

*Disrupting*

# The crisis of disconnection at work

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FOUR IDEAS FOR TEAM CONNECTION & CREATIVITY

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# What's up, friends.

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We all want to connect  
– to be seen and  
understood.

*I certainly do.*

The need for human  
connection doesn't change or  
go away when we clock-in at  
work. It might even intensify.

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## Why are so many people slipping through the cracks, feeling **lonely** and **disengaged** in their roles?

Over the past ten years, Late Nite Art has collaborated with 100+ organizations, working with teams across 15+ countries in just about every industry. I have been approached by employees of all levels, expressing their gratitude for the opportunity to learn about one another as human beings through our programs.

It's truly an honor.

In November 2022, we launched a survey, *"The State of Connection and Creativity in the Workplace."* We heard from close to 70 trusted clients and colleagues about what's happening "under the hood" within their teams and organizations.

**Looking across the responses, we found similar themes:** burnout; silos; disengagement; lack of collaboration; fear of recession; gaps in belonging and DEI; flailing trust in leadership; employee turnover; disconnected onboarding processes; isolation and loneliness; declining mental health; and uncertainty about how to meaningfully contribute to a world that is constantly changing.

The questions people are asking these days seem to be deeper and more existential: *"If I die tomorrow, will I be content having spent my time working for this company, with these people, at this job!?"*

Since its beginning, Late Nite Art has been focused on addressing the crisis of disconnection in the workplace (and the world). We are now leaning heavily into our mission – building our team and growing our capacity to support clients in building healthy, connected, and creative organizational cultures.

What follows is our response to what we keep hearing: that we aren't designed to leave our need for connection at the door. As my friend Smiley Poswolsky says, "the future of work is human connection." I couldn't agree more.

Let's go build it.

Warmly,



Adam Rosendahl

**Founder & CEO of Late Nite Art**



94%

of employees  
are more  
productive  
when  
they feel  
**connected**  
to their  
colleagues.<sup>1</sup>





# We heard from 69 people in our client community,

WHO WORK...

46%

FULLY  
REMOTE

42%

ON A HYBRID  
SCHEDULE

12%

NEWLY BACK  
IN THE OFFICE



# Some of our clients

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accenture



airbnb

ALPINE



asana



Culture Amp

DevaCurl



HASSO PLATTNER  
Institute of Design at Stanford

ebay



Gainsight



Genentech

Google



LinkedIn

Microsoft



Peet's Coffee

PIXAR

race forward

Robinhood



SEPHORA



SONY

Southwest

SUMMIT



yahoo!

YouTube

zendesk





Teams are dreaming of  
connection, creativity  
& collaboration.

WE HAVE SOME IDEAS TO HELP...



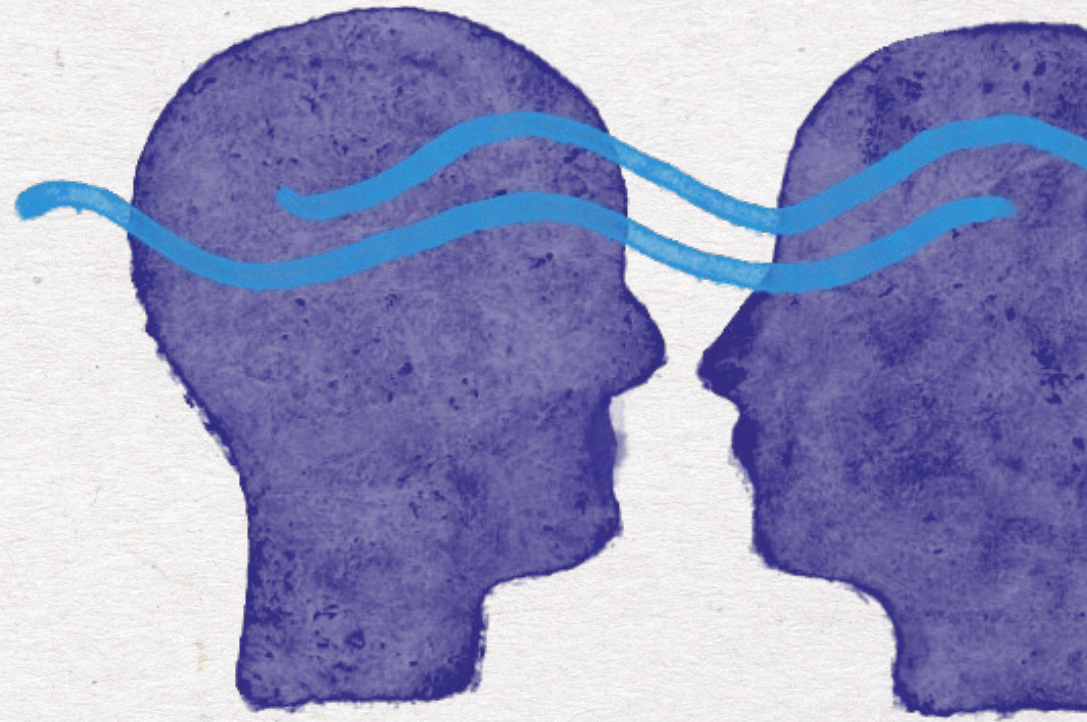
# *idea #1*

## Infuse Offsites With Meaningful Bonding

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**IN-PERSON TIME IS SACRED.**

If you have a remote or hybrid team, we suggest bringing them together no less than once per year.







One of the main reasons off-sites derail is because they focus too heavily on business updates and analytical decisions, leaving people with a laundry list of to-do's, and little to no window into the lives and dreams of their team members.

People bond when they feel seen and valued - not just for their work contributions, but for all of who they are.

By using in-person time for real human connection, you build trust, amplify belonging, and give people a clearer sense of how their whole selves add to the culture of the organization.

Give people the time and opportunity to appreciate one another beyond their resume, role, rank or title. Email and Slack aren't the antidote to loneliness - people need eye contact and space to share their stories.





Close to **30% of respondents** had never hosted or participated in a team building event.

**23%**

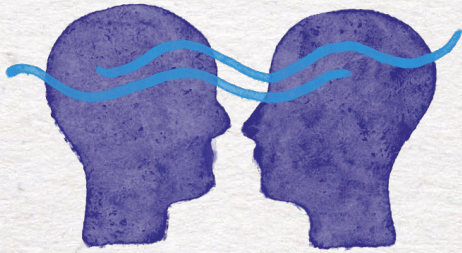
experience a  
**Lack of Belonging / DEI**

**26%**

experience a  
**Lack of Collaboration**



# Our clients said they want:



“More face to face time, at least once per season.”



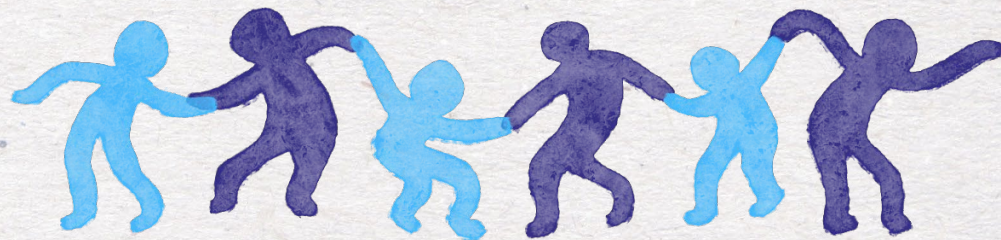
“To get to know my coworkers personally.”



“A cohesive team— everyone on the same page.”



“We need a breakthrough in belonging.”



“More connection, trust, vulnerability and FUN!”



# Blue Board

Nominated one of Fortune's Best Small Place to Work in 2021, Blueboard is an employee recognition company that focuses on rewarding people with unique experiences. We started working with Blueboard in 2018, when the company was only 10 people. Blueboard has continued to bring us to their annual offsites to help their team create and maintain close connections as they scaled to a group of almost 200.



SEE FOOTAGE FROM BLUEBOARD'S ANNUAL OFFSITE, BLUETREAT.






“We’ve done Late Nite Art **three times**: when we were ten people, thirty people, and now over 150 – **and each experience has taken on a different perspective** – I can’t wait until we do it when we are 300!”

**Kevin Yip**, President and Co-Founder of Blueboard

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# Wanting flexibility doesn't mean sacrificing facetime.

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Mid-Pandemic research from Microsoft reported that **two-thirds** of workers want to spend more in-person time with their peers.<sup>2</sup>



*idea #2*

# Make Onboarding More Human



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**MOST KNOW THAT  
ONBOARDING IS  
CRITICAL.**

*But even more critical?*

The connection new employees  
feel to their colleagues.





Data shows the loneliest workers are those that have been with their organization less than six months. In companies with high turnover, this could represent up to 3/4 of the workforce.

Onboarding is ‘a make it or break it moment’ in the employee lifecycle. Instead of simply firehosing new teammates with information or showering them with schwag, focus on helping them build friendships.

Having a best friend at work is crucial. Without one, employees have just a one in twelve chance of being engaged.

This is especially true for younger employees. Knowing who to turn to with questions– who has their back and can show them the ropes– could make or break their experience within the company.

The bonds coworkers form are the “connective tissue” that enables organizational growth. Without them, people bring their gifts and talents elsewhere.





Many are seeing a high percentage of new staff and experiencing a communication breakdown between silos and roles.

They don't understand what role everyone is playing in their company's success.

20%

experience **High Employee Turnover**

15%

experience

**Disconnected Onboarding Process**



# Our clients said they want:



“Better connection and alignment to help everyone bring their full brilliance.”



“A sense of unity.”



“To feel like we’re at work \*together\*, even when we’re not working on the same things.”





asana

Asana was named a Best Workplace in the Bay Area™ for six years in a row. In addition to bringing Late Nite Art to over 100 of their managers, LNA has collaborated closely with Joanna Miller, their head of learning and development to integrate some LNA's activities into the company's virtual onboarding experience.



“Before integrating **Late Nite Art’s Board Of Advisors** exercise, our new managers were hesitant to reveal their real challenges and fears around leading a team. Since introducing them to **Board Of Advisors**, we have **more vulnerability**, mentorship and a community grounded in **authenticity** among our new leaders.”

**Joanna Miller**, Head of Learning and Development, Asana

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A photograph of a group of people sitting at a table in a restaurant. In the foreground, a man in a grey polo shirt is smiling and looking towards a woman in a black leather jacket who is also smiling. Another woman with long dark hair is leaning in and talking to the woman in the leather jacket. The background shows other people at tables, some blurred, creating a sense of a busy, social environment. The lighting is warm and indoor.

# Loneliness is highest among the newbies.

Of the loneliest workers, 77% have been with their company for less than six months.<sup>3</sup>

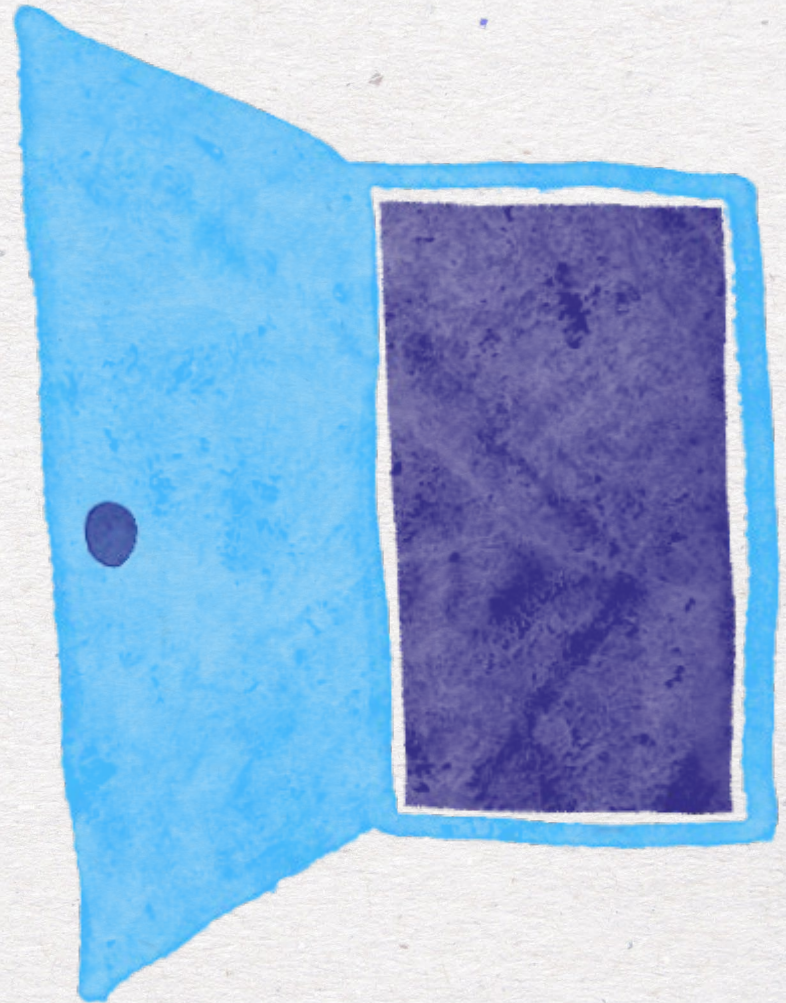


*idea #3*

Reset  
Culture  
and  
Re-Recruit  
Employees

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WHEN THE RUG  
IS PULLED OUT  
FROM UNDER US,  
WE SEARCH FOR  
SOMETHING TO  
HOLD ONTO.







Shifting teams, mergers, acquisitions, new leadership, new markets, hikes in turnover, or heading back to the office — it's impossible to find an organization not experiencing change.

A culture reset is an opportunity to double down on what unites everyone - the values, mission and purpose that are the bedrock of the organization.

It's a chance to share fears, hopes and dreams for the future.

In our personal lives, healthy relationships are the ones that withstand obstacles and life changes. The same is true at work: the more empathy, pride, and trust within the team, the better equipped they are to roll with the tides, meet challenges head-on, and not let disruption divide them.

Culture + Connection = psychological safety = resilience = thriving through organizational and economic upheaval.



Even when respondents feel connected to their **immediate team**, they don't always feel connected to **other functions**.

Close to 15% said they only connect on work tasks.





# Our clients said they want:



“To really capture our company’s love and maintain our essence, culture, and vision.”



“To regain team momentum lost to covid.”



“Less anxiety, more clarity and a strengthened community now that we are returning on-site more regularly.”



# headspace health.

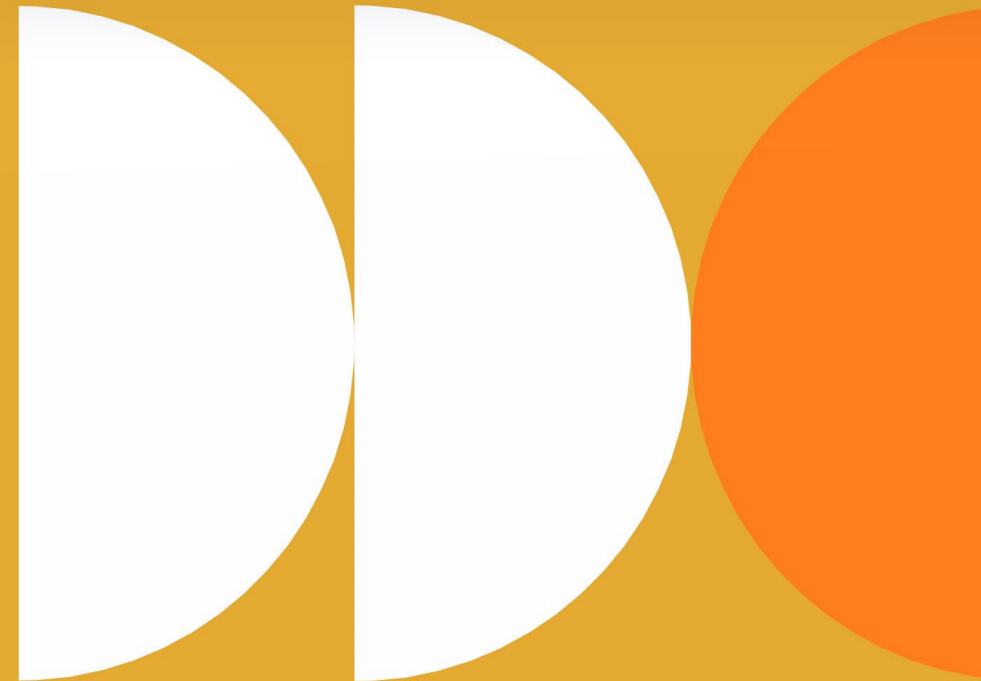
When Headspace acquired Ginger—another mental health technology company— they rebranded as Headspace Health. To kick off connection, Late Nite Art was brought in to unite their engineers in data science and machine learning. The two teams— originating from the two separate organizations— were able to quickly build trust and rapport. They went from being strangers from separate companies to a single unified team under Headspace Health.



“Adam’s session at our team offsite brought a beautiful combination of unexpected delight, creative thinking and real connection.”

**Watson Xi**, Senior Director of Data Science at Headspace Health

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# Leaders set the tone and must stay visible

80% of Gen-Z and Millennial employees are looking to connect in-person with senior leadership and their managers.<sup>4</sup>





## idea #4

# Breathe Life into Online Meetings

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LOVE 'EM OR HATE  
'EM, THEY'RE A PART  
OF MOST JOBS.

At the height of the pandemic, people were spending more than double the time in meetings and receiving almost 50% more chats.

But just because the team is meeting all the time, doesn't mean they are connected.







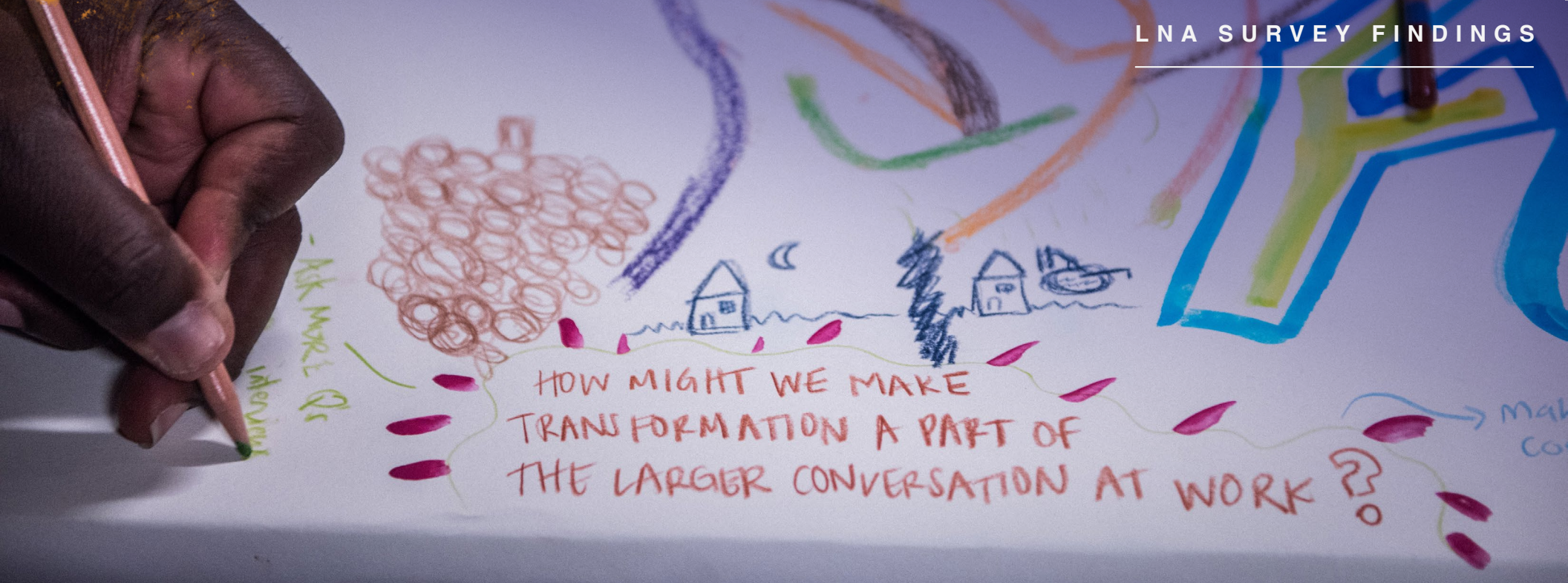
Millions of people are struggling with loneliness and asking for more collaboration in the workplace.

Still, has anyone ever said, “*I wish I had more meetings today*”?

**Bringing in short mindfulness exercises, movement, improvisational play, rapport building prompts, or creative writing exercises to music are ways to unite the team and make the work day more dynamic.**

By taking risks and *breaking out of the meeting mold*, we can reduce dread, fatigue and disengagement. Weaving in opportunities to ground and connect can lead to more productive and collaborative work sessions– the kind where creativity gets sparked, ideas pop off, people come on camera, and individuals feel more fulfilled.





Almost **half** of our respondents are on a hybrid schedule and well over a third are fully remote.

When they do make time to connect in meetings, it's usually very small.

**46%**

experience  
Rising burnout

**29%**

said they are **encouraged to think outside of the box "sometimes"**

**26%**

experience  
Disengagement

**7%+**

said they **don't take risks at all**



# Our clients said they want:



“More personal/social connections that are remote-friendly. I am the only remote staff person on my team, so this is a selfish request, but an important one so we feel like a strong unified unit.”



“Opportunities to deepen and integrate our thought leadership so that we can innovate our offerings.”



“Connectedness and creative opportunities.”



“More collaboration, connection and team building.”





When Covid started, clients were skeptical about the ability to connect meaningfully online. Adobe hired Late Nite Art to facilitate at the company's Annual Design Summit—conducting three virtual sessions across three different time zones. The feedback from those events was astounding.

2021 marks 21 years on Fortune Magazine's list of Best 100 Companies — and this year they ranked No. 18!

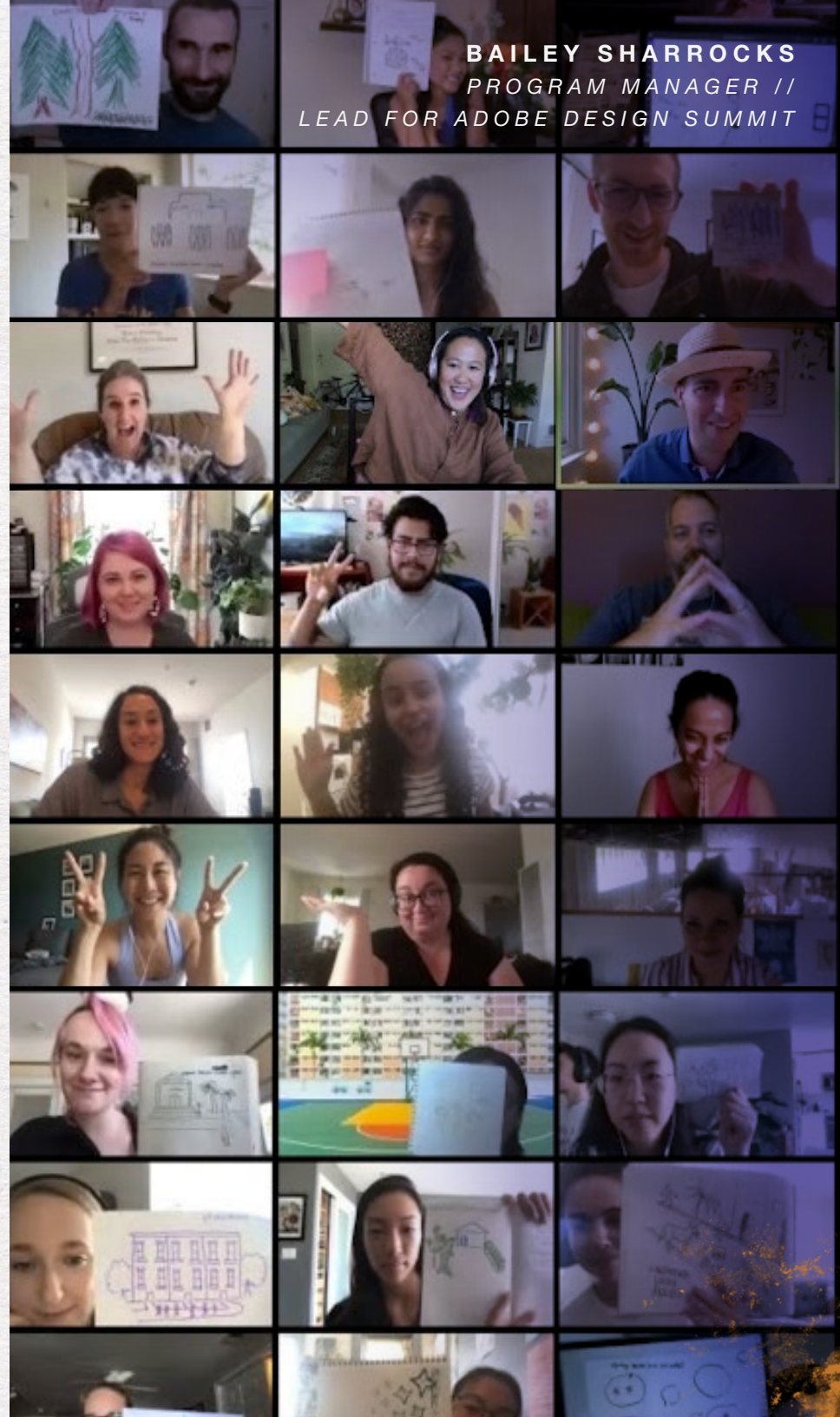




“Late Nite Art recently brought **joy, movement,** and connection to our **globally distributed team...** During these unprecedented times, with teammates working from home, it can be a challenge to cultivate a sense of community, but the LNA team managed to create a warm, welcoming virtual space for us. It was delightful to see so many colleagues and their smiling faces.”

**Bailey Sharrocks**, Program Manager //  
Lead for Adobe Design Summit

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**BAILEY SHARROCKS**  
PROGRAM MANAGER //  
LEAD FOR ADOBE DESIGN SUMMIT



# Disengagement in meetings is at an all time high

Thirty-nine percent of employees admit they have fallen asleep during work meetings<sup>5</sup>.



# Hire Late Nite Art!

We have worked with  
over 100 companies  
– both in-person and  
virtual – to facilitate  
connection and creative  
problem solving.

Our super power is bringing people  
together in new and unusual ways —  
by cultivating psychological safety  
and encouraging risks, we help teams  
deepen into connection and strengthen  
their sense of togetherness.

Here's how we partner  
with clients:

- In-Person Events
- Virtual Event Series
- Monthly Programs
- Facilitator Mentorship + Training

VISIT  
[LATENITEART.COM](https://LATENITEART.COM)

(or email [adam@lateniteart.com](mailto:adam@lateniteart.com))