

Email Makeover:

How to Change the Electronic Conversation

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How to Control Your Email

Before It Controls You...

▶ Objectives

- Identify the causes of information overload
 - Investigate email quantity and quality
 - Learn Email Etiquette
 - Discover Best Practices
 - Learn to File It and Find It
 - Prepare to Coach It
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The More You Send...


The More You Get

- ▶ **Goals:**
 - Cut email quantity by 20%
 - Boost email quality
 - Share best practices with colleagues
- ▶ **Handout # 1**
 - Take Back your Time: An Example

Quantity: Send Less, Get Less

- ▶ Think before you send
 - Is the message really needed
 - Timely
 - Relevant
 - Complete
 - Is the message **appropriate**
 - Professional, not too personal
 - Inoffensive
 - Are you sending to the **right person**
 - Distribution lists
 - Best channel


Tips to Reduce Email Volume:

- ▶ Communicate to regular recipients:
 - NRN in the subject line = no return needed
 - NTN in the subject line = no thanks needed
 - RTMO in the subject line = reply to me only
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Act Now to Manage Email

- ▶ Carve out a specific time to answer emails
 - Do it now if the task is short
 - Defer it to a specific time by dragging to tasks or calendar or use follow-up flag
 - Delegate it to a specific time or person
 - Delete or file
- ▶ Do not fall into the “answer quick” trap

Quality: Improve The Message

- ▶ First – Sculpt the body of the message
 - Brief, warm greeting calling recipient by name
 - One sentence intro – the bottom line up front
 - ▶ Next – Practice organizational ABC's
 - Action
 - Background
 - Closing
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Action

- ▶ Action
 - ▶ Purpose
 - ▶ Summary
 - ▶ Request
- 


Action Responses:

- ▶ Sounds good
- ▶ I'm in
- ▶ I'm all over it
- ▶ Agreed: I will.....
- ▶ Confirmed... I will
- ▶ Final Decision...
 - (repeat the words)


Too vague

Action reply

Background

- ▶ Chunk or bullet main thoughts
 - ▶ Use underlined sub-topic headings
 - ▶ Describe attachments
 - ▶ KISS – Keep it super simple
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Closing

- ▶ Short conclusion
 - ▶ No chit chat – Eliminate niceties
 - ▶ Next Steps
 - ▶ Use an auto–signature
 - ▶ See Handout #3 for sample of ABC email.
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Tips for Best Practice

- ▶ Eliminate shouting: ALL CAPS
- ▶ Eliminate “text message” lingo
- ▶ Avoid emoticons and heavy punctuation
- ▶ Check spelling (F7 in some systems)
- ▶ See Handout # 3 for additional tips
 - ❖ Star three items that you already practice
 - ✓ Put a check by three items for improvement

File It and Find It

- ▶ The COTA Tool

- **C**lients: All your customers

- **O**utput: All work, products, services,

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- **T**eams: All the “groups” you belong to
(external and internal)

- **A**dmin: Your operations
(non-core responsibilities,
info-management)

- ▶ From *The Hamster Revolution*

- By Song, Halsey & Burress*

Coach Others

- ▶ Email efficiency is a two-way street
 - Coach others
 - Share tips in a user-friendly way
 - Create high expectations for your staff
 - Give positive feedback
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