



THE ATTENTION ECONOMY AND MODERN AUDIENCES

HOW TO CUT THROUGH THE NOISE

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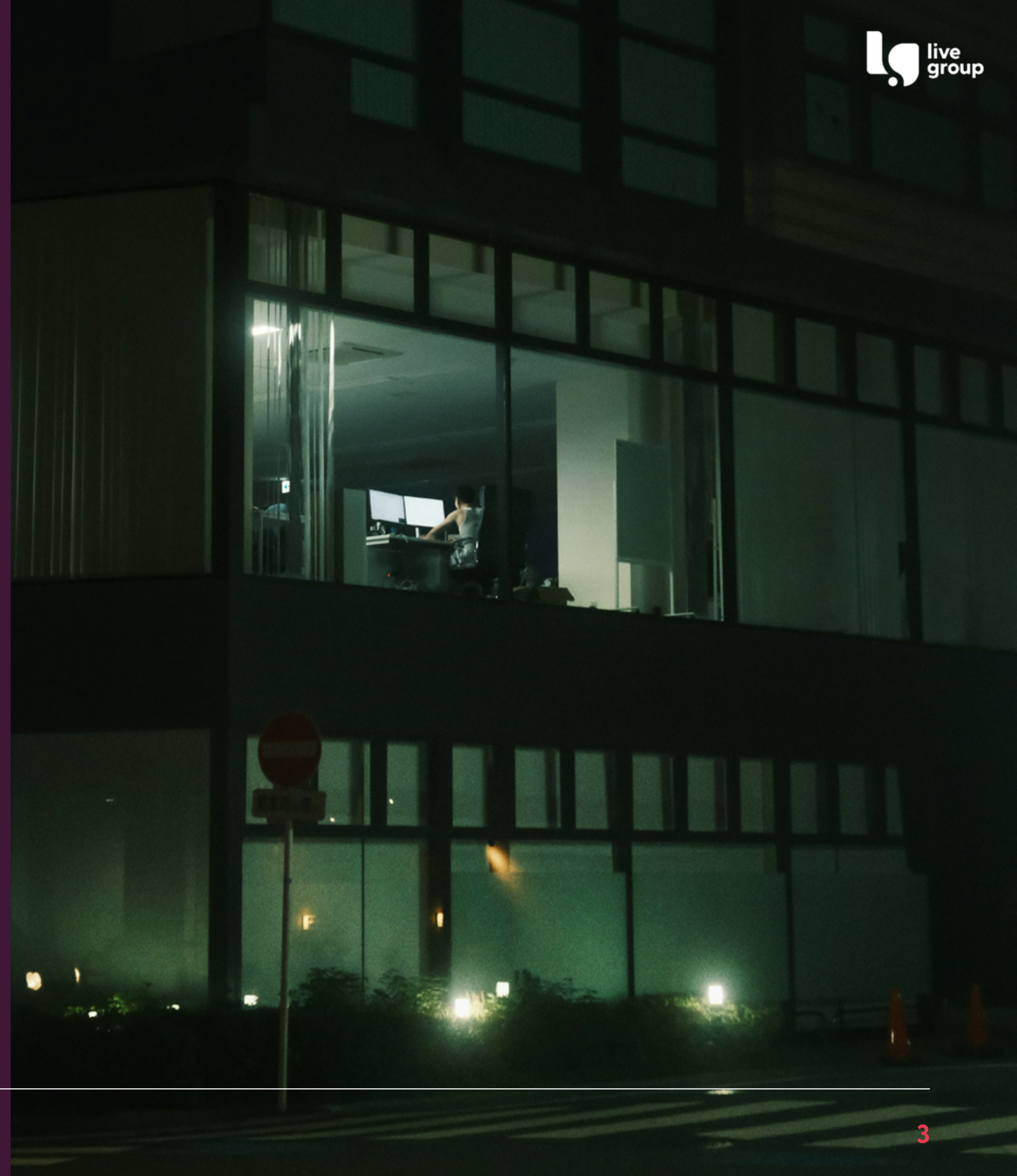
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INTRODUCTION

Attention is now the scarcest resource in the modern workplace. Every ping, email, chat and notification fights for a slice of it.

The concept of the attention economy treats human focus as a finite commodity, one that must be earned, not assumed. As Nobel laureate Herbert Simon observed: “a wealth of information creates a poverty of attention.” That paradox cuts to the heart of today’s communications challenge. Organisations can broadcast more messages than ever before, yet employees have hit their limit. The inbox overflows. The alerts never stop. And the important gets buried beneath the urgent.

Winning in the attention economy means more than hitting send. It means being noticed. Being read. Being acted upon. This whitepaper dissects the state of workplace communications and delivers practical strategies to break through the noise, ensuring your critical messages land where they matter.



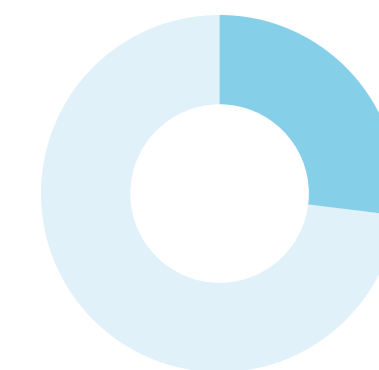
01 THE ATTENTION CRISIS AT WORK

The modern professional is drowning in information. The average employee now receives 117 emails and 153 Teams messages per day, not to mention texts, phone calls, and meeting invites. Work Trend Index research reveals that workers are interrupted roughly every 2 minutes, about 275 times per day by incoming communications. It's no surprise that 38% of employees consider the volume of workplace communications "excessive". A Gartner survey found 27% of employees (and 38% of managers) feel genuinely overwhelmed by the information they must process. Every ding of a notification carries a cost in concentration.

The consequences of this overload are severe. Instead of doing deep work, employees spend nearly half their week managing emails and searching for information. Each interruption fragments focus, studies show it takes 23 minutes to regain concentration after a disruption, and frequent task-switching can slash productivity by up to 40%. Teams bogged down in messaging suffer decision delays and lower output. By one estimate, information overload and constant interruptions cost organisations around £12,000 per employee annually in lost productivity.

Cumulatively, that's hundreds of billions in economic losses. Equally important is the human toll: about 6 in 10 workers cite excessive digital communication as a major contributor to burnout. Indeed, 76% of global employees report that information overload adds to their daily stress. People feel pressured to check messages at all hours, anxious about missing something important, a phenomenon researchers call "information FOMO" (fear of missing out). This stress and fragmentation at work directly impact employee well-being and morale.

Poor communication practices even drive people away from their jobs. In a recent survey, 58% of employees considering leaving their company said inadequate internal communication was a factor in their decision. In fact, poor internal comms was rated the fourth-biggest contributor to employee turnover (behind only pay, advancement opportunities, and manager relationships). Clearly, the inability to cut through the noise isn't just an inconvenience, it's a strategic risk. In an attention-scarce environment, organisations that fail to communicate clearly and effectively will suffer lost productivity, lower engagement, and higher churn.



27%

OF EMPLOYEES FEEL OVERWHELMED BY INFORMATION



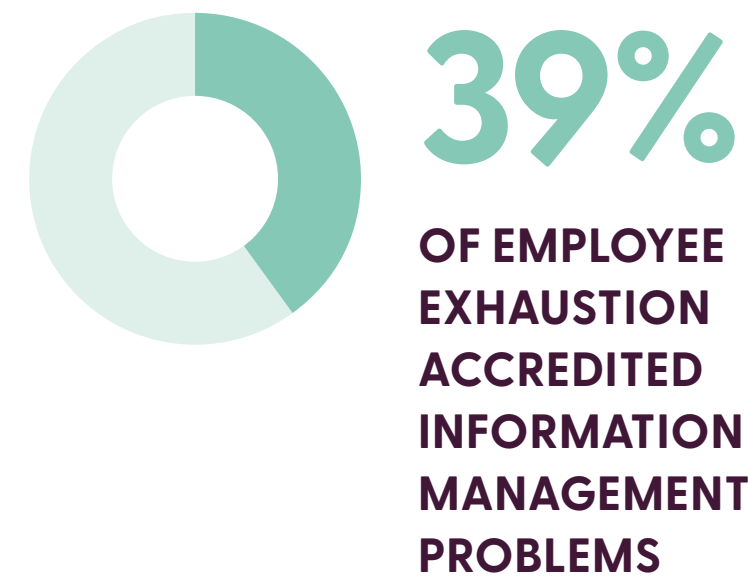
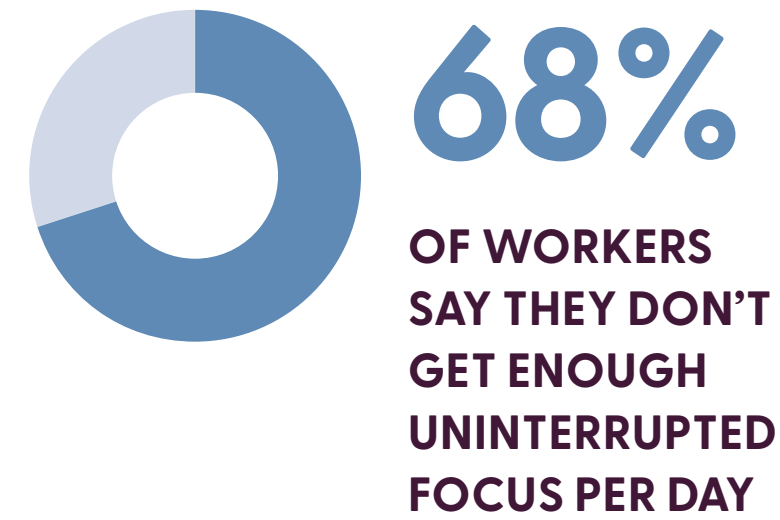
58%

OF EMPLOYEES CONSIDERING LEAVING THEIR COMPANY DUE TO INADEQUATE INTERNAL COMMUNICATION

02 THE PSYCHOLOGY BEHIND ATTENTION SPANS

Why is attention so easily taxed? Human brains have finite cognitive bandwidth. We are not built to multitask on dozens of inputs; instead, we function best with sustained focus on one thing at a time. Constant digital interruptions exploit our brain's novelty-seeking dopamine loops, keeping us in a state of "continuous partial attention", always scanning, never fully concentrating.

When we rapidly switch tasks, we pay a cognitive penalty known as attention residue. Research shows that after you drop one task and jump to another (say, to answer an "urgent" chat), part of your mind stays stuck on the previous task. These lingering "mental crumbs" mean it can take much longer to get back into full focus. One study found that every email or message check can cost up to 40% of your productive time due to this switching overhead. Little wonder our days feel scattered.



The neurological cost of interruptions has been well-documented. The American Psychological Association reports that even brief task switches create mental blocks that significantly reduce efficiency. Employees end up toggling between apps and chats 1,200 times a day, losing nearly 4 hours per week simply reorienting themselves after switching contexts. Brain scans show that constant multitasking overloads working memory and increases stress hormones.

Without periods of uninterrupted "deep work," people struggle to do creative or complex thinking. It's no surprise 68% of workers say they don't get enough uninterrupted focus time during the day. The barrage of pings also triggers anxiety, hearts race at the sound of a new email, a phenomenon sometimes called "email apnea" (holding one's breath when inboxes fill). Over time, this erodes mental well-being. Information management problems account for an estimated 39% of the variation in employee exhaustion, indicating a strong link between communication overload and burnout.

Understanding these dynamics is key to change. By recognising that attention is a finite resource, we can start treating it with the same care as any valuable asset. The goal is to design our communications and workflows in line with how our brains actually work, minimising unnecessary cognitive load, allowing for focus, and leveraging attention in smarter ways. In the next sections, we explore strategies to achieve exactly that.

03

WINNING BACK ATTENTION SPANS: STRATEGIC SOLUTIONS

Cutting through the noise requires a strategic re-think of how we communicate.

Organisations should focus on doing less, but doing it better, fewer messages, sent more intentionally, with greater impact.

Below are key strategic approaches:

➤ Communication Prioritisation

Not every update merits broadcast to everyone. Develop frameworks to distinguish essential communications from the merely informational. For example, classify messages as “need-to-know” vs. “nice-to-know” vs. “noise,” and restrict all-staff emails to the truly critical.

Leaders must enforce this discipline, if everything is high-priority, nothing is. Treat employee attention as a budget to be allocated wisely. Some organisations now even set “attention budgets” for teams, capping the volume of communications they can send. By **prioritising what truly matters**, you respect people’s time and ensure important messages don’t get lost in the shuffle.

➤ Clarity and Brevity

In an attention-scarce world, less is more. Employees strongly prefer short, focused messages with clear takeaways, in one survey, 72% of employees said they want communications that get to the point quickly. Aim for brevity in emails and memos: a concise subject line and a few punchy sentences are far more effective than a verbose page of text.

Front-load the key information so even a quick skim yields the main point. Avoid jargon and use plain language; studies show content written in clear, familiar terms holds attention longer than complicated language. Essentially, be clear, be brief, and say upfront what you need. This not only respects the reader’s limited attention but also improves comprehension.

➤ **Storytelling and Emotional Resonance**

Facts and figures alone often fail to cut through, but wrap them in a compelling story, and people perk up. Our brains are wired for narrative and emotion. Content that evokes an emotional response or uses storytelling techniques generates much stronger engagement than dry, factual messaging. For example, in marketing, campaigns that tell a human story (with characters, conflict, and resolution) routinely outperform those that don't. Emotional resonance makes messages memorable. One need only look at the success of certain internal campaigns or brand adverts that go viral internally because they "hit a nerve" in a positive way.

Don't be afraid to use anecdotes, humour, or heartfelt language when appropriate. A well-placed narrative can transform a dull announcement into a message that sticks. Data should support the story, not supplant it.

➤ **Segmentation and Targeting**

A critical way to cut through noise is to send messages only to the relevant audiences. Blanket "all employees" emails about topics that only matter to a few are a fast track to message fatigue. Instead, segment your communications – by role, department, location, or interest, so that people receive content tailored to them. Research indicates that employees who receive targeted and segmented internal communications are 3.5 times more likely to be engaged at work. The same principle holds in marketing: personalised messages vastly outperform one-size-fits-all blasting.

Leverage your data on employees or customers to deliver the right message, to the right people, at the right time. When recipients see that communications are relevant to them, they pay attention.

➤ **Trust and Tone**

How you communicate is as important as what you communicate. Trust is a huge factor in whether messages break through. Employees are far more likely to read and act on information from sources they trust – notably, their immediate managers. Build trust by using a consistent, authentic tone in communications. Corporate-speak and spin will send eyes rolling; instead, strive for a human, empathetic voice.

Also, be transparent, even bad news delivered honestly can earn respect. Importantly, cultivate a culture where communicators earn attention by being respectful of it. If leaders notoriously flood inboxes with low-value updates, people will tune them out. Conversely, when messages are consistently valuable, clear, and respectful of employees' time, trust grows and so does engagement. In short: be credible, be authentic, and use a tone that connects.

04 EVERYDAY TECHNIQUES FOR CLEARER COMMS

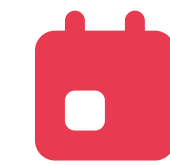
Translating strategy into action means changing day-to-day communication habits. Here are some tactical techniques and best practices that professionals in comms, marketing, and events can implement immediately:



SMART MESSAGE DESIGN

Optimise every message you send for attention. This includes writing descriptive subject lines and front-loading value, put the key point or request in the very first sentence. Use the “one topic per message” rule to avoid overloading emails or memos. If you have multiple unrelated points, send separate communications for each.

Always include a clear call-to-action (CTA) that spells out what you need from the recipient and by when. If applicable, indicate an expiration date (e.g. “Note: This info is only relevant until end of Q2”) so readers know how long the message matters. Well-structured messages like this are far more likely to be read, understood, and acted upon.



TIMEBOXING AND BATCH PROCESSING

Fight the tyranny of constant notifications by reclaiming control of your time. Rather than checking email or Teams incessantly, schedule dedicated communication windows. For instance, you might decide to process emails in three 30-minute batches per day (morning, after lunch, late afternoon) instead of reacting on arrival.

Many productivity experts recommend turning off push notifications and instead pulling messages on your own schedule. Some companies have instituted “quiet hours” or even entire No Meeting or No Email days to allow for deep work. Batching communication not only reduces stress, it also improves efficiency, you handle similar tasks in one go instead of fragmenting your day.

Encourage your team to adopt this practice collectively (and signal it’s okay not to answer emails within minutes). Batching and timeboxing are simple techniques that yield significant gains in focus.



COMMUNICATION AUDITS AND ATTENTION BUDGETS

It's hard to improve what you don't measure. Conduct regular audits of your organisation's communication flows. For example, track how many internal messages are sent per week, how many channels are used, and how employees feel about them. Identify redundancies or over-communication hotspots. These audits can reveal, for instance, that every project update is being blasted to all 5000 employees, when perhaps only 50 need the details.

With data in hand, set concrete goals to reduce overload, some firms now establish an attention budget. This means treating employee attention as a finite resource and allocating limits, such as restricting the number of all-company emails that can be sent per week. Leaders or comms teams act as "budget owners" who approve broadcasts sparingly. By instituting governance on comms volume, you create a more intentional, efficient communication environment.



NOTIFICATION POLICIES AND FOCUS SIGNALS

Organisations should create norms that protect focus and reduce distraction. Develop clear notification policies, for instance, discourage using "@all" or urgent flags unless truly necessary.

Technical solutions can help: many collaboration tools allow default notifications to be minimised or batched. Establish "response time contracts" for different channels – e.g. emails can be answered within 24 hours, chats within 2 hours, etc. – so people know they don't need to be glued to every message instantly.

Culturally, give explicit permission to disconnect outside of working hours; senior leaders should model this by not expecting replies at night. Another useful tactic is implementing focus signals. These can be simple norms like an agreed Teams status or a physical desk indicator (a do-not-disturb light or even headphones) that signify "in deep work, please do not interrupt."

By normalising respect for focus time, you help employees confidently carve out periods to concentrate. Over time, these practices create a healthier communication culture where everyone's attention is valued.

05 MAKING TECHNOLOGY WORK FOR ATTENTION

Technology is both culprit and cure in the attention economy. On one hand, the proliferation of communication platforms and apps has contributed to overload. Many teams now juggle a dizzying array of tools, email, multiple chat apps, project management notifications, social feeds, etc.

A Gartner survey found the average digital worker uses 11 different applications just to get work done (up from 6 a few years prior), and a full 40% of workers use more apps than that average. It's no wonder vital information gets lost and people feel scattered.

In fact, 47% of digital workers say they struggle to even find the information or data they need amid siloed systems. Every new platform promises better connectivity, but often the result is fragmented attention, employees bouncing between tools and duplicating efforts.

When every department introduces its own preferred app, the digital workplace starts to resemble a chaotic open-plan office with everyone shouting in different languages.

The key is to be intentional about tech choices. Evaluate the tools in your stack: do you really need all of them? Often, consolidating platforms or integrating them can greatly reduce cognitive load. Workers themselves recognise this, two-thirds of employees (66%) believe they'd achieve better outcomes if IT provided a universally accepted, supported set of applications to use, rather than a patchwork of specialty tools.

Streamlining to a few core platforms (and ensuring these systems talk to each other and share data) helps create a single source of truth and fewer places to check for messages. Some organisations have successfully eliminated entire categories of internal communication by moving to unified collaboration hubs. For example, instead of teams emailing attachments back and forth (and cc'ing everyone), they might use a shared workspace or chat channel where information persists and is searchable.

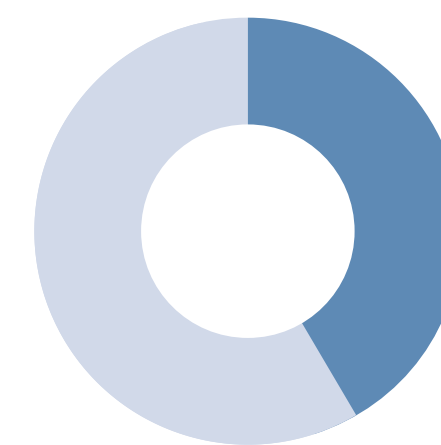
Additionally, technology can help filter the noise if used smartly. Modern email clients and enterprise social networks offer features like focused inboxes, priority notifications, and AI-driven categorisation of messages. These can surface important communications and suppress low-priority chatter. Furthermore, AI and automation tools are emerging that act as attention guardians. For instance, AI can learn an individual's work patterns and highlight the emails likely to be most relevant to them, or auto-route certain inquiries to FAQs or chatbots.

Interestingly, employees seem open to such solutions: 96% of digital workers in one survey said they'd accept some form of monitoring or AI intervention if it helped ease their workload, a full 33% specifically would allow it to help find information they need to do their job more easily. That suggests a real appetite for tech that protects attention by handling rote tasks and filtering information.

Of course, tech is not a silver bullet. The pros and cons of each platform should be weighed with an eye to attention management. Email, for example, is great for asynchronous, documented communication – but it’s also easily abused and can encourage over-communication.

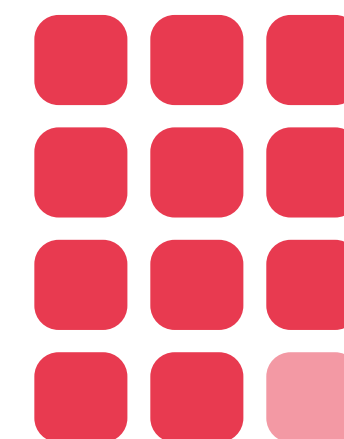
Chat apps enable rapid collaboration, but can create an expectation of instant response. The solution is not to abandon these tools, but to use them more deliberately (for example, using chat for quick questions or urgent needs, email for longer-form and less urgent communication, and perhaps an intranet or project platform for updates that people can pull when needed). Training employees on “which channel for which purpose” is a simple step that can reduce overload and context-switching.

In summary, be mindful of your tech ecosystem. Simplify where possible, integrate systems so that information finds the user (rather than the user hunting through systems), and leverage AI moderation to separate signal from noise. With the right digital environment, technology can support focused work rather than constantly shattering it.



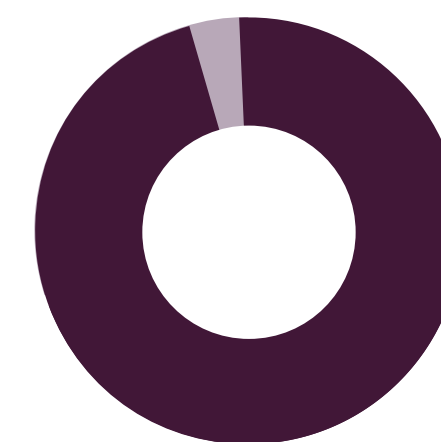
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06

THE ATTENTION ADVANTAGE OF FACE-TO-FACE

Amid all the digital buzz, it's worth remembering that sometimes the best way to capture someone's attention is to meet in person. Live, face-to-face engagement – whether through meetings, workshops, or conferences – has unique advantages in the attention economy. For one, in-person interactions demand presence in a way virtual ones don't. How many times have you half-listened in a Zoom meeting while triaging emails on a second screen? That's much harder to do when you're in the same physical room with someone.

Studies confirm that face-to-face communication yields far better attention and cooperation; people rarely multitask in a live meeting. In fact, research on persuasion found that [asking someone to do something in person can be 34 times more effective than making the same request via email.](#)

The richness of human contact, body language, eye contact, the energy in the room, simply cuts through in a way that text cannot. When a message truly matters, delivering it personally can ensure it not only gets heard but resonates.

Knowing when to choose live engagement is key. Use in-person or real-time channels for messages that benefit from discussion, emotional nuance, or immediate feedback (for example, major organisational changes, sensitive topics, or complex collaborative tasks).

Many organisations have found that convening people face-to-face for a critical announcement or training session can achieve impact in one hour that weeks of emails might not accomplish.

Live Group's experience in the events industry echoes this: certain outcomes (inspiration, alignment, commitment to action) are often reached faster and more powerfully in a well-designed live session than through digital comms alone. Importantly, live engagement doesn't necessarily mean a giant conference, it could be a focused workshop, an offsite meeting, or even a short, interactive town hall. The point is to create moments where the audience steps out of the daily digital deluge and gives their undivided attention.

Of course, simply gathering people in a room isn't a magic fix; how you design the live experience determines whether it cuts through the noise or just becomes "yet another meeting." Successful in-person (or live virtual) events deliberately engineer engagement. Experts suggest changing the format or delivery mode every 10–15 minutes to reset attention spans, for instance, intermix presentations with polls, Q&A, table discussions, or video clips. Incorporating storytelling, humour, or interactive elements is vital to keep the audience mentally present.

Sensory details help too: visuals, props, or demonstrations can make content more memorable than slides alone. And don't underestimate the power of breaks and environment. Providing regular short breaks, or even encouraging a "screen-free" walk outside during an event, can recharge attendees for the next segment. (Live Group has found that venues with access to natural light or outdoor space can noticeably improve participant focus and mood.) By structuring live engagements with variety, interaction, and human touches, you ensure they truly cut through, becoming memorable touchpoints rather than just another blip in the info stream.

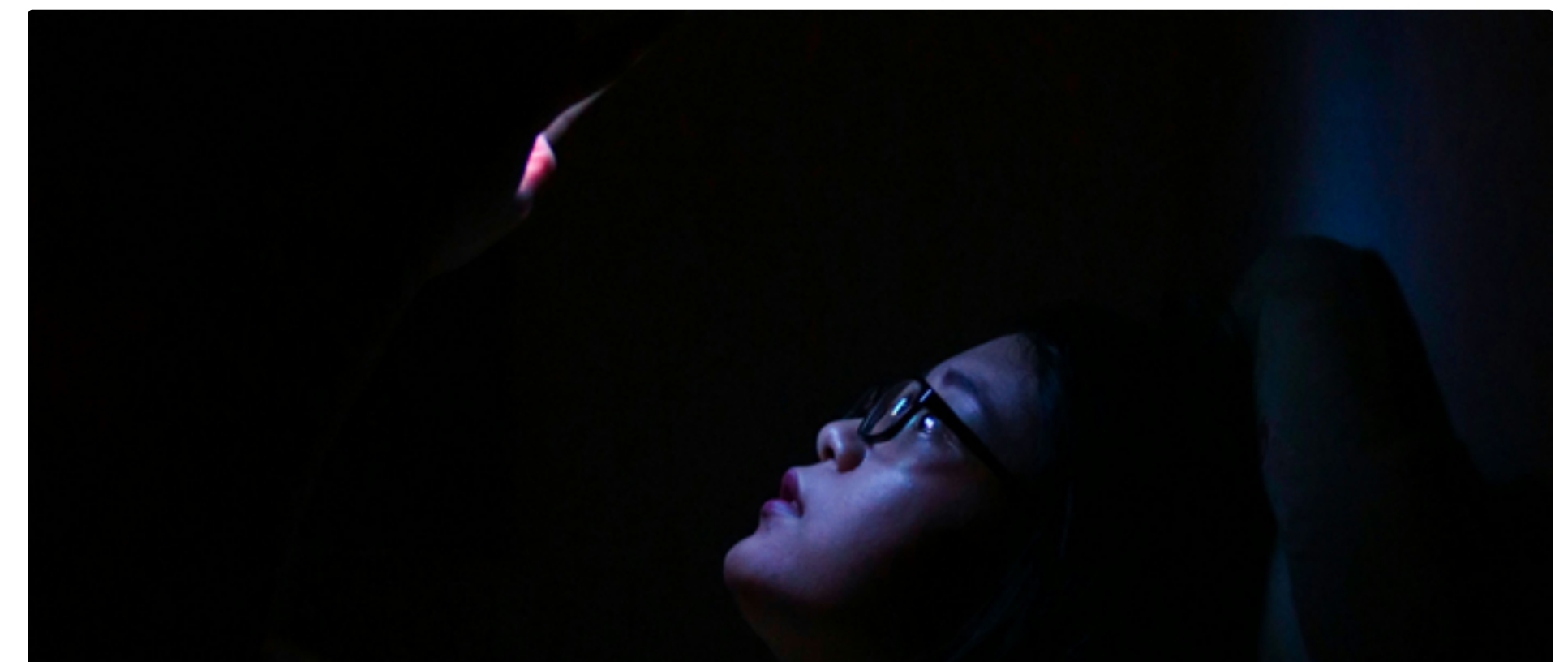
Let's consider a couple of examples. One organisation discovered its weekly all-hands video call had become a rote, low-engagement affair, essentially a webinar where most participants half-listened while working. The solution was to pivot to a monthly in-person forum (with a webcast for remote staff) designed as an interactive "ask me anything" and workshop session. Live Group helped them incorporate roundtable breakouts and polling.

The result? Employees reported significantly higher understanding of leadership updates and a renewed sense of connection, compared to the old call. In another case, a company's marketing team shifted from sending lengthy product updates via email to hosting short live demo sessions (some in-person roadshows, some as live webinars) where clients could experience the product and ask questions directly.

These sessions routinely achieved higher attendance and follow-up action rates than any email campaign previously. The common thread: by judiciously using live engagement for high-value communications, these organisations broke through attention barriers and delivered their messages in a way that stuck.

Finally, it's worth highlighting that live engagement doesn't always mean in-person in the traditional sense, it can include well-produced virtual or hybrid events that bring a sense of immediacy and interactivity lacking in static communications.

The goal is to leverage the psychology of presence and participation. When people feel they are part of an event – rather than passive recipients – they are inherently more attentive. Live Group has seen this first-hand: for example, transforming a standard webcast into a talk-show style panel with live audience Q&A can vastly increase how much viewers retain and respond to the content. In essence, know when to go live. Digital communications are great for breadth and efficiency, but when you need depth of attention, a thoughtfully crafted live interaction can be your best ally.



07

CULTURAL AND ORGANISATIONAL SHIFTS

Adapting to the attention economy isn't just about tools and techniques, it requires a cultural shift within organisations. At its heart, this means moving from a reactive communication culture to an intentional one. In many workplaces, a norm evolved where responsiveness is valued over thoughtfulness: people feel obligated to answer messages immediately, managers fire off emails at all hours, and every issue becomes a meeting. Reversing this trend involves resetting expectations and modelling new behaviours from the top.

First, leaders should explicitly encourage a move away from the “always on, always reacting” mindset. This could mean endorsing practices like no-meeting blocks for deep work, or publicly praising an employee who took a day to thoughtfully respond to a proposal rather than shooting from the hip in 5 minutes. Some companies have even created “response time norms”, for example, stating that emails are generally answered within 24 hours, not 24 minutes.

This takes pressure off employees to constantly check messages and allows them to schedule dedicated focus time. When staff know that it's acceptable (even expected) to not respond immediately, they can concentrate better on the task at hand.

Creating a respectful attention culture also means addressing the volume and tone of communications. “Respect” here implies that before you hit send, you consider whether you're needlessly consuming someone's attention.

Teams might develop internal guidelines, e.g., use “URGENT” tags only for true urgencies, limit use of reply-all, and consolidate informational updates rather than dribbling them out in fragments. Equally, there's a need for reciprocity: if you expect others to respect your focus time, you must respect theirs.

Simple measures, like scheduling emails to be delivered next morning instead of late at night, show regard for boundaries (many email clients now have “delay send” features for this purpose). Some firms in Europe have instituted policies where email servers stop delivering messages after a certain hour to prevent encroachment on personal time. While not every culture will take such a formal step, the underpinning principle is widely applicable: give people permission to unplug.

When employees feel they won't be penalised for not answering at midnight, they return to work more refreshed and attentive.

Leadership has a huge role to play in modelling these shifts. If a CEO or director is known to send a barrage of emails at 11pm on a Sunday, no amount of HR guidelines will stop employees from feeling they should be online. Conversely, when leaders openly prioritise focus (for instance, by blocking out their calendar for “thinking time” or by not replying to non-urgent emails until the next day), it sets a powerful example.

Leaders can also share their own strategies for managing attention – e.g., “I’ve turned off notifications on my phone, and it’s improved my productivity; I encourage you all to try it.” Another aspect of leadership modelling is encouraging mindful communication. This could be as simple as a manager starting team meetings by asking, “Do we even need this meeting or can it be an email?”, a lighthearted question that nonetheless reinforces intentionality. Over time, these behaviours trickle down, and you get a culture where it’s normal to protect attention rather than seize it.

Importantly, organisations should recognise that addressing communication overload is an ongoing process, not a one-time fix. Continuous improvement and open dialogue are key. Solicit feedback from employees: What communications truly help them do their jobs, and what feels like noise? Pulse surveys or focus groups can surface pain points (e.g., “We get added to too many project update threads irrelevant to us” or “I often receive the same announcement via three channels.”). Use that input to adjust protocols. Maybe it leads to creating a central dashboard for updates so that mass emails can be reduced. Or maybe it highlights training needs, for example, if staff say they feel overwhelmed by poorly written messages, offer a workshop on effective writing for busy readers.

An interesting concept some companies explore is treating attention as a shared responsibility. It’s not just on senders to improve; receivers also play a role (for instance, learning to use filtering tools, or proactively communicating when they’re at capacity).

Teams might establish a practice of “attention contracts”, essentially agreements on how they’ll communicate and respect each other’s focus. For example, a team contract might state that for any non-urgent topic, they will default to posting on a message board (which colleagues can check at their convenience) instead of sending an interruptive chat. Or it might include, “No meeting will be scheduled without a clear agenda,” to ensure time in meetings is not wasted.

Finally, tie these efforts to well-being and performance outcomes. Make it clear that reducing information overload isn’t just a “nice to have”, it’s directly linked to employee health, engagement, and business results. Studies show that effective internal communication boosts productivity and morale. When employees are less stressed and more focused, they simply perform better. Reinforce this in company messaging: for instance, share success metrics like “After our Q2 comms changes, 70% of employees reported feeling more informed but less overwhelmed – and our employee engagement scores and output both rose.” Celebrating such wins helps cement the culture of intentional communication.

In summary, organisations need to embed attention-awareness into their DNA. This means valuing quality of communication over quantity, respecting each other’s need for focus, and empowering everyone, from intern to CEO, to manage their own attention wisely. The benefits are profound: a calmer, more thoughtful work environment where important messages actually land, productivity flourishes, and people feel less like cogs in an email machine and more like the creative, thinking humans that they are.

08

CASE STUDIES

Let's look at a few real-world examples across communications, marketing, and events that illustrate how cutting through the noise can be achieved:

CASE STUDY 1.

INTERNAL COMMUNICATIONS OVERHAUL AT **ATOS**.

Global IT firm Atos (with ~40,000 employees) recognised early the dangers of “information pollution”. Back in 2011, [CEO Thierry Breton launched a bold “Zero Email” initiative, aiming to drastically reduce internal email overload.](#)

Instead of endless email threads, Atos introduced an enterprise social network and collaboration platform where discussions happen in dedicated project communities (which employees can check on their own schedule, rather than being constantly pinged). The results were striking: within a few years, Atos slashed its internal email volume by 60%, from an average of 100 emails per employee per week down to under 40.

Productivity and responsiveness improved as people spent less time in inboxes. Even more impressive, Atos saw correlated business gains: its operating margin rose from 6.5% to 7.5% over that period and other performance metrics climbed, partially attributed to the efficiency boost from curbing email. While Atos didn't literally reach zero emails, this case shows that dramatic changes are possible.

By challenging the default communication tools and norms, and moving to more intentional platforms, a large organisation freed up valuable employee attention for more meaningful work.

CASE STUDY 2.

EMOTIONAL MARKETING THAT CUTS THROUGH - JOHN LEWIS.

In the UK retail sector, John Lewis's Christmas advertising campaigns have become legendary for their ability to seize public attention. Each year, consumers highly anticipate the John Lewis Christmas ad, precisely because it employs storytelling and emotional resonance to stand out from the advertising clutter.

For example, [the 2025 John Lewis Christmas advert "Where Love Lives"](#) told a heartwarming story of a father and son reconnecting through a gift, a narrative that struck an emotional chord. Analysis of the campaign showed it [generated intense positive emotions in nearly 56% of viewers](#), making it significantly more emotionally engaging than the average advert. Viewers reported feelings of warmth, gratitude and joy at double the normal levels for an ad.

This emotional engagement translated into massive social media buzz, millions of YouTube views, and, ultimately, a boost in brand love and holiday sales. The lesson for marketing professionals is clear: by using storytelling and appealing to core emotions, you can break through even a saturated media environment. Audiences will not only pay attention, they will look forward to your message, as evidenced by nearly half of consumers saying the John Lewis ad is the one they most anticipate each Christmas.

In an age where consumers are bombarded with content, John Lewis shows that a well-crafted, emotionally rich message can still cut through the noise and create a genuine connection.

CASE STUDY 3.**LIVE GROUP'S EVENT STRATEGY TRANSFORMATION.**

A large pharmaceutical company had for years run a single massive annual product training conference for its sales force. In theory, it was a chance to capture everyone's attention; in practice, the event had become an information dump where most attendees felt overwhelmed and retained little.

Live Group was brought in to redesign the engagement approach.

After analysing the audience, Live Group recommended splitting the one big event into a series of smaller, localised workshops spread over a month, each tailored to regional teams. This way, content could be more relevant (accounting for local market nuances) and sessions could be kept intimate and interactive. They also integrated a digital follow-up platform for refreshers and Q&A, rather than cramming everything into the live session.

The outcome was a marked improvement in outcomes: post-training assessments showed significantly higher knowledge retention and application among the sales teams compared to previous years. Attendees reported feeling more engaged and less fatigued. One executive noted, "By breaking our content into smaller live forums, we finally broke through, people were alert and involved, not checking their watches."

This example highlights how rethinking event formats can greatly increase attention and impact. Rather than defaulting to "bigger is better," the company achieved more by doing targeted, human-sized engagements. Live Group's expertise in audience profiling and engagement design was pivotal, using tools like our AudienceDNA, they determined the optimal format for these events to match the learners' preferences (e.g. discovering many participants preferred hands-on case studies over lectures).

This case demonstrates that with savvy planning, even traditional event challenges (like conference fatigue) can be overcome, delivering a memorable experience that truly resonates with the audience.

09

WHAT TO DO: A STEP BY STEP GUIDE

To help you cut through the noise in your own organisation, here is a checklist of best practices you can put into action right away:

○ AUDIT YOUR COMMUNICATIONS

Take stock of all the channels, message types, and volume of communications in your workplace. Identify redundancies and pain points (e.g. multiple emails on the same topic, or broad threads with marginal relevance to many recipients). Use surveys or analytics to gauge overload hotspots. This audit will highlight where to cut back or consolidate.

○ ESTABLISH A PRIORITISATION FRAMEWORK

Create clear criteria for what gets communicated, how, and to whom. Decide what must be shared company-wide versus what can be targeted to specific groups. Develop guidelines such as: “All-company emails reserved for critical announcements only” or “Project updates go on the intranet, not email, unless urgent.” Educate leaders and content senders on these rules.

○ TRAIN FOR CLARITY AND BREVITY

Conduct training (or provide tip sheets) on effective writing for attention-scarce readers. Emphasise using clear subject lines, putting the main point up front, keeping messages concise, and including calls to action. Encourage use of bullet points or visual summaries for quick comprehension. Make it standard practice to ask “How can I say this in half the words?”

○ LEVERAGE SEGMENTATION

Use your communication tools to target messages to the appropriate audiences. Build and maintain mailing groups or channels by role, department, location, etc. Before sending any mass communication, think “who truly needs/cares about this?” and send only to them. Your IT or internal comms team can help set up audience segments for common topics.

○ IMPLEMENT “QUIET TIME” POLICIES

Dedicate certain times when no meetings or non-urgent communications should occur (for example, no internal meetings on Wednesday mornings, or quiet hours after 5pm). Communicate these policies clearly and lead by example. This gives everyone guaranteed focus periods. Even a small, regular respite from interruptions can greatly improve productivity.

○ ENCOURAGE BATCH-CHECKING

Urge employees to turn off push notifications and check messages at intervals instead of constantly. Model this behaviour in your team, for instance, set an email signature like “Note: I only check email at 9am, 12pm, and 4pm. If urgent, call me.” Such moves normalise the idea that immediate response isn’t always expected. It also sets a healthier expectation with external contacts.

○ USE COLLABORATION TOOLS WISELY

If you have an enterprise collaboration platform (Teams, Slack, etc.), establish conventions to minimise noise. For example, use thread replies instead of starting new ones, use @mentions selectively, and have channels dedicated to specific purposes (so people can choose where to pay attention). Take advantage of features like “Do Not Disturb” statuses and encourage their respectful use.

○ SET UP FOCUS SIGNALS

Create a team norm for indicating when someone should not be interrupted. It could be as simple as an agreed status emoji for “deep work” or a physical flag on one’s desk. Ensure everyone understands and respects these signals. This helps others know when to hold non-urgent questions and fosters an environment of mutual respect for concentration.

○ DESIGN ENGAGING MEETINGS/EVENTS

Make live interactions count. For meetings, always have an agenda and stick to the scheduled time. Use engaging formats, incorporate open discussion, rotate presenters, include stories or demos, anything to avoid a one-way info dump. For larger events or webinars, plan for interactivity (Q&A, polls, breakouts) and break content into digestible segments. An engaged audience is an attentive audience.

○ REGULARLY REVISIT AND REFINE

Periodically re-evaluate your communication practices. Solicit employee feedback on what’s working and what isn’t in keeping their attention. Stay open to adjusting policies as needed. The nature of work evolves, so an ongoing improvement mindset will help you continue to communicate effectively as new challenges arise (e.g., new tools, shifting remote/hybrid patterns, etc.).

By systematically applying these steps, you can start dramatically reducing noise and improving the signal-to-noise ratio of your communications. Small changes like a clearer subject line or a respectful delay in sending a late email, compound to create a workplace where important messages are seen and acted on, and everyone’s sanity is a bit more intact.

***Ready to cut through the noise at your organisation?
Our experts are here to help.***

CONCLUSION

The battle for attention is already being fought in every organisation. The only question is whether you are winning it or losing it.

The evidence is clear. Information overload costs businesses billions, drives talented people out the door, and leaves those who stay exhausted, scattered and disengaged. The human brain was never designed for 275 daily interruptions. Something has to give.

But this whitepaper is not a counsel of despair. It is a call to action. The organisations that thrive in the attention economy will be those that treat focus as a strategic asset, not a casualty of modern work. They will communicate less, but better. They will prioritise ruthlessly, write with clarity, and earn attention rather than demand it. They will use technology as a filter, not a firehose. And when a message truly matters, they will know when to step away from the screen and engage people directly.

None of this requires a revolution. It requires intention. A clearer subject line. A shorter email. A meeting with a purpose. A policy that protects focus. Small changes, applied consistently, compound into something transformative: a workplace where people can actually think.

Your employees are overwhelmed. Your audiences are distracted. Your competitors are fighting for the same sliver of focus. The organisations that cut through the noise will outperform those that add to it.

The question is simple: will your next communication be signal, or just more noise?



10 HOW LIVE GROUP CAN HELP.

Navigating the attention economy can be daunting, but you don't have to do it alone. Live Group specialises in precisely this challenge, helping organisations craft and deliver communications that break through the noise. As an experienced partner in communications, marketing and events, Live Group offers a range of services that align with the best practices discussed in this whitepaper:

➤ STRATEGIC EVENT DESIGN

Live Group excels at transforming events (whether in-person, virtual, or hybrid) into high-impact experiences that captivate audiences. We use data-driven tools like our proprietary AudienceDNA profiling to tailor each event's format, content, and even venue to the preferences and learning styles of your audience. This ensures your live engagements are optimised for attention, the right people, in the right setting, receiving the right message in the right way. By understanding whether your attendees are, say, largely introverts who prefer workshops to networking, or which topics excite them most, we design events that keep participants involved rather than checking out. The result is events that people not only remember, but that actually drive the desired outcomes (be it knowledge retention, enthusiasm for a initiative, or commitment to action).

➤ CONTENT STRATEGY AND STORYTELLING

Live Group's communications experts can help audit your current messaging and develop compelling content that resonates. From internal newsletters to marketing campaigns, we bring a storytelling approach to make your communications more engaging. Our team can assist in distilling complex information into clear, concise narratives, finding that human angle or creative hook that makes an audience pay attention. We ensure that every communication has a purpose and a takeaway. Additionally, we advise on segmentation and channel strategy, so that each message reaches its ideal audience through the optimal platform.

➤ TECHNOLOGY SOLUTIONS FOR ENGAGEMENT

We offer innovative tech tools to enhance audience engagement and reduce noise. For example, our Envoku platform allows for personalised event experiences, attendees can use a single app for agenda, live polling, networking, and content downloads, cutting down on scattered information sources. We also embrace interactive broadcasting techniques for virtual events (like live polls, Q&As, and breakout sessions) that hold attention far better than a standard one-way webinar. By integrating the latest engagement technology, Live Group ensures your audience is not just passively listening, but actively participating. This level of involvement naturally heightens focus and retention.

➤ **END-TO-END COMMUNICATION CAMPAIGNS**

Solving attention challenges often requires a holistic approach, combining live touchpoints, digital content, and follow-up messaging in a coordinated way. Live Group can develop and execute integrated communication campaigns around your key initiatives. For instance, if you're rolling out a new company strategy, we can plan an initial attention-grabbing live event, reinforce the message with engaging video/email content, and set up feedback channels for dialogue, all timed and tailored to maintain momentum. Our experience in planning these multi-channel engagements means your core message stays front-and-centre without overwhelming the audience. We help you find that cadence of communication that informs but doesn't fatigue.

➤ **CONSULTING AND WORKSHOPS**

Beyond doing it for you, Live Group can empower your team to adopt attention-friendly practices. We offer training workshops on effective communication in the attention economy, covering many of the techniques outlined in this paper, from writing for brevity to managing digital overload. We can also consult on internal policy development, like creating communication charters or improving meeting cultures. Essentially, we act as a partner in fostering the cultural shifts needed for long-term success, sharing insights from our cross-industry experience about what truly works.

In all these offerings, Live Group's philosophy is to put the audience at the center. We ask: What does your audience care about? What will keep them engaged? How can we respect their time and expectations? By starting with these questions, we ensure the tactics and content we deploy are tuned to capture attention, not just demand it. Our clients have seen outcomes like increased event attendance and satisfaction, higher open rates and engagement with internal communications, and ultimately stronger connections with their audiences, be they employees, customers, or stakeholders.

Cutting through the noise is a challenge every modern organisation faces, but you don't have to face it alone. Whether it's designing an unforgettable town-hall that reinvigorates your workforce, launching a marketing campaign that strikes an emotional chord, or developing a communication strategy that streamlines dozens of messages into one cohesive narrative – Live Group can help you make it happen. In the attention economy, smart and intentional communication is the competitive edge, and we are passionate about helping you achieve it. Together, let's turn down the noise and make sure your message shines through loud and clear.

THANK YOU



Great Suffolk Yard
131 Great Suffolk Street
London
SE1 1PP

hello@livegroup.co.uk
+44 (0)20 8481 2000