



Today's presenters



Ruth Niemczyk
Manager, Local Government Learning Solutions




Dr Patricia Gillard
Conjoint Professor of Communication




Greg Crowther
Communication Specialist

Make email work for you




Why this webinar?

- First Local Government forum in Australia to focus solely on identifying and discussing email problems and solutions
- Evidence from LGLS time mgt workshops says email is a significant problem and time waster for many staff and managers
- LGLS has assessed many e-learning programs. We are impressed with the MakeEmailWork program and the productivity results arising from the training
- The whole-of-council approach in the program also links with important issue of working effectively with colleagues and the community



Today's agenda

- Research on email use
- Problems and solutions for managing email
- Our approach
- Where to for your Council?



Research on email use



What YOU told us

Volume – 'exponential' increase and redundancy 11

Management in setting priorities and actions 9 Filing, archiving, searching, deleting 6

Others' expectations of immediate reply 5

The subject line 5

Interruption to 'real work' and being reactive 5

Style and etiquette 4

Interpretation of others' emails 3

Emails replacing reflection and thoughtful

Research on Email Problems & Solutions Our approach Next steps



What international research says

"It takes an average of 64 seconds to recover your train of thought after interruption by email. So people who check their email every five minutes waste 8.5 hours a week figuring out what they were doing moments before." Thomas Jackson, University of Loughborough, England

"64% of respondents claimed to check their email once an hour, and 35% said they checked every 15 minutes, they were actually checking it much more frequently - about every five minutes." Karen Renaud, University of Glasgow

"Email is a double-edged sword. We know that email can help employees to feel engaged with and connected to their work colleagues, however the impact of a poor quality email, combined with the expectation to respond immediately, can create unnecessary stress." Rowena Brown, University of Queensland

Research on Email Problems & Solutions Our approach Next steps



Problems and solutions



Email – Tool or Torment?

- Being constantly on call
- Being addicted
- Being disconnected
- Being isolated
- Being sped up



Research on email **Problems & solutions** Our approach Next steps



Email – Tool or Torment?

- Communicating in short bursts
- Breathing differently
- Losing meaningful relationships
- Losing eyesight
- Getting out of control



Research on email **Problems & solutions** Our approach Next steps



Solving the email problem

The way an individual uses email at work depends on their communication skills, the content and responsibilities of their role and the mission and practices of their organisation.

An individual can manage their email use to create more time, effective communication and better quality work.

Email use in organisations can be thought of as a 'message web' made up of the technology as well as the human interactions that share contents and purposes. Eileen Day, University of Newcastle

Improving communication across the organisation requires co-operative action about the best ways to use email (and other media) and a campaign to learn and change together.

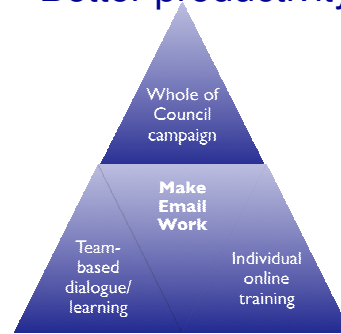
Research on email **Problems & solutions** Our approach Next steps



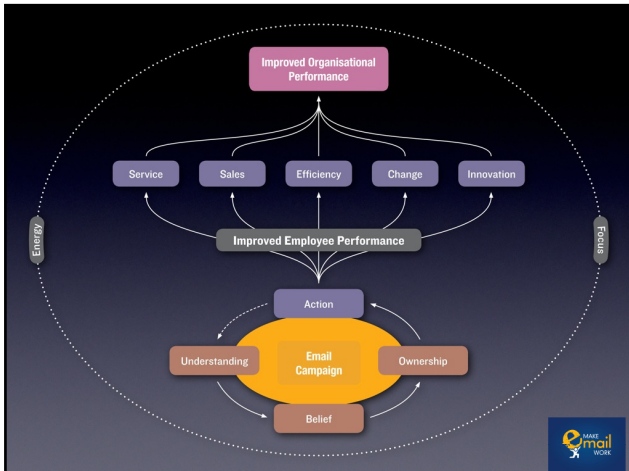
How MakeEmailWork works?



Better communication Better productivity



Research on email Problems & solutions **Our approach** Next steps



The online tool

Where to for your Council?



Indicative investment

- Access to online email training tool, from \$18 per employee
- Customisation of online site to reflect your Council's branding, from \$2,000
- Face to face briefing session with leaders and staff by Greg Crowther, \$1,500 plus travel costs

Research on email

Problems & solutions

Our approach

Next steps



Return on investment

Based on participants saving at least 2 hours per week

| Organisational size | Average hourly rate per employee (TEC) | Productivity Saving Per Week (based on hourly rate x 2 x no. of employees)* | Cost of MakeEmailWork program |
|---------------------|--|---|-------------------------------|
| 100 | \$50 | \$10,000 | \$3,500 |
| 500 | \$50 | \$50,000 | \$11,000 |
| 1000 | \$50 | \$100,000 | \$18,000 |

Research on email

Problems & solutions

Our approach

Next steps



Next steps for your Council

- You will receive a link to the MakeEmailWork program and the materials from today's webinar
- Preview the program and consider whole-of-Council approach
- Talk with Greg Crowther about customising the program for your Council
- Thanks for your interest and participation in today's webinar

Research on email

Problems & solutions

Our approach

Next steps





Supported by
Local Government
Learning Solutions