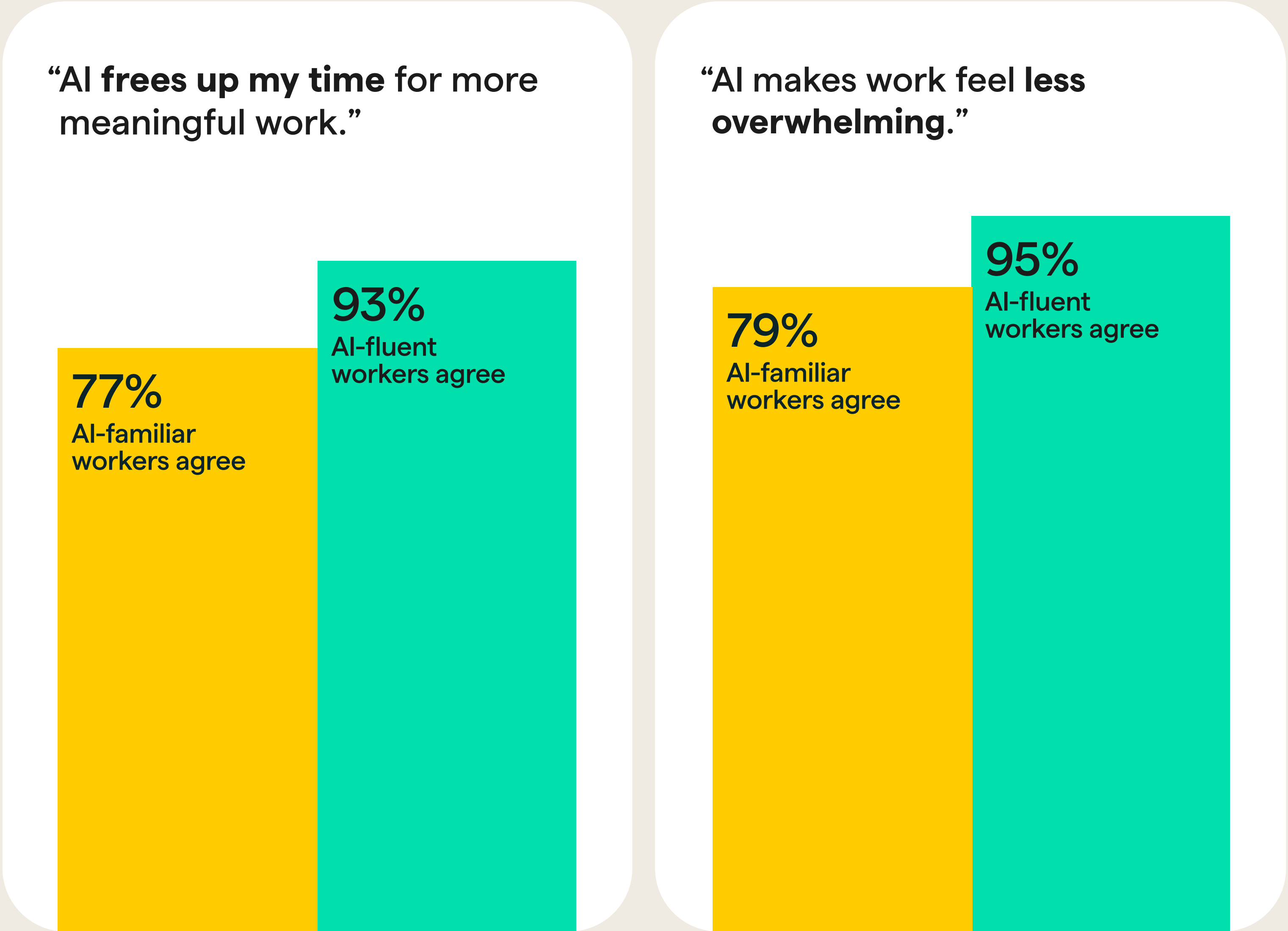### Business leaders

30%	
33%	
28%	
9%	

Evolve from performative productivity to meaningful work

AI presents a unique opportunity to shift time and energy from low-value, performative tasks to meaningful, high-impact work. With 88% of workers acknowledging they spend too much time on unproductive tasks, AI offers a way to eliminate routine work and reclaim time for creativity, problem-solving, and collaboration. To drive this evolution, leaders should demonstrate how AI reduces busywork and allows them to focus on outcomes that matter. By showcasing real-world examples of AI enhancing productivity and delivering meaningful results, leaders can inspire even AI-avoidant employees to embrace the technology as a tool for personal and professional growth.

AI fluency correlates to a stronger sense of benefits

"AI **frees up my time** for more meaningful work."

77%
AI-familiar workers agree

93%
AI-fluent workers agree

"AI makes work feel **less overwhelming**."

79%
AI-familiar workers agree

95%
AI-fluent workers agree

Invest in tools that empower an AI-fluent workforce

Workers cannot fully leverage AI's potential without the right tools. Many feel they lack access to effective communication and productivity tools, with 26% of employees using unauthorized AI solutions to fill the gap. Leaders must prioritize investments in tools that align with employee needs, ensuring both access and security. A large majority (86%) already say that investing in AI tools to augment and empower employees is a strategic priority for the year ahead. When tools are thoughtfully implemented, workers are better equipped to navigate challenges like communication overload and focus on work that drives results.

Professionals still feel the gaps in technology at work
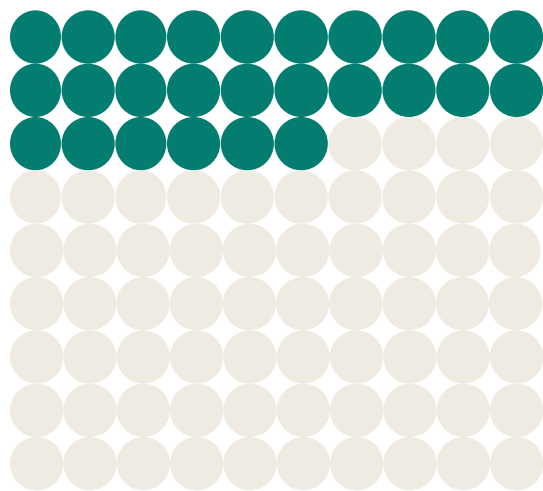
"My company **does not have the communication tools** to help me be more effective in my role."

44%
of professionals agree
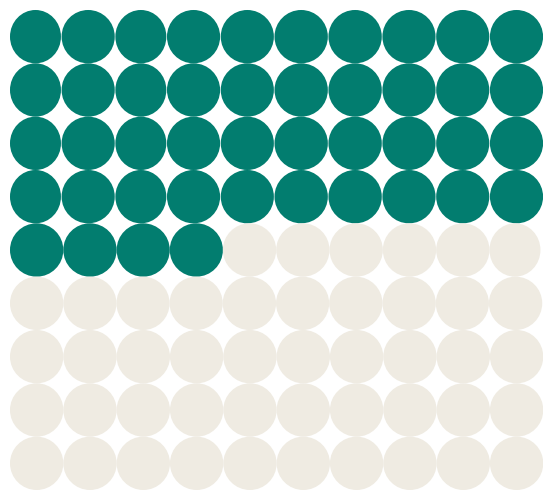
"**I do not know** if my company has approved the AI tools I use."

26%
of professionals agree

Conclusion

// AI is redefining workplace productivity, turning communication from a source of inefficiency and overwhelm into a driver of impact.

AI offers a pivotal solution to this crisis, particularly when applied to communication workflows. By addressing the inefficiencies of communication inflation, AI enables professionals to reclaim their workweeks, enhance focus, and prioritize meaningful outcomes. The example set by AI-fluent power users highlights what's possible: streamlined workflows, amplified productivity, and strengthened connections that inspire both personal and organizational growth. These power users show that effective communication, powered by AI, is more than a productivity booster—it's a catalyst for better business outcomes across all use cases.

The path forward is clear. Leaders who embrace AI-powered communication as a strategic priority will unlock not only real productivity but also a more engaged, creative, and empowered workforce. To fully realize this potential, leaders must put people at the center of their AI strategies, equipping them with the tools, training, and confidence to fuel company-wide growth and innovation. By scaling the behaviors of power users across the enterprise, organizations can transform communication inflation into outcome-focused productivity. This isn't just about keeping up with technology—it's about creating a future where human ingenuity and AI work hand in hand to drive sustainable growth and success.

About Grammarly

Grammarly is the trusted AI assistant for communication and productivity, helping over 40 million people and 50,000 organizations do their best work.

Companies like Atlassian, Databricks, and Zoom rely on Grammarly to brainstorm, compose, and enhance communication that moves work forward. Grammarly works where you work, integrating seamlessly with over 500,000 applications and websites.

Learn more at **grammarly.com/enterprise**.

Survey Glossary

AI literacy definitions

Concept definitions

AI avoidant
Those who actively choose not to interact with AI tools at work.

AI familiar
Those who say they experiment with AI at work.

AI fluent
Those who say they are using AI in advanced ways that many others are not; also referred to as "power users."

AI literate
Those who say they use AI comfortably in their daily work.

Effective communication
Communications that are clear, consistent, engaging, and land in a way that produces the desired reaction from the intended audience.

Generative AI or gen AI
Artificial intelligence that can generate text and other types of content.

In-tool communication channels
Digital platforms like project or sales management software, idea management and whiteboard tools, knowledge management systems, and file-sharing or document collaboration software that facilitate information sharing and collaboration.

Performative productivity
The act of showcasing work or busyness primarily to create an impression of being productive rather than focusing on meaningful outcomes.

Poor communication
Communications that lead to confusion, misalignment on tasks or next steps, wasted time clarifying or resolving issues, and errors stemming from incomplete or unclear instructions.

Verbal communication channels
Platforms and methods for exchanging information and ideas through spoken words, including in-person meetings, virtual video meetings, and conference or phone calls without video.

Written communication channels
Text-based mediums for sharing messages and information, such as email, chat, and text messages.

Survey Glossary continued

Business leaders
Employees working full-time at corporations with 150 employees or more, at a director level or higher, who have at least some decision-making authority over business strategy/development, customer experience, budgeting, or hiring.

Knowledge workers
Employees working full-time at corporations with 150 employees or more. Respondents represent a diverse mix of industries and job functions.

Multilingual workers
Employees proficient in two or more languages, whose primary language is not English, but who use English in the workplace.

Neurodiverse workers
Those who have neurological differences, such as autism, ADHD, dyslexia, or other cognitive variations, which contribute to diverse ways of thinking, processing information, and problem-solving in the workplace.

Professionals
All respondents (business leaders and knowledge workers) working full-time at corporations with 150 employees or more. This includes all industries, job functions, and authority levels.
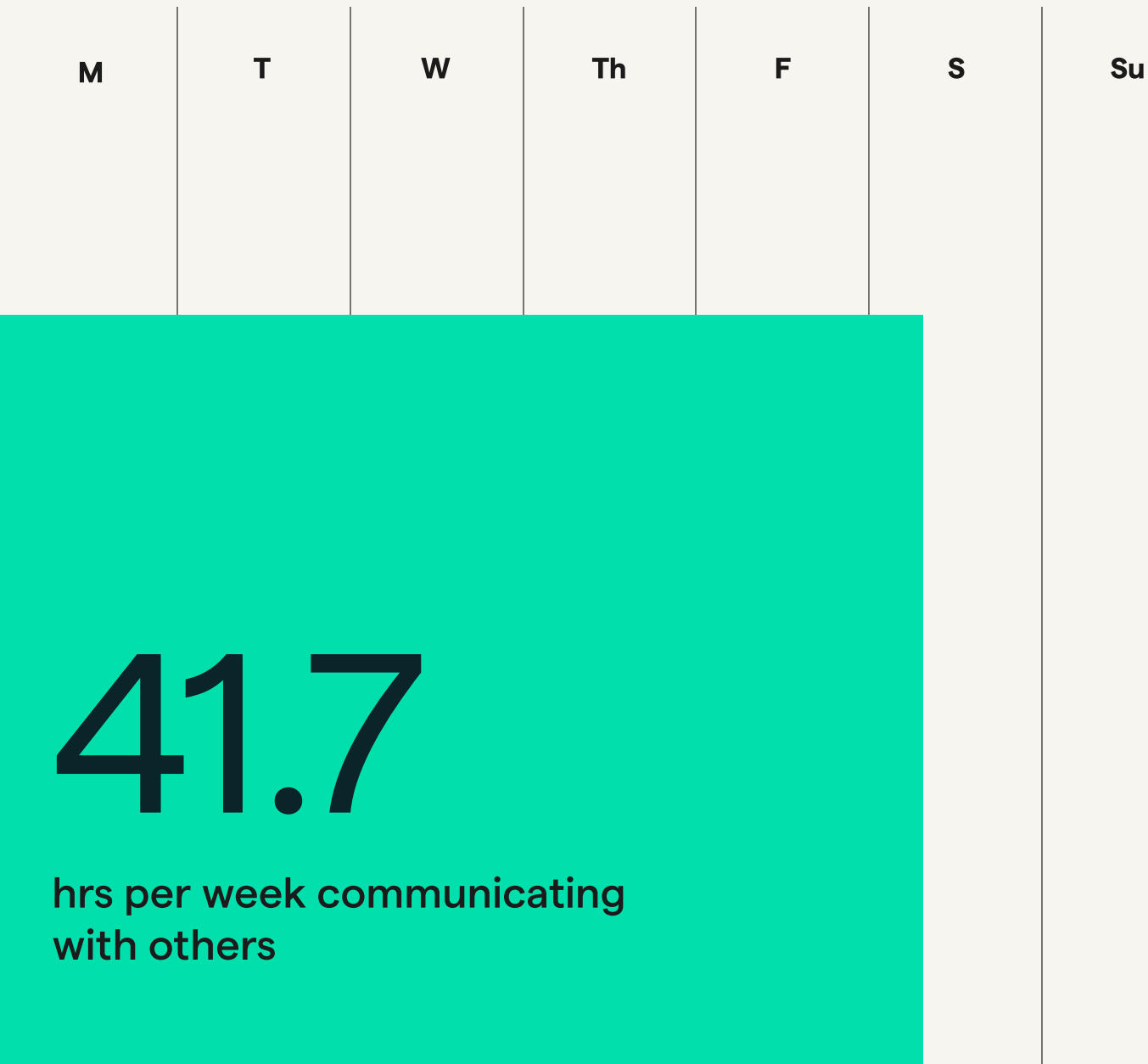
Demographic Snapshots

Marketing Teams

Marketers are AI savvy, leveraging the technology to enhance creativity, generate ideas, and create content.

Time spent communicating

Marketing knowledge workers spend an average of **41.7 hours** per week communicating with others

| M | T | W | Th | F | S | Su |

41.7

hrs per week communicating with others

AI literacy levels

86%

of marketers are using AI tools in the workplace

14%
avoidant

49%
familiar

32%
literate

5%
fluent

Top AI use cases

88% Writing content

44% Generating ideas

43% Research

Benefits of AI

92% Reduces workload

91% Enhances creativity

91% Increases productivity
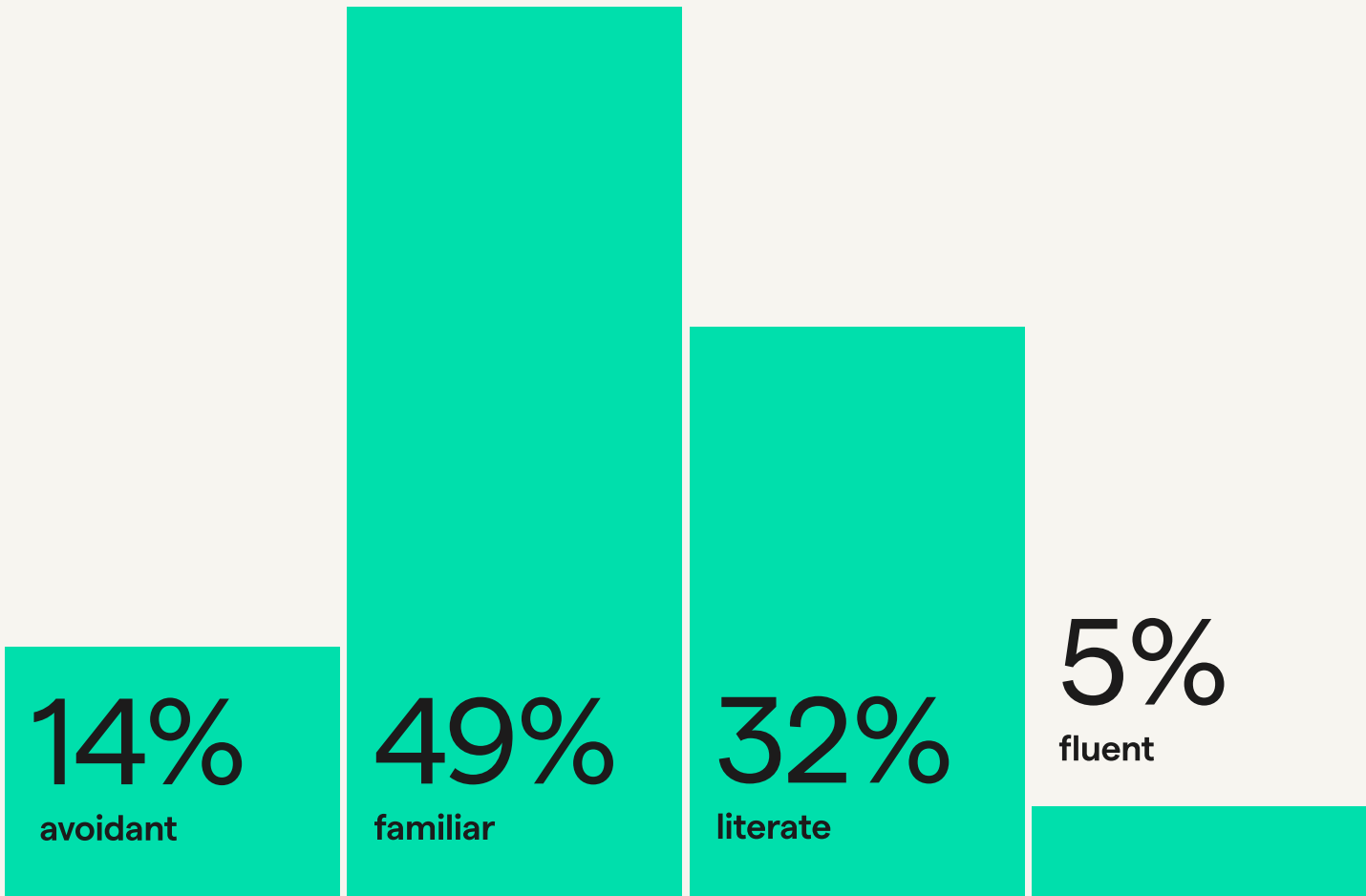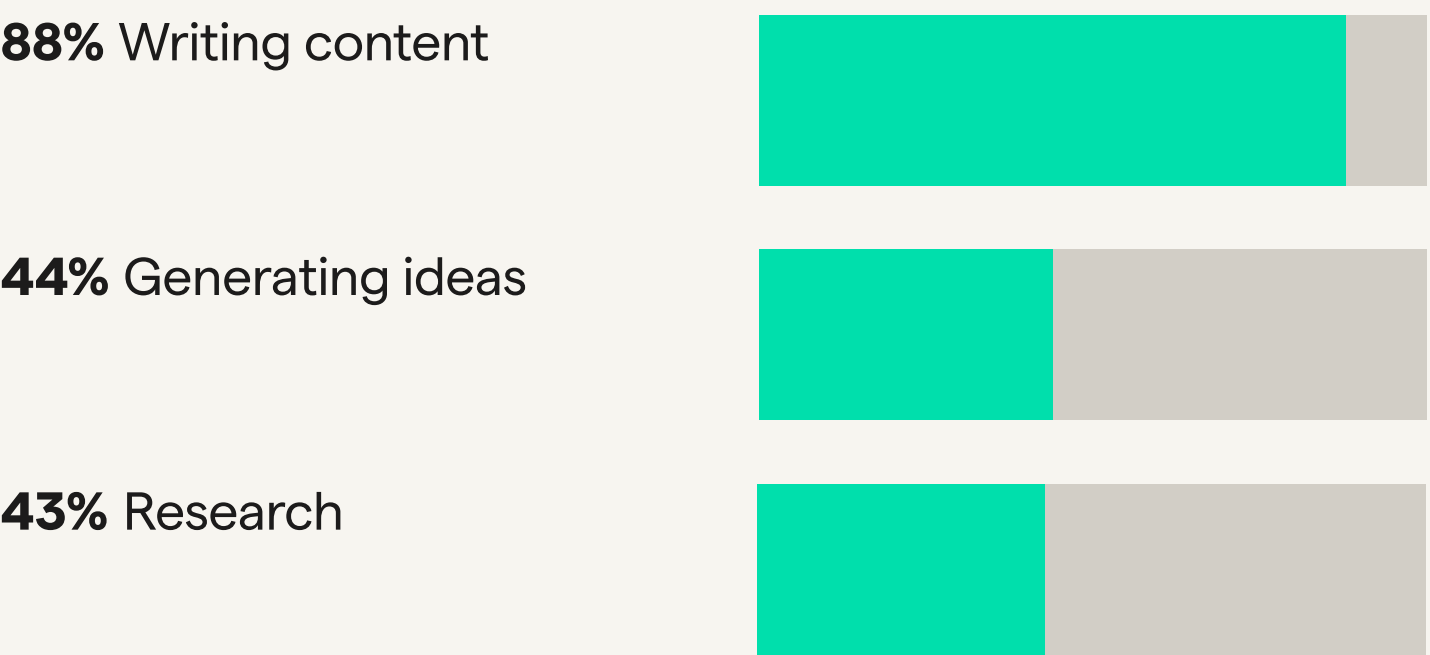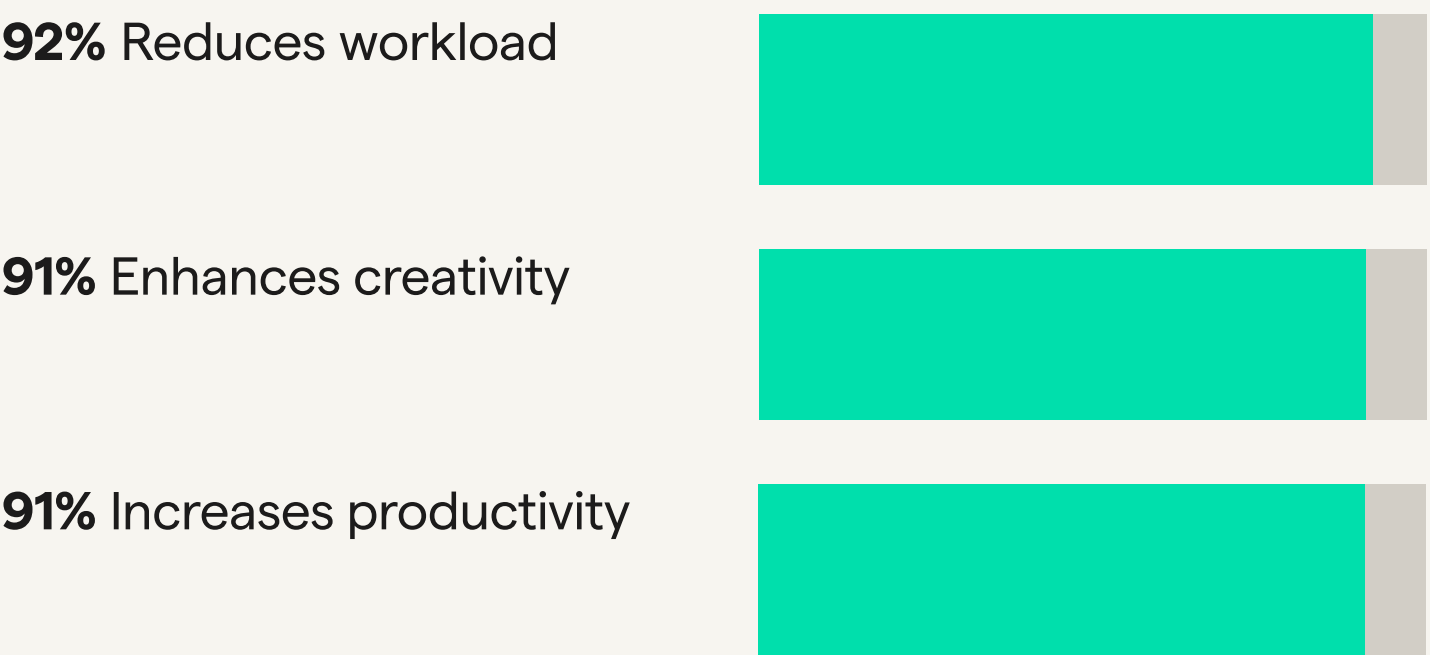
CX Teams

Customer experience (CX) workers are still slow to adopt AI, despite its potential to improve customer outcomes, enhance productivity, and save time.

AI literacy levels

68%

of CX workers are using AI tools in the workplace

32%
avoidant

40%
familiar

21%
literate

7%
fluent

Reasons for avoidance

25% Worried that AI will replace their job

30% Concerned about exposing sensitive information

14% Unsure about how or when to use AI

Top AI use cases

42% Improving communication

38% Summarizing information

34% Responding to emails

Benefits of AI

86% Increases productivity

83% Makes writing less intimidating

79% Frees up time for more meaningful work
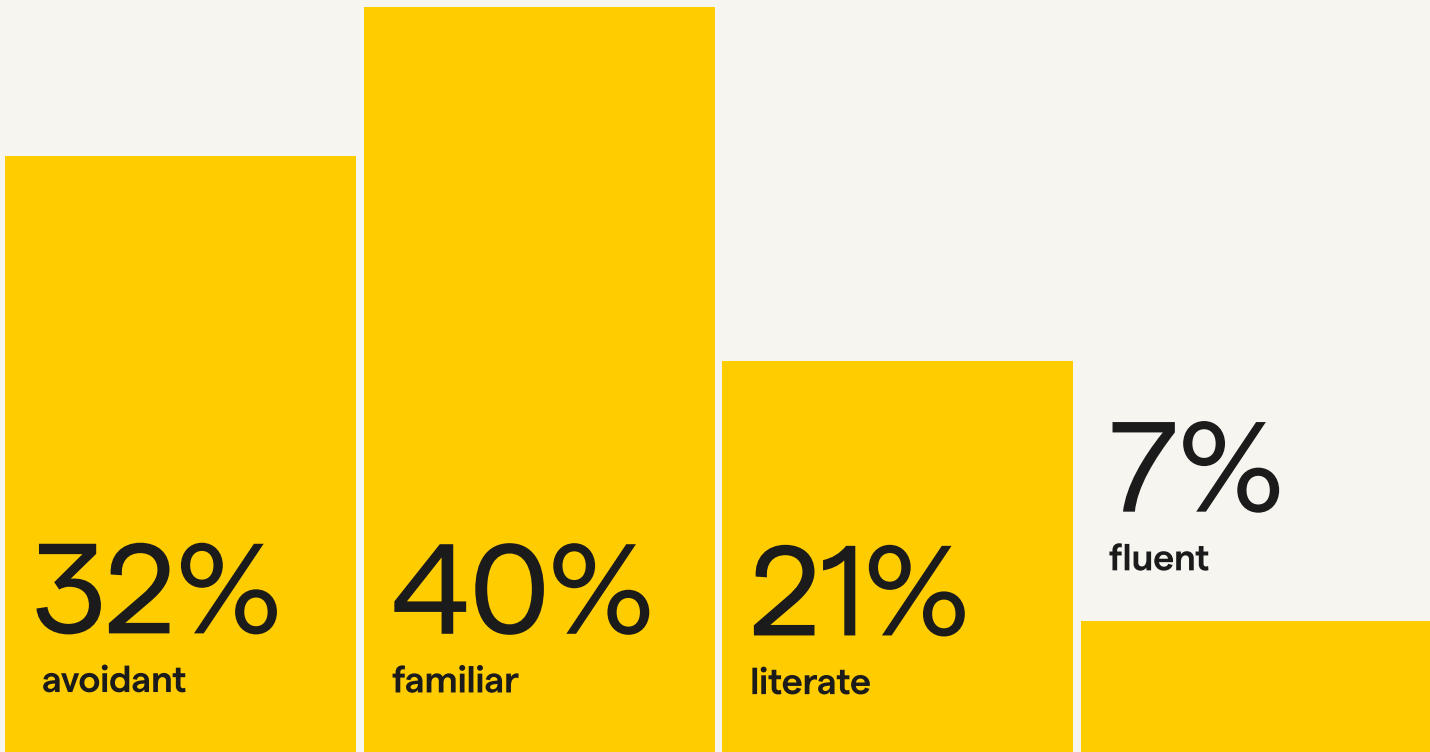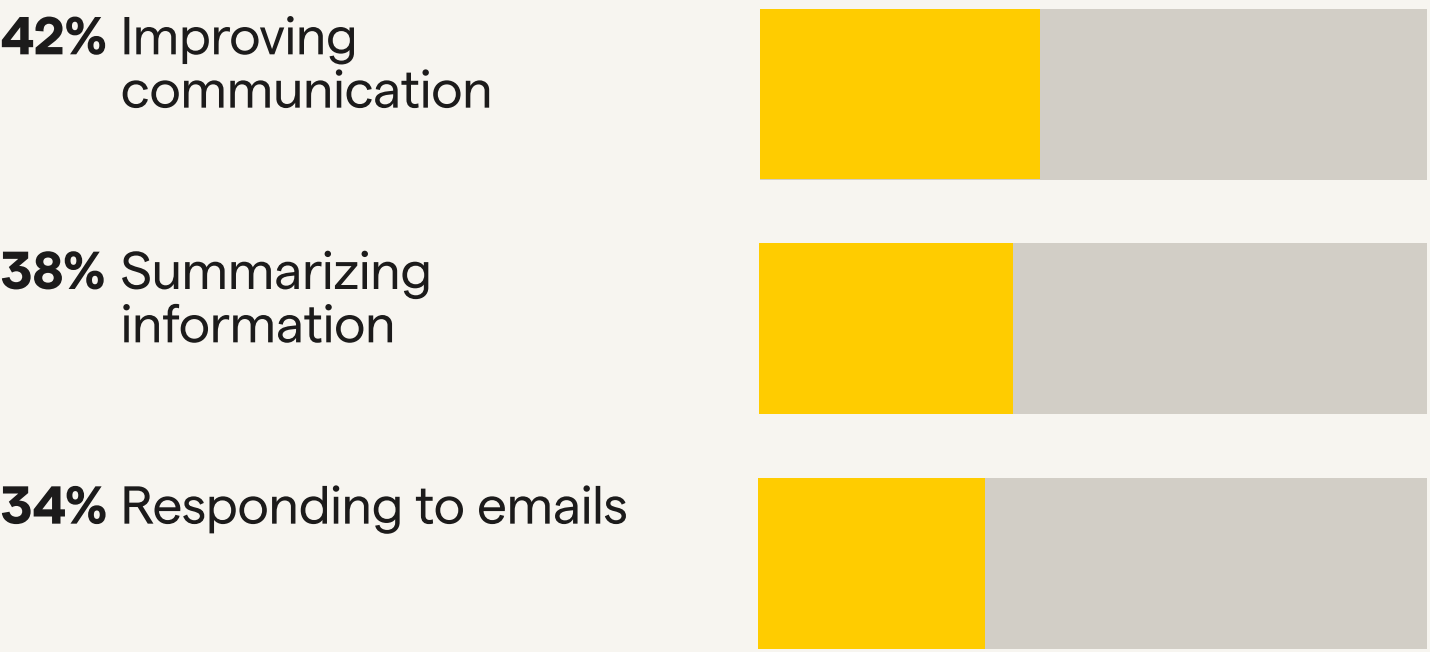
Sales Teams

Sales teams are steadily warming up to AI, recognizing its value in enhancing customer communication and streamlining email responses.

Real-time communication

In an average week, real-time communication takes up **70% of their time**, the highest across job functions

70%

of the workweek is spent communicating in real time

AI literacy levels

71%

of sales workers are using AI tools in the workplace

29% avoidant

41% familiar

22% literate

8% fluent

Top AI use cases

46% Communicating with customers

45% Improving communication

42% Responding to emails

Reasons for avoidance

43% Worry they will become overly reliant on AI

23% Are concerned about exposing sensitive information

23% Have a hard time making decisions because of information overload
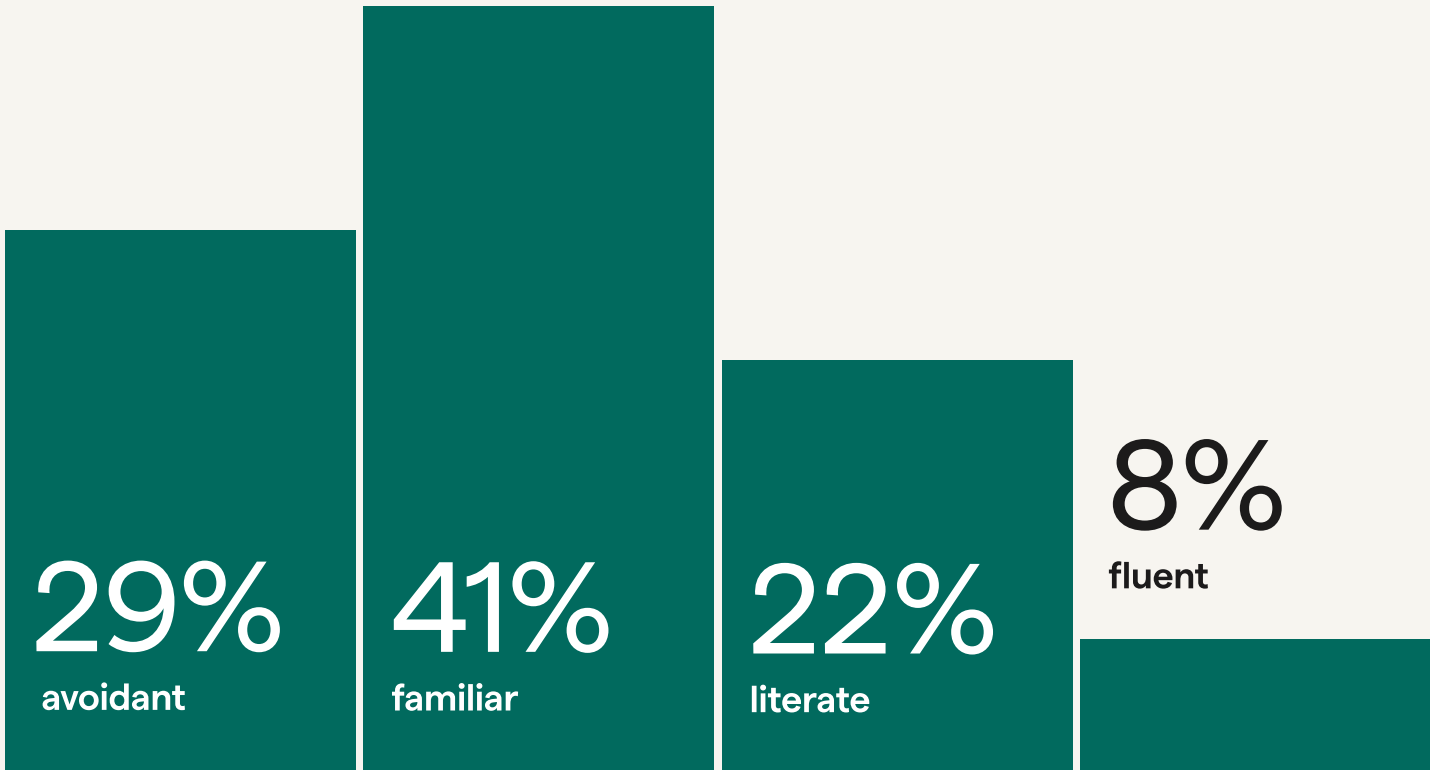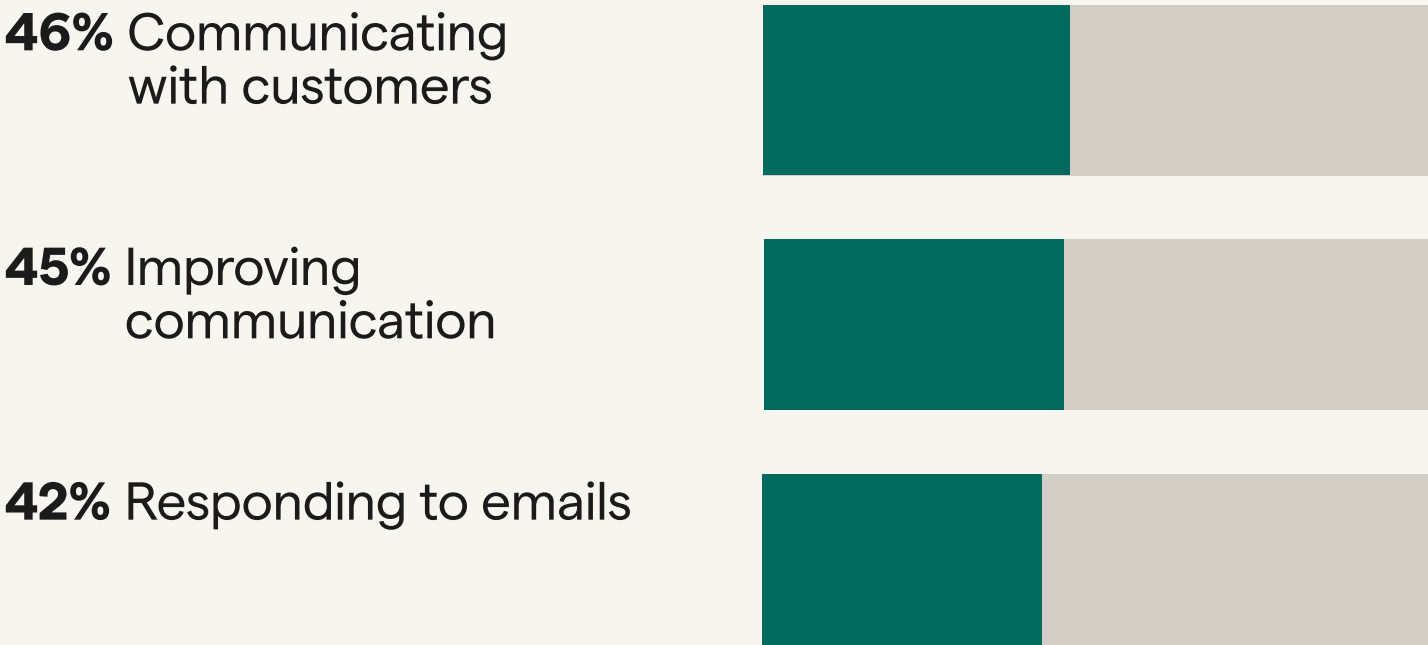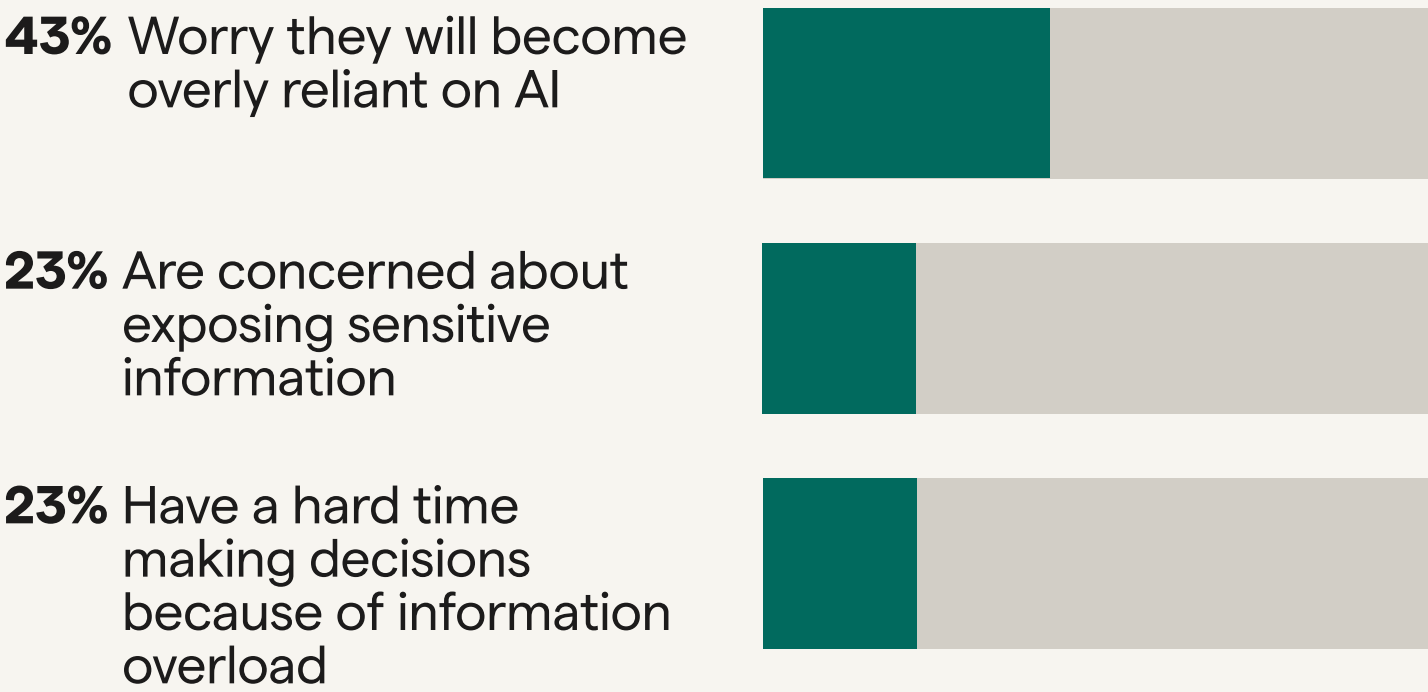
IT Teams

IT workers are AI experts, utilizing their skills to create streamlined processes that enhance communication, elevate work satisfaction, and reduce stress in their roles.

AI time savings

They spend an average of 41.5 hours per week communicating with others and save one workday **(8.4 hours)** by using gen AI.

41.5 hours per week communicating with others

8.4

hrs per week saved

AI literacy levels

92%

of IT workers are using AI tools in the workplace

8%
avoidant

32%
familiar

33%
literate

27%
fluent

Top AI use cases

55% Researching

49% Automating tasks

48% Streamlining the editing process

Benefits of AI

95% Enhances work satisfaction

95% Improves professional growth

95% Increases productivity

94% Reduces stress
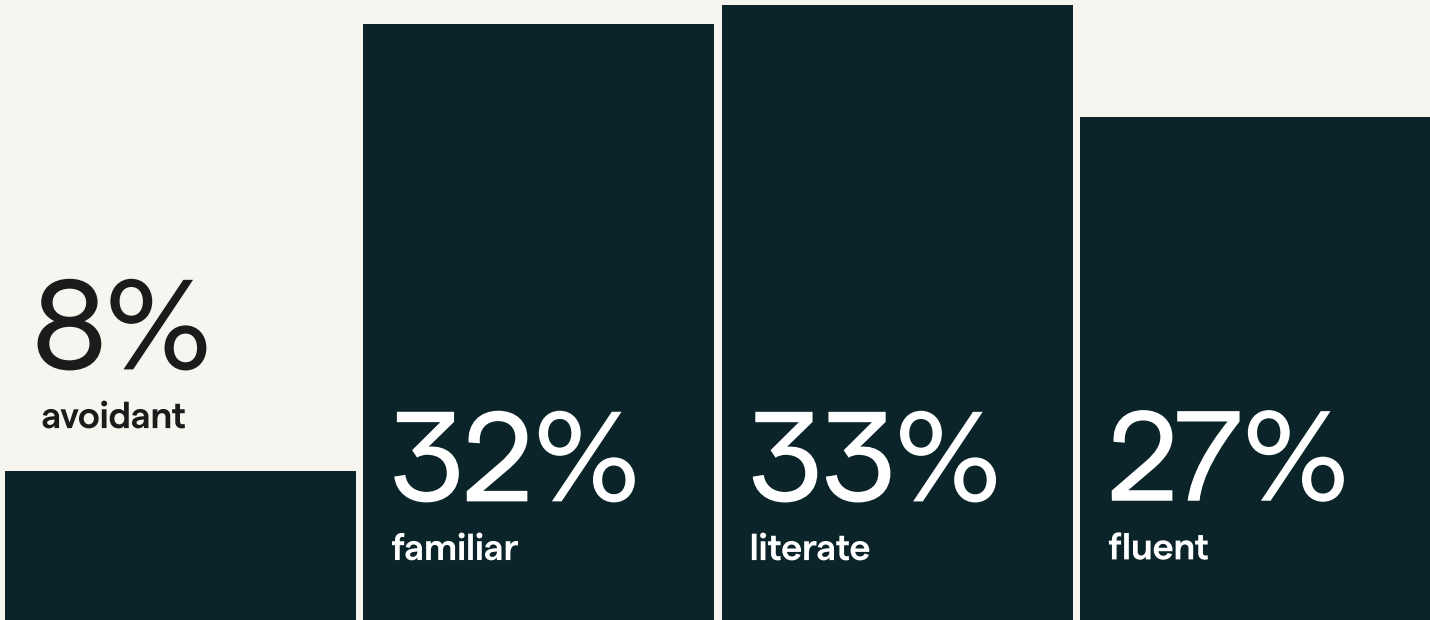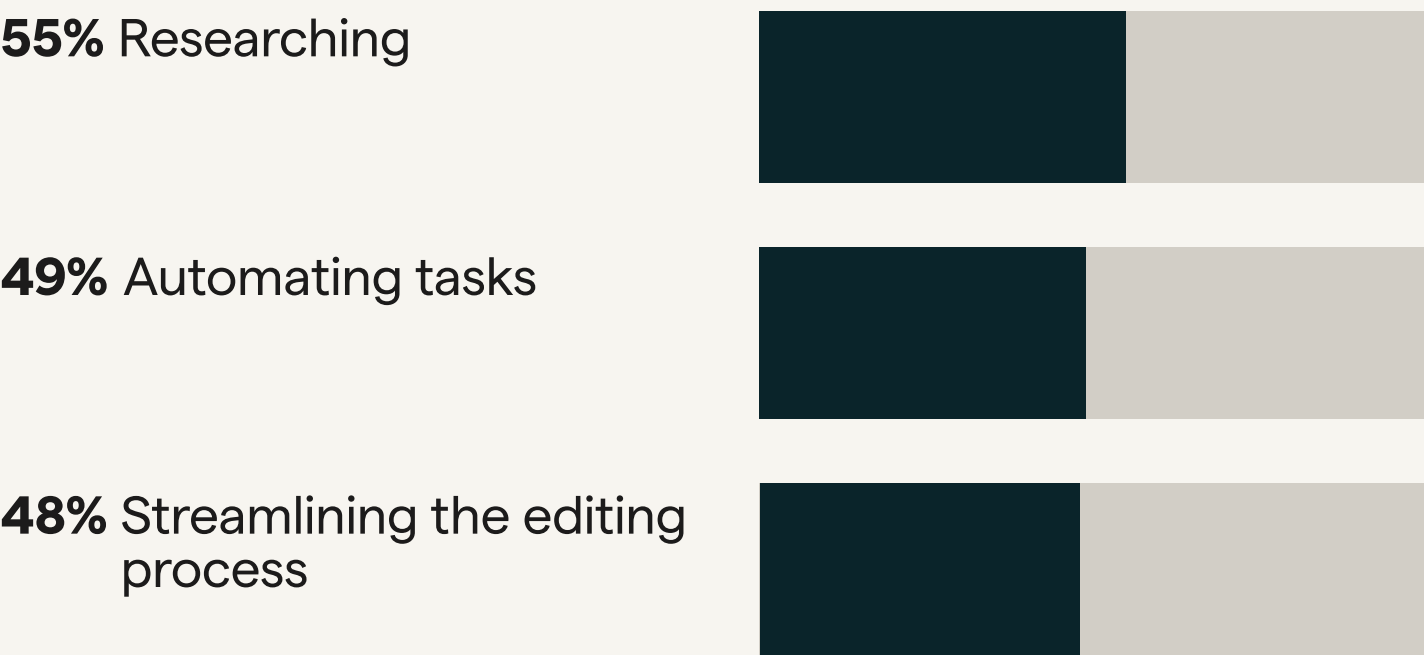
Generational Highlights

AI serves as an essential assistant for millennial and Gen Z knowledge workers, helping them to improve communication, foster career growth, and elevate work satisfaction.

Weekly time spent communicating

Gen Z	**39.3 hrs**	
Millennial	**43.2 hrs**	
Gen X	**34.8 hrs**	
Baby boomer	**30.5 hrs**	

Weekly impact of poor communication and AI

Gen Z	**-4.6 hrs**		**+6.3 hrs**
Millenial	**-5.6 hrs**		**+9.3 hrs**
Gen X	**-4.2 hrs**		**+7.7 hrs**
Baby boomer	**-3.1 hrs**		**+5.9 hrs**

Impacts of poor communication

Gen Z and millennial professionals cite

87% Increased stress at work

84% Lowered productivity

81% Decreased work satisfaction

77% Overwhelmed and overloaded

Benefits of AI

Gen Z and millennial professionals cite

94% Increased productivity

93% Enhanced work satisfaction

92% Improved professional growth

Neurodiverse Professionals

Clear and balanced communication is fundamental for neurodiverse professionals to thrive in the workplace, with AI playing a key role in reducing stress, boosting productivity, and improving communication.

AI usage

76% Use AI tools in some capacity

8.2 Hours saved each week

49% Use AI to translate documents and communications

Communication challenges

61% Struggle to manage the high volume of messages

63% Find it difficult to concentrate due to frequent notifications

58% Spend too much time trying to avoid miscommunication

Benefits of effective communication

95% Improves relationships with colleagues

95% Improves relationships with customers

95% Better quality of work

Benefits of AI

94% Increases productivity

93% Improves communication

92% Reduces stress

Multilingual Professionals

While multilingual professionals feel the effects of poor communication more acutely than others, they are finding substantial support through AI to address these challenges.

Time spent on communication inflation

6.1
Hours lost to poor communication each week

11.9
Hours lost to performative productivity each week

Communication challenges

81% The expectation to always be connected

78% The constant flow of work notifications

77% Avoiding miscommunication

71% Don't have the right communication tools

Benefits of AI

100% Increases productivity

93% Makes work less overwhelming

93% Frees up time for more meaningful work

AI usage

91% Use AI tools in some capacity

8.1 Hours saved each week

24% Use AI to translate documents and communications