SEPTEMBER 2019 REPORT » by Chad Dudley

THE HAMSTER REVOLUTION

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ACTION ITEMS

1. Email training for all employees.
2. Calculate the "reply to all" cost. Payroll is $700,000/month, that is if it costs $100/minute to run an office, an email that goes to everyone and wastes five minutes costs the company $500.

1. CONFESSIONS OF AN INFO HAMSTER

2. A NEW WAY TO WORK

- Information management problem, not a time management problem.
- Strategy to combat information glut
  - Reduce email volume
  - Improve email quality
  - Coach others to send you actionable email
  - File and find information fast with COTA

3. EMAIL ADDS UP!

- The allure of email…
  - Adrenaline hit. Makes you feel in the loop, like you are doing something productive, that your input is needed.
  - Non-confrontational. Easier than a live conversation with a person.
  - It is a great tool that has been abused.
- The cost of email…

- 2 hours a day of email? 10 hours a week. 220 hours a year. Multiply it by your rate, and you see what it costs in terms of productivity each year.

- It is something that we are allocating TONS of resources to and we don't coach people on how to manage it.
- If you reduce the time it takes you to manage email by 20%, you can save yourself 4-20 days based on how many emails you get each day. What would you do with those days? Pick a personal and professional goal you would do with those days.

4. STRATEGY #1: REDUCE EMAIL VOLUME

- Send less, get less email.
  - For every five emails you receive, three require a response.
  - For every five you send, three require a response. The boomerang effect. If you send less, you will get less.
  - Before sending email, ask yourself if your email is:
    - Needed
      - Do my busy recipients truly need this email to do their job?
      - The FYI light email. Not really needed.
      - The "Thank you" email.
      - The redundant email. News, events.
      - The incomplete email.
    - Appropriate
    - Targeted
      - Limit "reply to all"
      - Limit use of distribution lists

5. A TALE OF TWO EMAILS

- One email, no formatting, no clear subject line, no clear action.
- Clean email has the following:
  - Clear subject line
  - Action items
  - Background information
  - Close

6. STRATEGY 2: IMPROVE EMAIL QUALITY

- Use categories above, but other headers
  - Confirmed
  - Deliver
- Brief, but warm intros
  - Hi Mark, great job on baker account
- Avoid Vague Replies
  - "Sounds good" versus
  - "Agreed: I will shorten the proposal to four pages and add a graph on glazed donut sales by 5pm on 4/15/16"
- Formatting matters.
- Titles matter
- Attachments should be defined and limited.
- Other hints
  - All caps is shouting.
  - Abbreviations/txt message format--confusing
  - Join the AAAAA. (American Association Against Acronym Abuse). Explain acronyms before using them.
  - Check spelling and grammar

7. STRATEGY 3: INFO-COACHING SUSTAINS RESULTS

- Info coaching challenges
  - Defensiveness. Executives feel embarrassed or annoyed when coached on a common task like email or organization.
  - Lack of execution. Fail to implement concepts. No tool or standard to remind them.
  - Lack of knowledge. No training or experience.
- Identify the top 10 list of people that you communicate most with via email and consider how to help them improve their email skills.

8. HELP! IT'S NOT SO EASY!

- Possibly grab emails and pick them apart? Work on reframing them?

9. HAROLD'S PROGRESS CHECK

10. CHAOS IN INFO-LAND

- Places to look for disorganization.
    - Email Organization. Folders, etc.
    - Document Storage. How do you store your files?
    - Links. How do you store your favorite links?
    - Hard copy organization.
- #1: Overlapping Categories
    - Spreadsheets/reports, where should they go?
- #2: Too many primary folders.
- #3: Mismatched folder systems.

11. STRATEGY 4: FILE AND FIND IT FAST WITH COTA

- Four primary folders that cover everything.
    - Clients: Your team's internal or external clients.
    - Output: Team's products and services
    - Team: Your team
    - Admin: Your non-core job responsibilities.
- Clients
    - R&D, Sales, etc.
    - If there is a "tie" in which folder it could go into, go with order of priority.
- Output
    - Sometimes applies to many things. Put in a folder called "The General."
- Time saving tips
    - Use detail view in windows
    - Prioritize with numbers
    - Use power folders (sample folders) for consistency
    - Save time by maximizing access. Shortcuts to folders on desktop.
    - Convert hard filing cabinet to COTA

12. BLUE SKY WRAP UP

COTA Category

Job Type	1. Clients	2. Output	3. Teams	4. Admin
Sales	External customers who buy or influence what you sell	Actual products, services, and value-added items sold or offered to clients	Teams to which you belong. For example, District Sales Team, Regional Sales Team, Networking Associations, etc.	Benefits Company car Travel Finances Forms Corporate PR Expense Report
HR	Internal customers including IT, Sales, R&D, etc.	Hiring services Benefits package Payroll, etc. Associations	HR team and sub-teams Cross-functional teams Learning and dev. Compliance	All of the above
Doctor	Patients and other institutions that directly control access to patients. For example, hospitals or HMOs.	Healthcare info and other kinds of services related to the health of patients. For example, how to set a broken bone	Office team Associations Hospital Committee Local Medical Group	All of the above
IT	Internal customers including HR, Sales, R&D, etc.	Information related to the IT services and equipment you provide.	IT team and sub-teams Cross-functional teams Associations	All of the above
R&D	Potential consumers	Company's products and value-added products Research data Product development data	R&D team and sub-teams Associations	All of the above