

# EFFICIENT EMAIL STRATEGIES

In the world of wireless internet and terrific smartphone technology, we're always in touch with work. And while this is great to keep a watch on projects, deadlines and updates, the time spent communicating with colleagues and customers can be draining.

Nowhere is this more evident than the work email - the central communication hub of most businesses. However, with good policies and procedures, a busy inbox doesn't have to take up a lot of time.

Here are five easy steps to improving your email management today.

## 1. GET IN A GOOD ROUTINE



While it's tempting to check the inbox every twenty minutes, or whenever you get a chance, it often means distraction and double-handling correspondence.

Avoid this distraction and time wasting by only checking email at set intervals, say every two hours. Also, don't open up any correspondence unless you plan to action what's been sent.

Getting in a good routine means less time will be spent re-reading and responding, and allow you to block out other project noise and focus on the task at hand.

## 2. SET SMART RULES

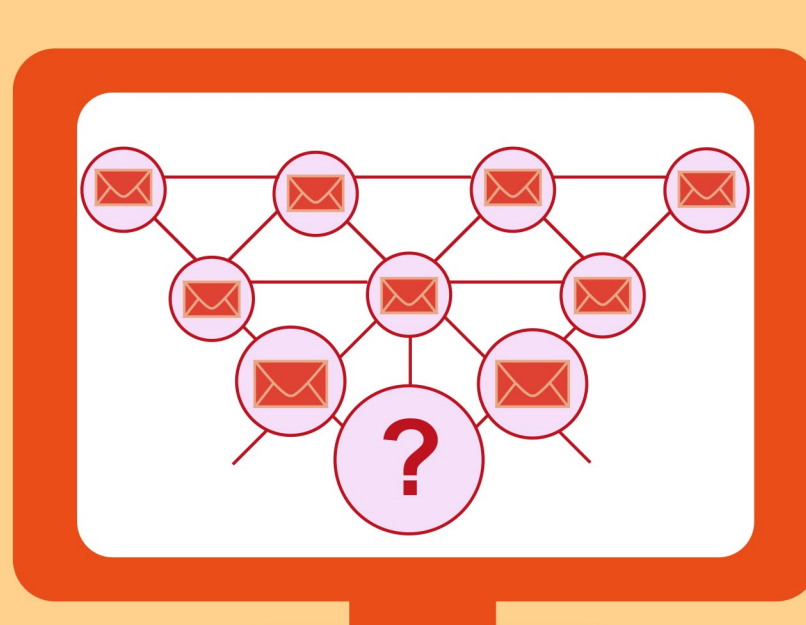


Software has been developed to make managing business much easier, so it'd be silly not to use it. One of the cheapest and easiest to use advancements is rule setting in email programs.

By marking certain people or topics as important and organising your inbox to show the most important emails first, you can automatically prioritise the things that need to be seen and actioned. Similarly, you can adjust email settings to pick up certain words in subject lines and allocate them to folders on that basis.

These functions take some time to get used to, but once set can significantly improve email management. A little effort organising the inbox goes a long way.

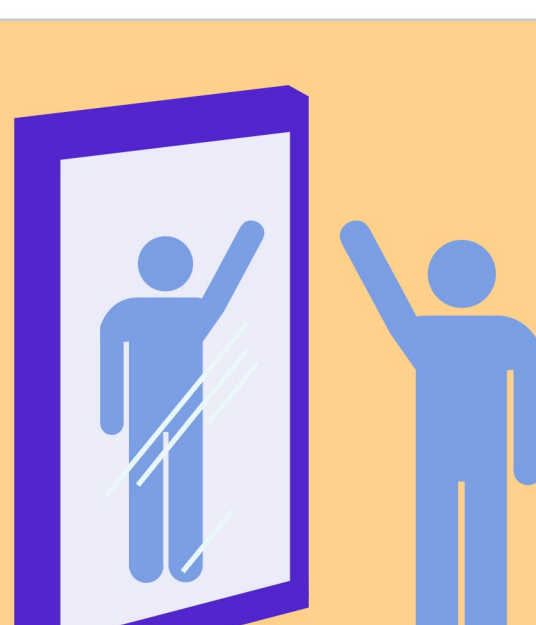
## 3. BE CLEAR



So many times key messages are lost or clarifications are needed for what's been written in an email. This means more emails to get the point across.

Avoid this unnecessary back and forth by using clear and concise language. Don't sugar-coat business talk or add non-essential information - be clear and to the point with key facts. Short, sharp communications are a very simple approach to cutting the length of email threads in half.

## 4. BE ON THE SAME PAGE



Great employees respond to management in the same style that they're addressed. If you prefer to talk by phone or in short sharp emails, good employees will mirror this, so set the tone from the top.

However, if the communication point is being lost on colleagues, gently let them know. It will be a one minute chat that ends those encyclopaedic emails forever.

## 5. SEND FEWER EMAILS



If you don't want to get so many emails, send fewer yourself. If there's a small clarification to make or message to get across, then pick up the phone.

In the impressive digital age we live in, the old way of communicating with colleagues can be quicker and more efficient than the new. Plus, it's a lot more personal.