



COMMUNICATION FLOW RATE

A performance multiplier to uncover how information flows across business — and where it comes to a screeching halt — so you can fuel trust, eliminate drag, and future-proof

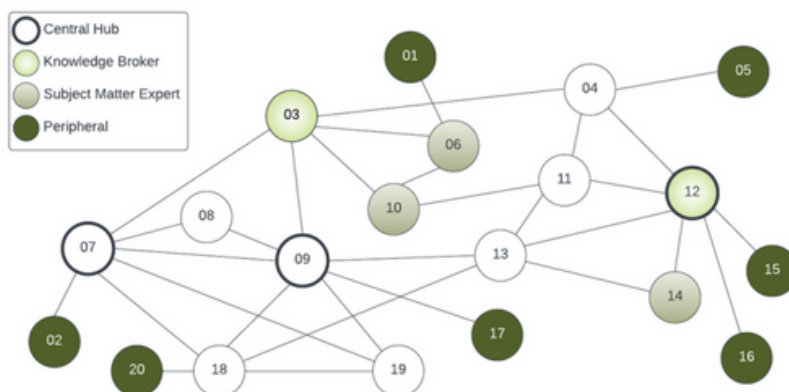
Why It Matters

Poor communication isn't just frustrating. It's expensive. U.S. companies lose over \$1.2 trillion annually to breakdowns when it comes to how employees share information, collaborate, and align. At the individual level, the cost is estimated at \$26,000 per employee, per year. But communication isn't just about avoiding losses. It's also about unlocking speed, innovation, and trust, especially when executing on your most mission-critical initiatives like AI rollouts, mergers, product launches, digital transformation, and so on.

Communication Flow Rate is a next-gen, data-backed framework that reveals how information actually moves through your organization. By visualizing influence, disconnection, and risk — broken down by name, function, and role — it exposes where trust is thin, access is unequal, and performance is at risk. Positioning communication as a key performance driver.

Leveraging an Organizational Network Analysis, this framework shifts communication from assumption to insight. Enabling leaders to identify key hubs of influence and silos, understand who's the last to know, and align your organization for better, faster decision making.

Communication Network Analysis



This Communication Network Analysis (CNA) reveals real connection patterns across a Leadership Team. Here, the VP of Sales (#3) and Chief Product Officer (#12) emerge as key Knowledge Brokers — meaning these individuals are most frequently tapped by their peers when information or guidance is needed.

But their distance in the visual suggests a pocket of risk and chance for great misalignment, especially given how interdependent their roles are to one another. Without tighter collaboration, conflicting information and misaligned execution are likely.

Strengthening this connection is essential for maximizing team performance.