



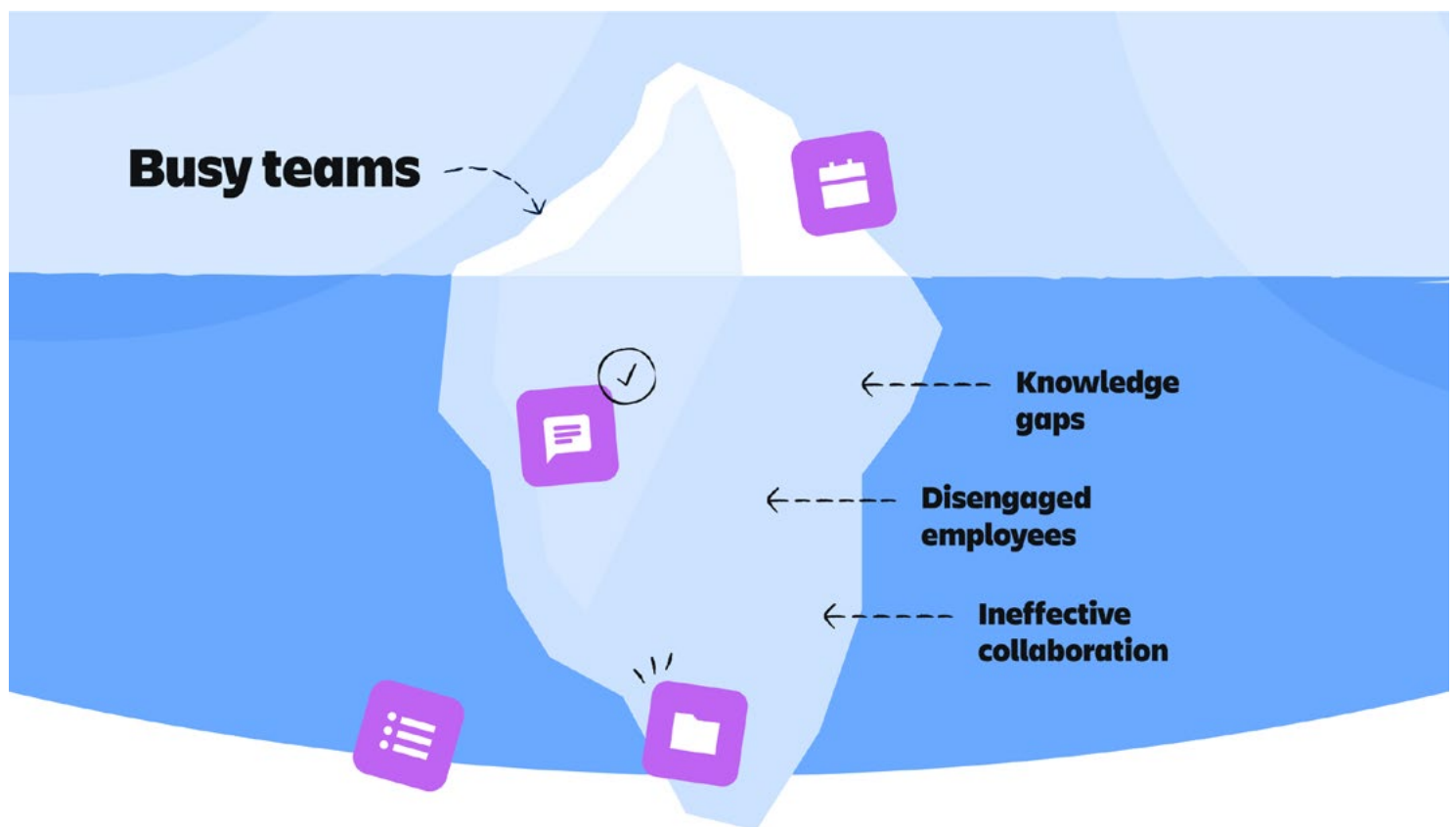
Information overload to intentional knowledge:

How to build an engaged,
productive organization

The productivity illusion:

Why busy doesn't mean effective

Modern teams are more “plugged in” than ever. Our calendars are packed. Our inboxes are overflowing. Team messages and project notifications are constantly flying in across all sorts of platforms. But we shouldn't mistake all that motion for progress or productivity. In fact, being busy can be a sign that your team is overwhelmed – struggling to find the information they need, stay engaged in their work, and collaborate in ways that actually move the needle.



The impact of all this activity-overwhelm can be massive. [Atlassian's State of Teams 2025](#) report tells us teams waste over **2.4 billion hours every year just searching for information**. As “plugged-in” as we are, only 7% of executives feel confident in how well their teams align with company goals.

So what's missing? It's not just better tools. It's a better approach. The way we work today isn't keeping up with how humans work best: a healthy balance of asynchronous and real-time collaboration, infused with connection, context, and clarity – especially across distributed teams.

Fortunately, there's a better way to work. Confluence and Loom transform how teams create, share, and activate knowledge – combining rich, human-centered video communication with a centralized, collaborative workspace.

The result? Higher productivity, stronger team alignment, and more engaged employees who feel supported through their work.





From silos to synergy: Fixing the breakdown in knowledge, engagement, and collaboration

Scaling a business is more than simple math. Otherwise, what works for a team of 10 could conveniently scale to an organization of 10,000. Easy: just multiply by 100!

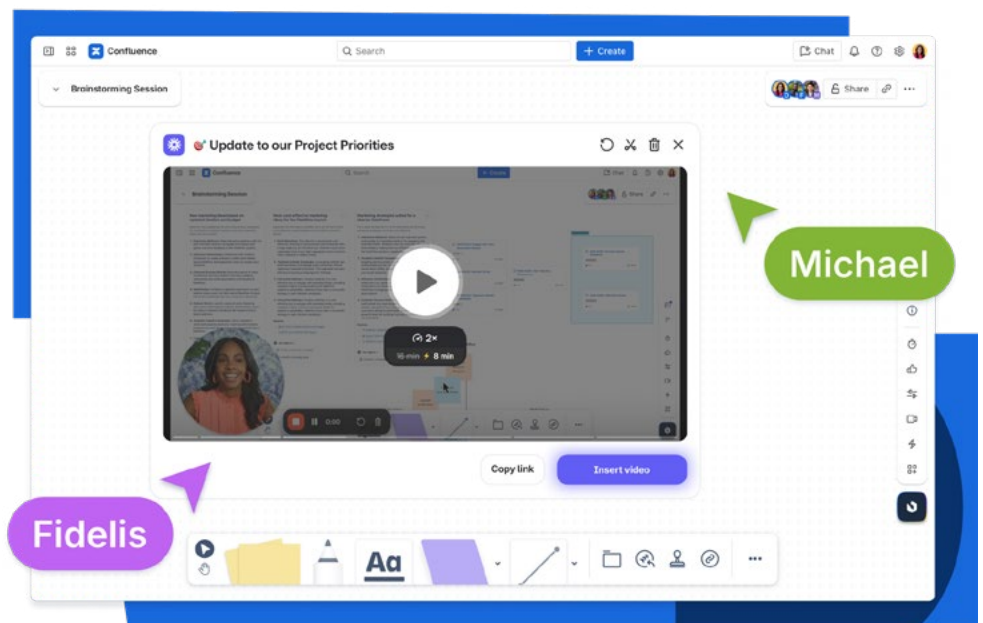
But growth isn't so simple. As enterprises build and teams spread across time zones, fissures grow, too. Eventually, the cracks in our old systems become impossible to ignore.

Why? In a small team, an employee can tap a shoulder or walk to the water cooler to share real-time updates. But scaling across locations, time zones, and departments often leads to buried information and siloed teams.

These “cracks” in scaling growth show up on the bottom line. Since **78% of leaders** cited better content organization as the top driver of effective knowledge management, centralizing your knowledge base is key to scaling quickly.

Big teams don’t have to feel big. The right collaboration tools can make even the most complex organizations feel tight-knit, seamless, connected, and human. But when messaging, collaboration, and documentation tools operate in silos, things start to break down. Information gets buried. Messages lose context. And teams lose time.

Enter Confluence and Loom: a dynamic duo that closes the gap between knowledge and communication, making it just as easy to share a process update as it is to find one. It’s the digital version of tapping a teammate on the shoulder – only now, that teammate could be across the globe.



Teammates collaborate on a Confluence page with an embedded Loom video

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The hidden blocker for distributed enterprises isn’t technology costs – it’s **knowledge friction**. Every time information doesn’t hit the right hands, teams duplicate work and decisions slow.”

Avani Prabhakar, Chief People Officer, Atlassian





Create team and company knowledge **that actually gets used**

The problem isn't a lack of information – it's too much of it, scattered everywhere. You've seen the file names: *Final_v2_DRAFT_Updated_THISone*. Even with the best intentions, version sprawl takes over. And when documents, videos, chat threads, and feedback all live in different places, the simple act of aligning on a process becomes a full-time job.

That kind of friction adds up. In fact, the average worker loses **19 days a year** to tasks that could be automated or streamlined.

That's where Confluence and Loom come in. **Together, they eliminate the chaos by instantly turning a quick screen recording into structured, searchable text documentation.** No need to manually re-type steps or link multiple assets. Just record a Loom about your process, and it **generates a Confluence page** complete with a written step-by-step guide complete with screenshots.

For an HR manager, that might mean onboarding a new hire with a quick welcome video and a clean step-by-step guide – easily updated over time by swapping in a new Loom or editing existing clips.

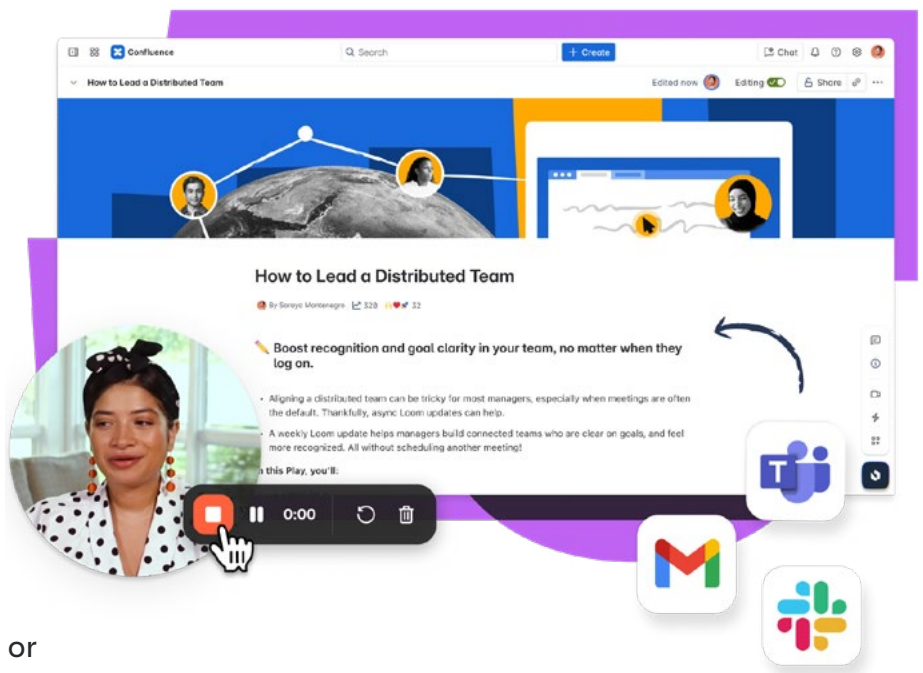
If you're an IT leader, Confluence gives you centralized, easy-to-find information in one secure tool – eliminating the need to track down answers or rely on shadow IT. With everything in one place, you can move faster, stay compliant, and make smarter decisions.

Need to give feedback?

Instead of endless back-and-forth, leave a Loom summary right on a Confluence whiteboard or page – so your comments are seen, heard, and in context.

Trying to make sure your team's aligned? You can track who's watched the video and visited the page, so you're not chasing confirmations or repeating yourself.

Whether you're documenting a process, sharing an update, or streamlining team reviews, Confluence and Loom give you a smarter, faster way to distribute knowledge and keep your team in sync – with less noise and more clarity.



Does it work? Check out the results:

- ✓ Companies that combine Loom and Confluence see **2X faster new hire onboarding**
- ✓ Confluence users see a **20% reduction** in administrative expenses
- ✓ Confluence users save **\$9.2 million** with productivity improvements





Visual knowledge sharing:

How to keep teams both informed and invested

Ever feel like your onboarding docs are getting ignored? You're not alone, and neither are your new hires. Walls of text are easy to overlook and hard to connect with, which is why static decks and training materials so often go unread. HR leaders see it happen all the time.

Video is different. Using Loom, teams can create personal, human-centered communication at scale, including:

- **Personalized welcome videos** from managers or teammates to introduce themselves and make new hires feel included from day one
- **Weekly updates** from team leads or execs to reinforce priorities, celebrate wins, and build alignment
- **Culture highlights** like clips from past events or team rituals to give a real sense of what it's like to work at your organization
- **Quick how-to tutorials** for tools, workflows, or systems that are better shown than explained



Atlassian Tip

At Atlassian, every new “Loommate” is asked to record an intro Loom and share it with the entire product org.

These all function in a format that feels like a conversation, not a memo. That's probably why Atlassian managers saw a **boost in team clarity and connection** simply by sharing short Looms about what the company was up to that week.

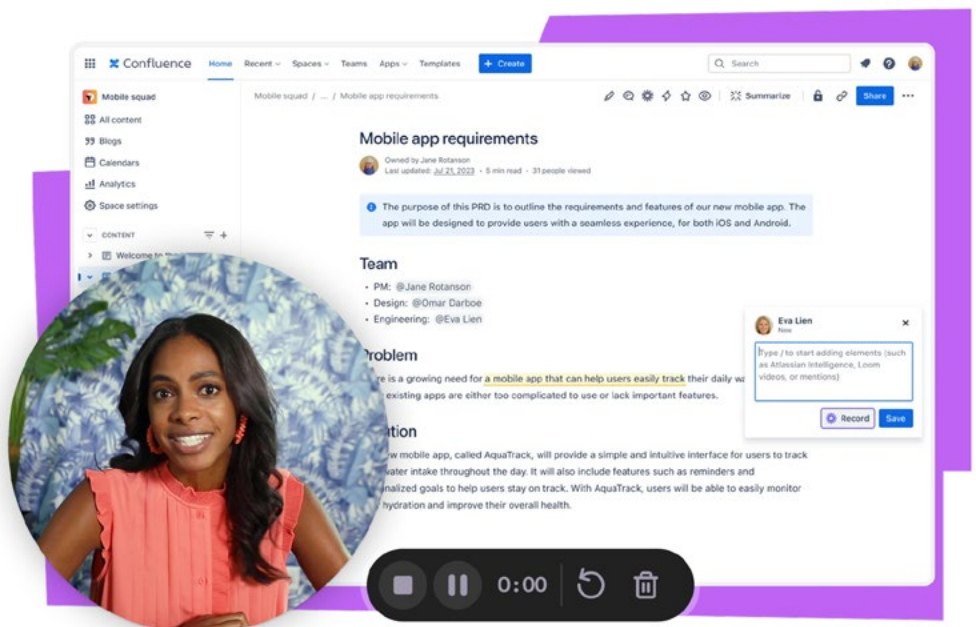
This isn't to disparage written documentation. Written documentation has many functions, like discovery and reference. Paired with video, however, it unlocks even deeper engagement. **A study by the Journal of Computing in Higher Education found that research participants were more likely to remember information delivered through video and text over text alone.**

Supplementing video also led to more emotional engagement which in turn creates a better overall employee experience.

In short, Loom brings company messages to life while Confluence acts as the central hub for everything from onboarding flows to company updates. As a result, teams maintain access to consistent information – but still feel informed, aligned, and (dare we say it?) genuinely invested in the company's success.

“When communication – even async communication – **feels human**, people feel seen, and that's how you build engaged teams.”

Avani Prabhakar, Chief People Officer, Atlassian





Less busywork, **more breakthroughs**

Who doesn't love a well-packed suitcase? We'll tell you who: people trying to cram one more meeting into an already-overstuffed week. No matter how you twist and turn it, there's just no room – and forcing it only wrinkles everything else.

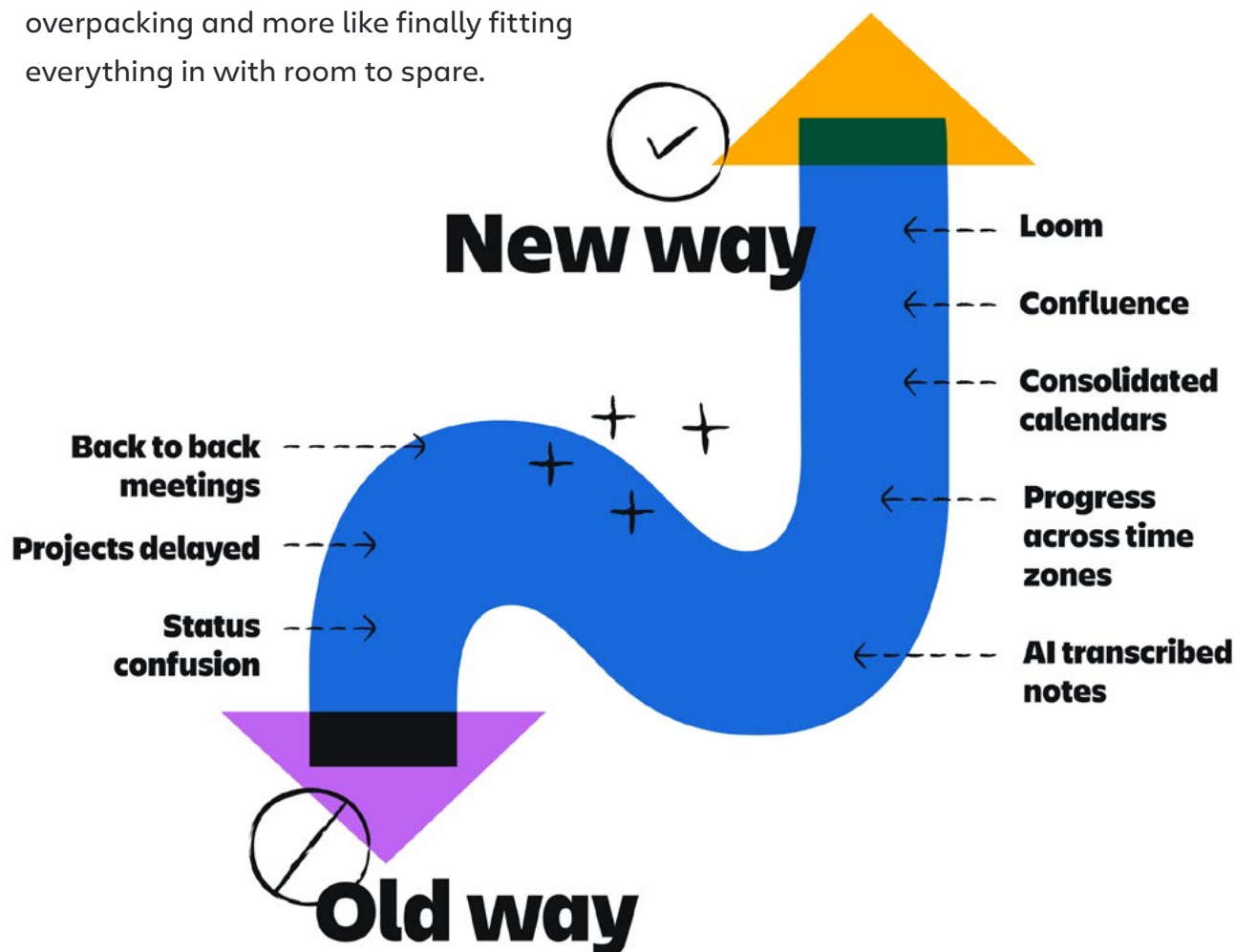
Collaboration fatigue is real. Back-to-back meetings, manual follow-ups, status reports that could have been a sentence... it all eats into each team's time, clarity, and emotional momentum. Unfortunately, canceling every meeting isn't realistic. Changing **how** you meet just might be.

Confluence and Loom integrate to give teams a smarter, more flexible way to collaborate – without crowding every hour of the calendar. Instead of relying on live meetings, teams can share updates asynchronously by recording a quick Loom and pairing it with written documentation in Confluence. In fact, Loom users report **29% fewer meetings** after adopting async video workflows. This combo empowers people to work more autonomously while still staying aligned across time zones, roles, and priorities.

Here's how the integration supports a more connected, async workflow:

- **AI-generated meeting notes:** Turn a Loom video into structured, editable Confluence pages with action items and takeaways
- **Transcribed video content:** Automatically capture every word so teammates can scan or search for what matters without watching the full video
- **Searchable summaries:** Let team members quickly find relevant updates across projects, whether it's a sprint recap, onboarding guide, or product walkthrough
- **Shared workspaces:** Store Looms and docs together in one centralized place so cross-functional teams can stay on the same page, even when working independently

...and suddenly, working together feels less like overpacking and more like finally fitting everything in with room to spare.



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Confluence, Loom, and Rovo allow my team to move quickly and stay ahead. Colleagues are constantly asking, **‘How are you doing this? What’s the goldilocks methodology to stay up to speed?’**

So, I recorded short Loom videos to teach everyone how to use the tools together and now the whole org can move as fast as we do.”

JR Harrell, EVP, Head of Product Operations, Insights, Strategy & Enablement



REAL-WORLD RESULTS

How forward-thinking teams are using Loom + Confluence

Does it work? Absolutely, and not just in theory. Teams at fast-moving startups and global enterprises are already using Confluence and Loom together to streamline communication and scale knowledge-sharing in more human, effective ways.

Imagine your onboarding process no longer starts with a 30-page manual, but with a quick, 60-second Loom walkthrough embedded in a structured Confluence page. It’s short, human, and scalable. Instead of outdated PDFs or buried links, new hires get **clear, searchable, always-up-to-date how-to docs** – from day one.

But the use cases go far beyond onboarding. Ops and support teams use video-to-doc functionality to create **instant process documentation**, reducing repetitive questions and keeping procedures consistent across regions and shifts.

Business teams like marketing and sales are replacing standing meetings with async video updates, embedded directly in Confluence so decisions are easy to reference, share, and act on – without digging through email threads.

And for product teams managing complex roadmaps, sprint planning runs smoother with a central source of truth. Loom walkthroughs replace live recaps, and Confluence captures the details. Even employees who miss a day (or a week) can catch up in minutes.

Whether you're onboarding, updating, or optimizing how your team works, Confluence and Loom turn everyday workflows into instant, reusable how-to docs – **making work more scalable, transparent, and human.**



How to record a Loom Video

2 MINUTE DEMO



Start recording



GET STARTED WITH LOOM & CONFLUENCE

Bring the power of connected work to your team

Today's teams need more than just tools. They need tools that work together seamlessly and are designed to be used in tandem. With Confluence and Loom, you don't just get individual platforms – you get an integrated solution built for more natural, human-centered collaboration.

FORRESTER®

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Integrated asynchronous videos are innovative, **taking knowledge worker engagement into the modern era of video-first strategy**”

The Forrester Wave™: Knowledge Management Solutions, Q4 2024



Together, they support smarter knowledge sharing, deeper employee engagement, and more intuitive ways of working across teams.

Just try out a few of the features and you'll instantly give your productivity a boost:

- **Embedding Loom videos into Confluence pages** to build more immersive, intuitive lessons for new employee onboarding
- **Creating dynamic, customized intranet hubs** within Confluence to keep org-wide news clear, accessible, and up to date
- **Editing and polishing videos** without additional or time-intensive production skills
- **Searching across all 1P (e.g. Loom) and 3P (e.g. SharePoint and Google Docs) knowledge artifacts** – and indexing it all within Confluence

Ready to save your teams' time with more streamlined communication and automated manual tasks?

Confluence and Loom can help you stay nimble and scale with “Goldilocks” balance at every step.

How to get started



WATCH WEBINAR

How to add Loom videos to Confluence



RUN THE PLAYBOOK

How to lead teams with video communication

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The true differentiator of high-performing teams isn't talent or resources – it's how effectively knowledge flows between people. This isn't just theory for us; it's how we've maintained our culture and practices momentum across global distances.

**When knowledge moves freely,
so do ideas, solutions, and innovations.”**

Avani Prabhakar, Chief People Officer, Atlassian



Contact Sales