

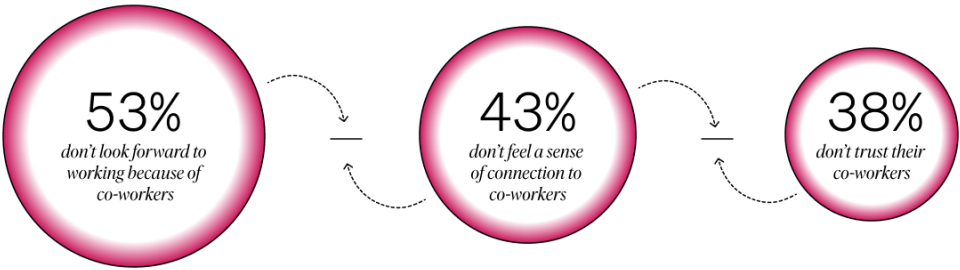
THE CONNECTION CRISIS

# Why organizations should prioritize *community* in the new world of work

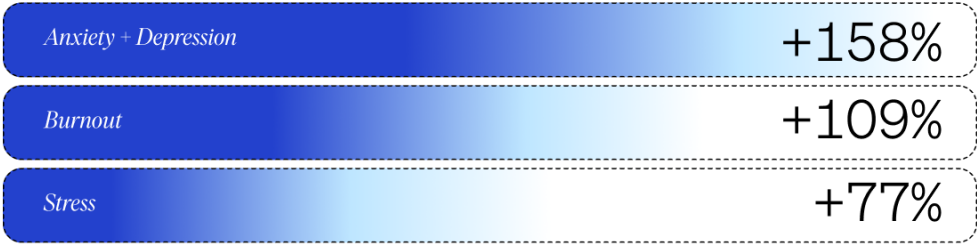
A lack of social connectivity at work drives high and costly attrition and burnout and leads to reduced well-being, performance, engagement, and productivity across your workforce.

## Employees don't feel *connected*

Our latest research of **3,000+ US workers** reveals a growing connection crisis across the workforce.



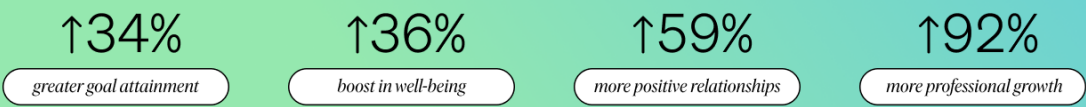
## Those *low* in social connection experience:



Without connection to their peers, individual commitment craters, talent leaves, and teams lose their ability to innovate and effectively adapt to changing needs and working conditions.

## The benefits of highly connected employees

When workers have the right opportunities to strengthen key mindsets and behaviors science says leads to more enriching workplace relationships.



## Take action to create more connection for your people

Learn how social connection is reshaping work— along with science-backed techniques for cultivating more of it across your workforce in our latest research report and on-demand webinar with author and Harvard researcher Shawn Achor, Farrell Redwine, CHRO of Nordstrom, and Erin Eatough, Manager, Behavioral Science at BetterUp.

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