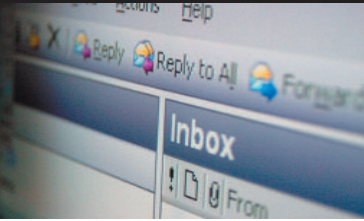


# End Email Addiction



**How many times per day do you check your email?**

**The average wired worker checks for new email 23 times a day, debilitating their productivity.**

## Email Addiction

Email is a great way to stay busy. If you check your email more than 5 times a day, you are addicted to email. The problem with constantly checking your email is that you train people that you are instantly available via email. Then you **have to check your email constantly** in order to be responsive. At least you appear responsive. Constantly checking your email has nothing to do with keeping your promises.

**Email has replaced Starbucks as the number one white-collar addiction.**



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# How will you stay on track?

## Email is not a conversation

Email has become the default communications channel of the 21st century. It is a quick way to transmit lots of information to many people. Email solves the voicemail trap.

However, email cannot transmit a speaking tone. Tone is the window to the mammalian brain. Tone is how humans communicate their emotions. A powerful conversation always has an emotional element. You cannot create relationship or have real accountability conversations without tone. As you read or write text, you imagine or assume an emotional tone. From email arguments to billion dollar cost overruns to real wars, assuming the emotional state of the other party is **always** the primary source of conflict.

Email is a great way to avoid having real conversations. If you spend more than 2 hours a day dealing with email, you are attempting to substitute email for real conversations.

Writing is slow. Explaining your point of view or justifying a decision via email requires you to compose text. Wanting to appear professional requires that the text be well edited.

**Stop wasting time.  
Use email to schedule  
real conversations.**

Paul Gossen

Telephone communication has 4 times the success rate of email communication.

Psychology Today, 2007 Study

## The email rehab program

- 1 **Tell the truth:** What are your email patterns? How much time do you spend per day in email land?
- 2 **Response time:** Negotiate realistic email response times with your team.
- 3 **Email agreements:** Set up agreements not to use email for urgent communications and for matters best discussed in person or on the phone.
- 4 **Build your system:** Spend a little time to save a lot of time. Get beyond the 'send' and 'delete' email command. Your email program is equipped with easy-to-use features for filtering, searching, archiving, creating invitations and managing project and people folders. Design your system to serve you and **PLAY** with it until you have control.
- 5 **Action required:** Immediately separate 'for your info' from your 'action required' email. Deal with your 'for your info' email all at once at a later time.
- 6 **Time block email:** Schedule two or three 15-45 minute times to check email and respond to simple requests.



- 7 **Think before responding:** For anything that can't be completed in your set email time, estimate how long it will take and see where it will fit in your schedule.
- 8 **Stay strong:** Only check your email during your email time. If you need to check something, check your schedule. Next time you have a big project, try unplugging your email and see how much more focused you become.
- 9 **Pick up the phone:** Email is the perfect tool to schedule powerful **17 Questions** conversations.
- 10 **Use email - don't let email use you.**

Business Transformed is a new breed of business book. Funny, light and easy to read, it has a refreshing visual style that allows overloaded managers and executives to "get it" instantly. **WARNING:** This book contains seriously fresh business thinking.

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