

A space-themed background featuring a view of Earth from space on the right side, with a reddish planet (Mars) visible in the upper right. The background is filled with a starry field and a blue nebula or galaxy structure.

## Group Discussion:

- 1) How to more efficiently respond to emails and phones call in a timely manner?
- 2) Increasing council participation

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# Email Stats

## Astounding Email Statistics:

- Spam will cost a total of \$130 billion worldwide, of which \$42 billion is in the U.S. alone. This includes lost productivity and time. It costs approximately \$0.04 to delete each spam message. (Ferris Research)
- While users mostly see spam as an annoyance, for corporations it is a considerable expense. According to The Radicati Group, Inc., a typical 1,000-user organization can spend upwards of \$3.0 million a year to fight and manage spam.
- A typical business user sends and receives over 600 emails per week (Ferris Research).
- In 2010, the typical corporate user sent and received about 110 messages daily. Roughly 18% of emails received was spam, comprising both actual spam and “graymail” (i.e. unwanted newsletters, alerts, etc.). (The Radicati Group, Inc.)
- 247 billion messages are sent per day. This means more than 2.8 million emails are sent every second. Around 80% of these messages are spam or viruses (The Radicati Group, Inc.)
- 59% of employed American adults check their e-mail during holidays like Thanksgiving and Christmas. Of the 59%, more than half (55%) check their work e-mails at least once a day, while about 28% check their e-mails multiple times throughout the day (Xobni and Harris Interactive).



# The Secret of How to Handle Email More Efficiently

## Learn How To Process Emails

- What does “processing” emails mean?
  - It means that as soon as you open an email and read its content, you are going to take an action and do something with that email. You are not going to let it sit in your inbox, you are going to do one of the following:
    - Delete
      - Most of the emails we receive are not necessary or relevant to what we are doing. When you get such an email, just hit the delete button.
      - Some emails are just not actionable. For example, someone on your team informing you that a task has been completed successfully. This is just a small bit of information that you cannot do anything about and it is also not something worth saving for later reference so you can safely delete it.
    - Delegate
      - Some emails are going to trigger an action that needs to be taken, but you might not be the best person for the job. In such cases all you can do is forward the email to the appropriate person.
      - If you need to follow up to see if the task was completed, set up a reminder for yourself on your calendar.
      - Once the email is forwarded, you can either delete it, or archive it for future reference.



# The Secret of How to Handle Email More Efficiently cont.

## ➤ Respond

- Some emails are going to require you to reply back to the sender. If you can keep it short and concise (under 5 sentences), go ahead and reply to the email immediately.
- If the email requires a longer reply and you currently don't have the time, set up a calendar reminder to respond to the email.
- Keep your emails short and to the point. If the person wrote you 3 paragraphs, but you can answer in only 3 sentences, that is perfectly fine. Don't feel like you need to reciprocate in length, or in detail.

## ➤ Do

- If an email requires you to do something you have two choices:
  - 1) Reply, if it takes you only a couple of minutes to do it, go ahead and do it right away
  - 2) If it will take you longer than a couple of minutes, create a task on your calendar, or in your to-do list
  - Once you've completed either of the above choices, delete or archive the email.

## ➤ Archive

- Some emails will just contain information that is not actionable, but you want to keep for future reference (e.g meeting minutes, newsletters, etc). Such emails you should just archive even without reading, especially if you get the same email each and every month.
- Avoid the creation of folders to hold the different types of emails. Most email systems have an extremely good search function so don't complicate your processing system by taking 3 minutes to decide in which of the 57 folders you created to place this email in. Keep it simple.



# 8 Simple Tips That Will Improve The Way You Use Email

## 1. Stay organized.

- This one sounds obvious, but so many people do not do this right. If your method of finding an old email is searching for a keyword and scrolling through pages of other old emails, you're wasting precious time. Organizing your email requires some time investment upfront — nobody likes sorting old emails — but it'll save you time in the long run. Once you've created folders and tags for the most important and common kinds of emails you receive, make sure you use them with every email that comes your way. You'll be amazed at how easy it is to locate an email when you regularly use tags and folders.

## 2. Follow the five-minute rule.

- Email can be a distraction. So many people feel obligated to respond to work emails as soon as possible, frequently dropping other work to craft a response. I had this issue for a long time until I started following what I call the five-minute rule. Basically, if it will take me longer than five minutes to respond to an email, I set it aside for later. Any that I can knock out in less than five minutes and will really help someone out are ones I'll answer right away. This allows me to stay concentrated on my work while also preventing my inbox from getting too full.

## 3. Keep a physical checklist.

- How many times in your life have you sent or received an email that started with the sentence: "I'm so sorry, I must have missed this email!"? For me, it was too many. That's why I started writing down what I need to respond to after setting emails aside. Since I started this practice, I've never been unsure of which emails require a response and which don't. I save time by not having to re-read emails, and I get the happy feeling that comes with crossing something off my list.



# 8 Simple Tips That Will Improve The Way You Use Email cont.

## 4. Set aside email time.

- This tip pairs well with the five-minute rule. If you're postponing some emails until later, it's important to set aside a time to answer those emails as well, instead of just saying "I'll get to it (still) later." The amount of time you set aside will probably change from day to day, but I've found that blocking out 30 to 60 minutes at the beginning and end of the day has worked for me. During this time, all my other work is put on the back burner, and I'm laser-focused on my inbox.

## 5. Be proactive.

- Too many people see email as simply something to stay on top of. We're worried about getting responses out to every single person who contacts us, but we don't consider how email can better serve us or our company as a whole. Email is a great tool for reaching out to potential clients and staying top of mind. Connect people in your network to content you genuinely think they'd enjoy and position yourself and your brand as a resource at the same time.

## 6. Delegate what you don't know.

- As much as leaders hate to admit it, we don't have all the answers. Our egos might push us to find the answer, but the fact is, doing that can be a waste of time. If you know there is someone in your company who could answer the question better than you can, delegate the response to that person. You might be surprised by how much time this frees up.



# 8 Simple Tips That Will Improve The Way You Use Email cont.

## 7. Keep other channels open.

- In my workplace, we use Slack. Anyone in the company, from my co-founder to our newest intern, is welcome to message me at any time. Nobody asks big questions over Slack, so it doesn't take up a lot of my time — the messages certainly all fall under the five-minute rule. Keeping this alternate channel open prevents my inbox from becoming overcrowded. If you're one of those leaders who keep themselves shut off from people outside the C-suite, you're only causing trouble. Keep your door open, and you'll find that your inbox will open up as well.

## 8. Pick up the phone.

- I'm not the most eloquent writer in the world, so at times it's difficult for me to convey my ideas through email. When that happens, my email strategy is to use the phone. Being able to have a real-life conversation and actually talk through a problem with someone is more effective than email in some cases. Don't shy away from responding by phone just because a question was asked in an email.



# Activity

## Crazy Comic

### What you'll need:

- Three or more people
- Pencils
- Paper

### How to play:

- ❖ Each group will create their own comic strip.
- ❖ Each person is responsible for drawing one frame of the strip, so the comic's length is based on how many people are in each group (for example, three people make a three-frame comic).
- ❖ There is a set amount of time for each team to discuss what the comic will be about, what each person will draw, and so on.
- ❖ The team will begin drawing at the exact same time without any interaction, so everything must be discussed in detail beforehand. The team is also not allowed to see what the other members are drawing.
- ❖ When time is up, the groups will present their comic concept, how the roles were distributed, and share their comic with the group.

Crazy Comic is from the book [104 Activities that Build](#) by Alanna Jones and encourages teamwork, standardization and coordination.



# Six Tips To Keep Council Members Engaged And Motivated

## 1. Keep Communicating

- Provide timely responses to requests from council members, and frame your support within the guidelines of the organization's mission and vision.
- Give council members an onboarding orientation.
- Keep the council focused on strategy.

## 2. Invest In Morale

- Hosting an annual retreat in a unique location creates a community bond with the council. This boosts morale and sends a message that you are committed to them and care about their wellness.
- Pick activities that everyone will enjoy, and help relax the mind from conversations focused on performance and funding.

## 3. Show The Difference They Make

- The council provides strategic direction to the organization. Give an annual review of accomplishments to show them how their decisions are helping the organization to move forward toward its strategic mission and vision.
- Tie the success of the members to the very actions the council authorized. Make them proud of what they do and what they stand for. They will remain involved and be true ambassadors.



# Six Tips To Keep Council Members Engaged And Motivated cont.

## 4. Cultivate A Relationship

- Cultivate a relationship with a council member beyond their status as a member of your council. Learn what inspires them and send them articles relating to these interests. This shows you care about them as a full person.
- On the organizational level, provide insight in-between council meetings. Send them a brief status on your progress, a sample of results or a recent article on your organization.

## 5. Engage Your Council

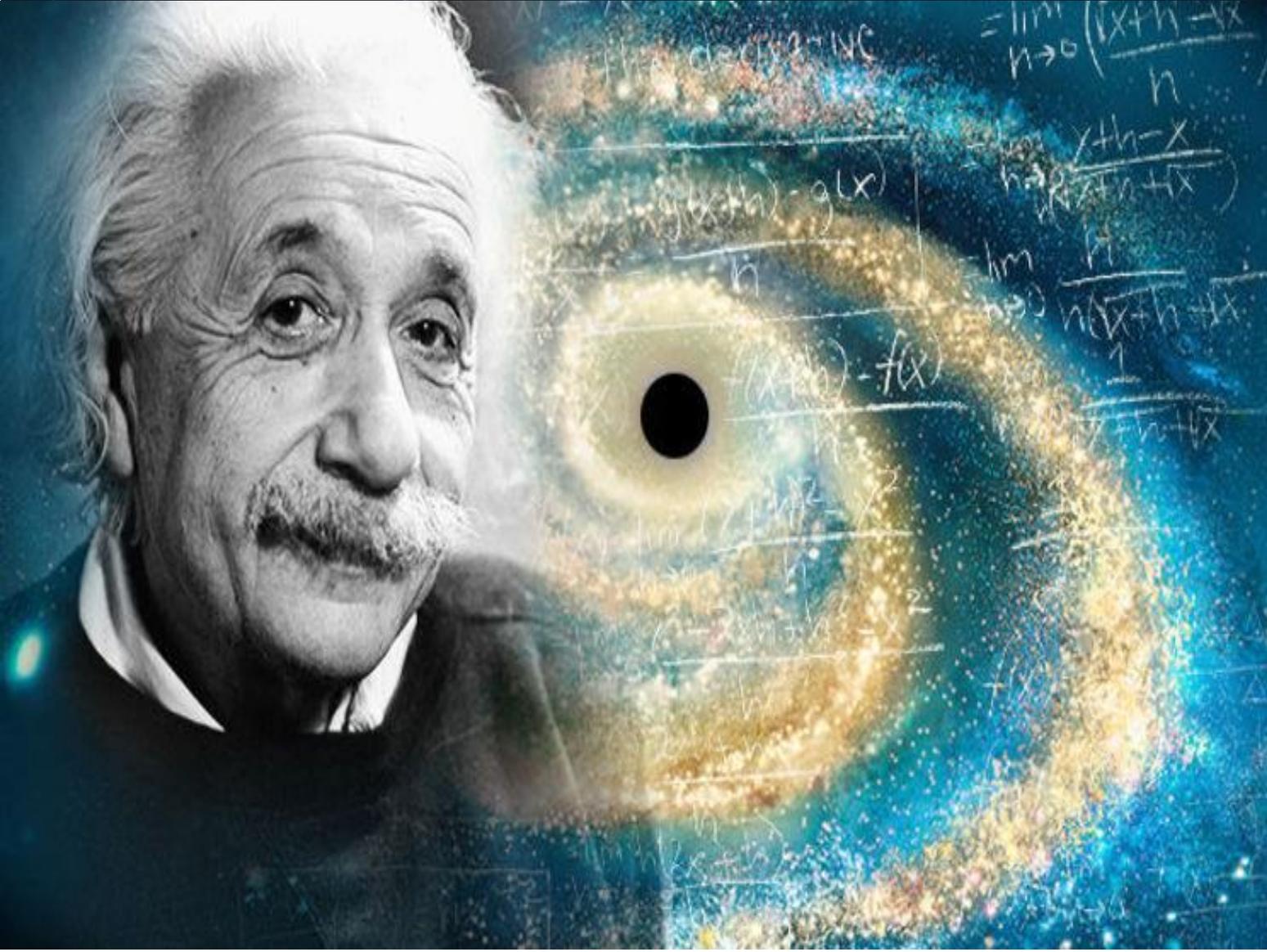
- Council members should be engaged regularly through meetings, emails and telephone calls. Engagement must highlight industry news, business challenges and, most importantly, organization successes.
- Council members understand their role around governance, which means uplifting and inspiring stories will keep mission excitement.

## 6. Find And Develop Talents

- Be highly strategic about the council's experience:
  - Create board job descriptions for needed talents to ensure exceptional planning and growth.
  - Members submit applications for consideration when their skills are a match.
- This approach makes council members outstanding organizational ambassadors who actively support and celebrate the efforts of the council.



# Conculsion



“In the middle of difficulty lies opportunity”