The Value of Visual Communications

How much could you gain from using visuals?

Employees under 40 prefer visuals. Employees under 40 are also often called millennials. Millennials are the biggest generation in the workforce.

For Companies

- $1,200 or more each employee could gain in productivity per year by using more visuals in workplace communications.
- Up to 140 full-time employees.
- Up to 280 employees.
- For companies, $167 billion could be gained in productivity globally each year by using more visuals in workplace communications.

For Employees:

- 67% of employees say they learn better with visuals.
- 49% of employees want more image-based tools.
- 60% of employees want more GIFs.
- 58% of employees want to use video tools.
- 56% of employees consider video the most engaging form of communication.
- 41% of employees say they learn better with visuals.
- 37% of employees consider text with images (marked up screenshots) most engaging.
- 15% of employees consider email most engaging.

For Companies:

- Companies could recover $1,200 or more each employee could gain in productivity per year by using more visuals in workplace communications.
- This adds up...

Employees use 60% more pixels. Employees under 30 are called Generation Z.

For Employees:

- Millennials are the biggest generation in the workforce.
- Millennials want more visuals...

Visuals help performance...

- 79% of employees believe that using visuals in online films improves their engagement.
- 45% of employees consider images the most engaging form of communication.
- 37% of employees consider text with images (marked up screenshots) the most engaging.
- 15% of employees consider email the most engaging.
- Only 32% of employees are inspired by leaders’ communications.

Download the full research findings:
www.techsmith.com/visual-communication-research