

# The Productivity Shift Benchmark Toolkit Survey Guide

# Introduction

Effective leadership starts with understanding the dynamics of your workforce —how people communicate, where their time goes, and how they’re using AI in their daily work.

This survey is designed to help you gain a clear picture of your team’s communication habits, productivity patterns, and AI adoption practices. By asking your employees the 11 targeted questions we outline in this toolkit, you will:

**Uncover inefficiencies:** Identify where communication and workflow challenges might be slowing your team down.

**Quantify productivity gains and losses:** Understand how much time your workforce saves or loses due to communication practices and uncover areas for improvement across teams.

**Measure AI literacy:** Gauge your team’s familiarity with and use of AI, identifying power users as well as groups that need more tailored training.

**Benchmark against industry standards:** Use Grammarly’s benchmarking data to compare your team’s responses with industry averages, giving you a competitive perspective on where you stand and what actions to take next.

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Each question is essential for building a more productive, collaborative, and future-ready workforce. Use this survey to unlock insights that drive meaningful action, from improving communication efficiency to fostering greater AI literacy among your workforce.

# Getting Started



## Step 1. Launch internal survey

Using this survey guide is simple. You can either make a copy of the pre-built survey in [Google Forms](#) or choose the survey tool that works best for your organization to distribute these questions to your team.

Copy Survey



## Step 2. Benchmark responses

Once you've collected responses, use the [Benchmark Comparison Spreadsheet](#) to analyze your team's data alongside Grammarly's benchmarks from our annual report, [The Productivity Shift](#).

Download Report



## Step 3. Identify growth areas

Once your data is inputted, the [Benchmark Comparison Spreadsheet](#) will highlight where your team's responses diverge significantly from benchmarks. These represent your areas for additional investment and training, as well as your opportunities to replicate power-user habits.

Download Spreadsheet

### Pro Tip

Consider adding screener questions to your survey to allow for filtering by key traits such as team, role, or other relevant factors. This enables you to identify patterns within specific groups and pinpoint teams or roles that may benefit from more tailored support. By segmenting your data, you can gain deeper, more actionable insights and prioritize initiatives where they're needed most.

### Here are a few examples of screener questions you may want to include:

- What is your level or role in the organization?
- Which team or department do you work in?
- What is your primary work environment?
- Is English your primary language?

# Survey Questions

**1** How many hours per week do you estimate you spend on **written communication**?  
(e.g., communicating over email, chats, text, etc.)

\_\_hours

Please enter a whole number rounding to the nearest hour.

**2** How many hours per week do you estimate you spend on **in-tool communication**?  
(e.g., communicating in Docs, Figma, Salesforce, Confluence, etc.)

\_\_hours

Please enter a whole number rounding to the nearest hour.

**3** How many hours per week do you estimate you spend on **verbal communication**?  
(e.g., communicating in-person, phone, Zoom meetings, etc.)

\_\_hours

Please enter a whole number rounding to the nearest hour.



**Why ask the question:**

Understanding how your employees spend their time communicating helps you identify which channels dominate and whether there are opportunities to streamline.



**How to compare the data:**

The average worker spends nearly **39 hours each week** communicating within various channels.

Verbal:	Written:	In-tool:
11.9 hours	16.4 hours	10.6 hours



**What to do next:**

If your team’s time allocation across channels differs significantly from the benchmark, evaluate whether certain channels are overused or underutilized. Streamline communication by setting clear guidelines for when to use each channel and exploring tools that simplify communication workflows.



# Survey Questions

**4** If you had to estimate, how many hours per week would you say you lose due to poor communication?

\_\_hours

This can include time spent clarifying, ensuring everyone is on the same page in terms of the task at hand and next steps, resolving confusion or other communication issues, trying to decipher communications that are not clear, completing tasks based on an incomplete or incorrect understanding of what is needed, etc. Please enter a whole number rounding to the nearest hour.



**Why ask the question:**

Understanding the cost of poor communication allows you to prioritize improvements and address the root causes of inefficiencies.



**How to compare the data:**

The average worker loses **4.8 hours each week** due to poor communication.



**What to do next:**

Identify the root causes of miscommunication, such as unclear processes or insufficient tools. Provide adequate training to align your team on effective communication and invest in software that focuses on improving clarity automatically.

# Survey Questions

**5** How many hours per week do you spend on tasks that are not productive such as busywork performed to demonstrate activity or productivity?  
(e.g., writing emails or messages just to be seen, saying something in meetings just to be heard)

\_\_hours

Please enter a whole number rounding to the nearest hour.



**Why ask the question:**

Identifying the extent of “performative” work helps you foster a culture focused on outcomes rather than the appearance of productivity.



**How to compare the data:**

The average worker spends **8.5 hours each week** on performative tasks.



**What to do next:**

If busywork exceeds benchmarks, dig in to identify what tasks are costing your team the most time. This could be attending unnecessary meetings, communicating for the sake of formality, waiting for responses, or revising work due to miscommunication. Once you identify the key performative tasks, you can create new rituals that foster less busywork and more impact.

# Survey Questions

6 Which of the following tasks related to poor communication and performative productivity take up most of your time?

Please select your top 3.

- ☐ Aligning on current and next steps
- ☐ Waiting for responses/following up on messages
- ☐ Revising work due to miscommunication
- ☐ Attending unnecessary meetings
- ☐ Resolving conflicts or misunderstandings
- ☐ Searching for information
- ☐ Escalating issues
- ☐ Communicating for the sake of formality
- ☐ Completing work that was later deemed unnecessary



### Why ask the question:

This question is a great follow-up to the two previous ones so that you can identify the communication and productivity challenges that consume the most time and create targeted solutions to address them.



### How to compare the data:

The most common performative tasks that eat into a worker’s week are **waiting for responses, searching for information, and revising work due to miscommunication.**



### What to do next:

Focus on addressing the top issues by improving workflows, streamlining processes, or providing tools to reduce these time drains.

# Survey Questions

**7** Which of the following challenges related to effective workplace communication have you experienced the most?

- ☐ Information overload (i.e., volume of information, including data and messages)
- ☐ Notification distractions (i.e., steady inflow of notifications disturbing the ability to focus on a task)
- ☐ Lack of organization (i.e., information not being properly categorized)
- ☐ Ineffective search methods (i.e., inability to effectively search for relevant information)
- ☐ Collaboration challenges (i.e., may be due to asynchronous communication such as email)
- ☐ Communication channels overload (i.e., keeping up with communications from various channels, such as email, messaging apps, etc.)
- ☐ Inefficient tools (i.e., outdated or inaccessible technology platforms)
- ☐ N/A – I don’t experience any challenges related to finding and using information to communicate effectively in my workplace



**Why ask the question:**

Pinpointing specific communication challenges helps you prioritize investments in tools, training, or process improvements to solve the most pervasive ones.



**How to compare the data:**

**Information overload, collaboration, and channel overload** are the most common communication challenges for workers, with over 33% experiencing them.



**What to do next:**

Address the top challenges identified by your team by implementing better information management systems, investing in search tools, and establishing best practices for minimizing communication swirl.

# Survey Questions

8 Which statement best describes your familiarity with using AI in the workplace?

- ☐ I avoid it
- ☐ I'm familiar with AI and experiment with it at work
- ☐ I'm literate in AI and use it comfortably as part of my daily work
- ☐ I'm fluent in AI, using it in advanced ways that many others are not



Why ask the question:

Understanding the AI literacy of different teams and groups allows you to identify power users, design targeted training programs, and ensure effective AI adoption across your workforce.



How to compare the data:

22% of workers avoid AI, while only **13% consider themselves fluent**. On average, those who use AI at work save 8 hours each week. AI-fluent power users save over 11 hours weekly.



What to do next:

Segment responses to identify teams or individuals who avoid AI or feel less confident. Provide tailored training programs to build comfort with AI, and leverage fluent power users as champions to share best practices across the organization.



# Survey Questions

9 Which of the following describes how you use AI in your day-to-day workload?

- ☐ To create content
- ☐ To streamline the editing process
- ☐ To enhance and improve my communication
- ☐ To communicate with customers
- ☐ To perform research
- ☐ To automate repetitive tasks (e.g., scheduling, data entry, etc.)
- ☐ To translate documents/communications into my primary language or into the language I need for work
- ☐ To help me learn/develop professionally



Why ask the question:

Understanding how different teams use AI provides insights into usage patterns and identifies gaps or untapped opportunities by role.



How to compare the data:

**Research, communication, and content creation** are the most common AI use cases.



What to do next:

Compare internal use cases with benchmark trends to identify gaps or untapped opportunities. Expand AI usage in high-impact areas like communication enhancement and automation, and share success stories to inspire broader adoption.



# Survey Questions

**10** If AI could handle communication tasks completely autonomously, which aspects of your work would you delegate to it in order to save time and improve efficiency?

- ☐ Routine administrative messages (e.g., scheduling, reminders)
- ☐ Advanced administrative tasks (e.g., summarizing, note-taking)
- ☐ Meeting assistance (e.g., pre-meeting preparation, post-meeting briefs)
- ☐ Strategic or high-stakes communications (e.g., project updates, negotiations)
- ☐ Internal team coordination (e.g., progress reports, feedback)
- ☐ Editorial tasks (e.g., reviewing and revising for grammar, spelling, tone)
- ☐ External professional interactions (e.g., client updates, vendor negotiations)
- ☐ N/A – I prefer to manage all communication tasks myself



### Why ask the question:

Understanding which tasks employees are willing to delegate to AI reveals opportunities to further integrate automation and improve efficiency.



### How to compare the data:

44% of workers would prefer to **delegate editorial tasks** to autonomous AI assistants.



### What to do next:

The same percentage (44%) also feel like their company does not have the communication tools to help them be more effective in their role. Use these insights to prioritize integrating AI into the most frequently selected tasks. Invest in AI tools that align with these preferences and ensure teams are equipped to adopt them effectively.

# Survey Questions

11 What challenges do you face when using AI for your day-to-day workload?

- ☐ I don't know how to use AI (e.g., lack of knowledge or expertise)
- ☐ I don't know when to use AI (e.g., uncertainty of use cases)
- ☐ I get distracted from using AI because it breaks my workflow/concentration
- ☐ I have a hard time making decisions because of the sheer amount of information AI provides me
- ☐ I'm unsure about the ethics and bias AI can perpetuate
- ☐ I'm nervous that AI will eventually replace my job
- ☐ I'm worried that I will accidentally expose sensitive data by using AI
- ☐ I'm concerned that I will become overly reliant on AI



Why ask the question:

Identifying barriers to AI adoption provides actionable insights for addressing concerns, particularly for those who are AI-avoidant.



How to compare the data:

**22% of workers worry about AI**—specifically that AI will eventually replace their jobs.



What to do next:

Address common challenges by providing clear guidelines for responsible AI use, seamlessly integrating AI into workflows without causing distractions, and building confidence among employees that AI will enhance their work lives.

# Ready to Take Action?

// After gathering your team's responses, take the next step by downloading the **Benchmark Comparison Spreadsheet**. Use it to input your internal data and see how your team compares with the benchmarks in Grammarly's annual report.

For even more insights into the state of communication, productivity, and AI in the workplace, [download the full report](#): **The Productivity Shift: From Overwhelm to AI Empowerment**.

[Download Spreadsheet](#)



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# 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](https://grammarly.com/enterprise).

