

DIDN'T YOU SEE MY EMAIL?



The ineffective use of email as a communications medium can represent a major risk (and cost) to organisations. Sheer volumes can lead to important issues being missed, different expectations around response times can lead to dissatisfied clients and our addiction to the in-box can cause stress and ineffective work patterns.

How much time will you spend on email today? Analysis undertaken with a major professional service business showed that each email received takes an average of 3 minutes to deal with – if you get 70 emails a day that's well over 3 hours worth, over 60 hours a month or 108 days a year! Now multiply that by the number of people in your team, function or organisation! What is your total and what would you like to do with the days saved if you could reduce the volume received by just 10%?

We have developed an intense 3 hour workshop that can help you and your team make that change happen. It's not rocket science - it involves minimal behavioural change and the application of some practical tips concerning how you can modify your own use of email and how you can influence those around you to do the same.

WHAT DO YOU SEE AROUND YOU?

- Long email chains being sent to you with the helpful 'see below' covering email.
- Long email conversations around issues that could have been solved far quicker using another mode of communication.
- Over enthusiastic use of the 'reply-to-all' button.
- Emails hitting your in-box 'FYI' that you don't really need to see.
- Poorly constructed emails going to clients / customers?
- Email battles raging with all the 'generals' copied in 'just in case'.
- Inappropriate emails / emails that represent a legal risk to your organisation.
- Email being used for sensitive situations or to avoid difficult conversations.

FOOD FOR THOUGHT – ARE YOU HOOKED ON EMAIL? (are you just too close to your blackberry!)

In addition to the 'time loss' effects of task-switching when continually checking for email, there are long term costs, particularly fatigue and shortened attention spans. Harvard psychiatrist John Ratey has labeled the latter phenomena 'pseudo-attention deficit disorder'. He explains that whenever the brain gets excited by new, rapid data, it releases a 'dopamine squirt' that excites the system. Eventually, however, so many squirts end in fatigue, shortened attention spans and stress.

WHAT YOU WILL LEAVE OUR SESSION WITH:

- Practical ways that you can positively adapt your email behaviour to become more effective at work.
- An understanding of the personal beliefs that drive ineffective email usage.
- Top tips concerning how you can positively influence other peoples email behaviour.
- Example codes of conduct that you can use with your team to change your organisations email usage.
- Examples of what other organisations have done and how it has helped them.
- An understanding of when and how to use email effectively.

INTERESTED ...

If you want us to come and help you improve the way your organisation uses email then please call or email (we would deem this to be an appropriate use of the medium!!):

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