

RECLAIM YOUR INBOX

YPO TED Talk

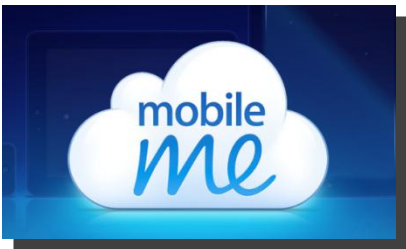
January 2012

A teal speech bubble with a black outline and a tail pointing towards the bottom-left. The text "Quick Poll..." is centered inside the bubble in a bold, black, sans-serif font.

Quick Poll...

Question #1

How many email accounts do you have, including social network mail?



Question #2

How many emails do you get on a typical work day (including unwanted mail)?

More than...

10

20

50

100

200

Question #3

How many of you check your email

At least once a week?

At least once a day?

At least four times a day?

At least once an hour?

The Problem

Decades ago it took hours to create and send an interoffice memo or business letter.



The Problem

And...
it cost money



The Problem

Today it takes
seconds

And costs
nothing...



The Result: We're drowning in (e)mail



The volume of email is doubling every 18 months.

The Solution:

Six Rules That Will Set You Free

Rule #1

Do you find yourself searching through your Inbox to find the ones you need to respond to...

or read a mail and wonder who has the ball?



Rule #1: Postcards & Letters

Separate your inbox into TO email and CC email

TO email is a request or response to request

CC email is simply FYI

If you send email TO more than one person make it clear what each person is expected to do

This can cut your INBOX in half

Rule #2

Do you spend hours sorting your mail into different folders and then still cant find the one you need?



Rule #2: Don't Sort Your Mail

When you open a email – either act on it then and there and archive it or... move it to your calendar for action later

The only emails in your inbox should be new unopened mails

You should have just three folders TO, CC & READ

Assuming you touch emails 2 to 3 times this can cut the time you spend in half

Rule #3

Do you find yourself checking email all the time or do others get upset when you don't respond right away?



Rule #3: Set Expectations

Establish an expected response time for email & invites

Insist on phone/text for anything more urgent

This allows you to check email only a few times a day

If you don't manage your mail, your mail will manage you.

Rule #4

Do you

:-)

or

:- (

?



Rule # 4: Avoid Sensitive Content

Email can be caustic – great sounds good, good sounds okay, okay sounds bad, bad sounds... well you get the picture

Don't send anything that someone might take negatively in an email (use video/phone or in person)

Email can easily be forwarded and lead to a long drawn out exchange

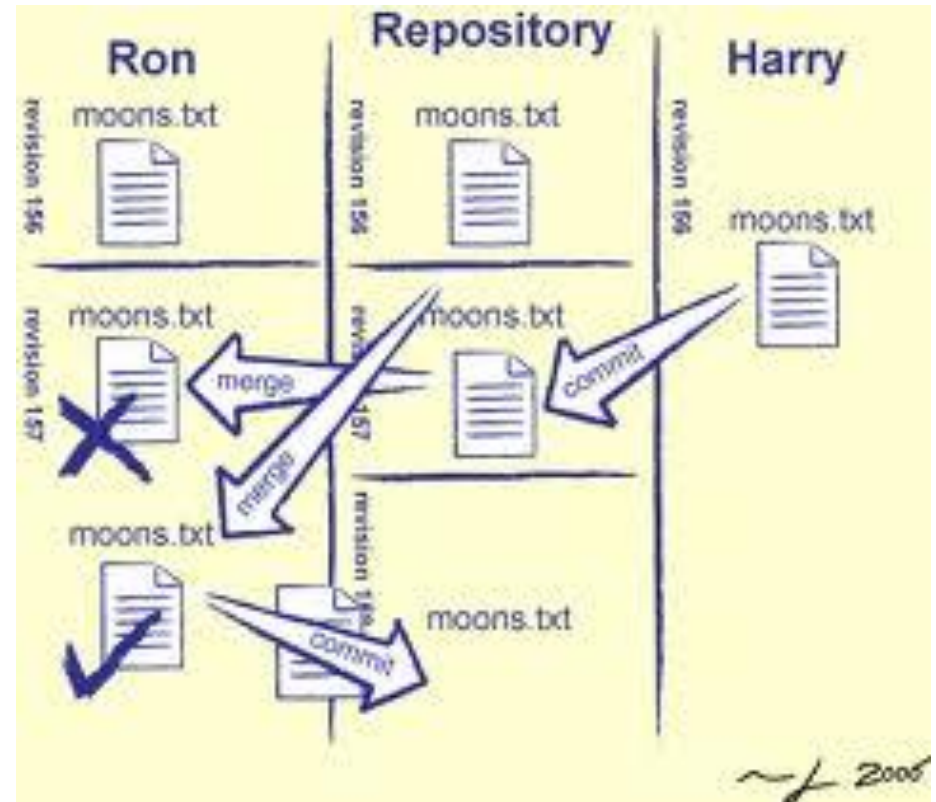
For every 1 negative you will need 3 positives to make neutral

Use corporate social networks for praise

Praise in public – criticize in private (mail is not private).

Rule #5

Do you mail documents back and forth and lose track of the latest?



Rule # 5: Don't Send Attachments

Send links, not attachments.

If you must send attachments, include the link.

Use google-docs or the like and encourage people to make their comments/edits directly to the doc.

Let the document keep track of versions, not you.

Rule #6

Do you attract
unwanted mail?



Rule #6: Create Separate Accounts

A work account: Only known by people you work with.

A personal account: Only known by personal friends – consider a ‘white-list.’

A web account: used for everything else ecommerce, registration etc (spam magnate).

Create separate folders or browsers for each.

Be careful where you share your email address.

Next Steps...

Setup rules/tags for your inbox

Establish a corporate social network

Establish communication guidelines & SLA's

Communicate and model them often

***For more information or to comment on these visit:
<http://blogs.globallogic.com/email>***

Thanks

