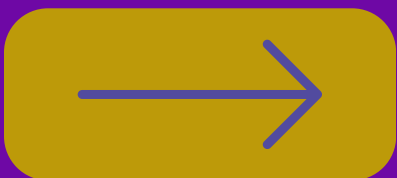


# Bad workplace communications advice to ignore

And what **research**  
tells us to do  
**instead**



## Bad advice:

“Communicating remotely? Always be on video.”

## Research suggests:

If your emotions are aligned with the message you're delivering, **go on video.**

But if there's a chance of seeming inauthentic in what you're saying, **get on the phone instead** to minimize visual cues that might undermine your verbal message.

[Download and click here to read the research](#)



## Bad advice:

**“You gotta cc: the boss to get anything done.”**

## Research suggests:

Copying a supervisor on an email **diminishes psychological safety**, and may even be **perceived as unethical**.

Before touching the cc line, weigh the benefits of **increased transparency** to leadership with the potentially **chilling effects** on group communication.

[Download and click here to read the research](#)



## Bad advice:

**“Transparency about everything is critical. When in doubt, communicate.”**

## Research suggests:

Too much pressure to communicate can actually **stifle innovation** - the so-called “transparency trap,” where good ideas don’t get enough breathing room.

Moreover, **overcommunication without context** can yield **no benefit** or even stir up **anxious emotions**.

[Download and click here to read the research](#)



## Bad advice:

**“In today’s world,  
informal  
communication  
rules.”**

## Research suggests:

They may feel a bit “corporate,” but formal channels **maximize clarity and minimize ambiguity.**

For communications **critical to organizational strategy, lead with formal channels** when communicating key messages.

[Download and  
click here to read  
the research](#)



## Bad advice:

“Just turn off email or chat for a while to focus”

## Research suggests:

Shutting down email or chat technologies often doesn't work because **people just get increasingly anxious** - and that's **worse for focus** than being interrupted.

Researchers are **still working** on an answer to this one (!)

[Download and click here to read the research](#)



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