

# Rose Consulting Group, Inc.

## Client Newsletter

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E-mail is newer than we sometimes appreciate.

Small wonder this wonderful tool is so terribly misused.

### THAT WONDERFUL EMAIL. THAT AWFUL EMAIL.

Think of it. There isn't a person over the age of 18 who does NOT remember the first time they used e-mail. Amazing.

So, small wonder that we haven't quite gotten the hang of using this wonderful tool. In our work we find that email leads to some wonderful time saving and some terrible dysfunction. Not just among young administrative people on their first job, either, but among mature members of executive teams.

Pass around these simple rules to everyone about using email.

### QUESTIONS TO ASK YOURSELF BEFORE FIRING OFF THAT EMAIL:

#### 1. Do I really need to blind cc the entire world?

Especially when irritated people want to involve others in the exchange. Thus a problem between Don and Mary becomes an issue for people in different branches.

Sure there are times when other people need to be informed. But if they absolutely do not need to be informed why get them involved? And that goes for "Reply to All" as well. Only use this if you really need your message to be seen by each person who received the original message.

#### 2. Do I really want to say that?

Once you hit "send" you cannot jump out into cyberspace and grab that message. It is gone, sitting in someone's in-basket and some people don't clean out their in-basket for

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a long time – either the one in their PC or the one in their memory.

Is it really what you want to say? Was it stronger worded than it needed to be? Read over it once more to see if you need the tone and verbiage – especially if you are in a bad mood or angry.

#### 3. Do I really need to have a ten-paragraph email?

People who would have carefully labored over a postcard 10 years ago are often inspired to passionate prose that goes on and on, covering many diverse topics.

Paradoxically, few people enjoy reading lengthy emails.

Do you need all that verbiage? Are you re-stating things already known? Are you re-hashing old issues? Are you thinking aloud in your email? Is everything you are saying of interest to the recipient?

#### 4. Do I really need all of the italics, underlining, abbreviations, capitalized letters, different colors, EXCLAMATION marks.....etc?

Aren't you amazed at how MANY times people feel the "need" to use **every** possible font selection at their disposal!!!!!!?

Sure it's understandable. English is a very tonal language and we count on tone to differentiate the meaning of such sentences as: "Did you think I was going to finish that job?" -- a sentence which has four to ten meanings dependent on tone.

But the over-use of font selections does not adequately mimic tone and usually does not make the message clearer. We really **MEAN** that!!!! Also, in business emails try not to use abbreviations like BTW (by the way) and LOL (laughing out loud). Some people might not know what they mean and they really aren't appropriate in business communications.

### 5. Am I sure the recipient is actually going to read my email?

Forget the emails asking you to take over \$400 mm in cash for a dispossessed Prime Minister in an unheard of country, the chain letters that will lead to disaster or instant wealth depending on your willingness to send them to 50 friends in the next hour.

Those aside, many people receive upwards of a 100 legitimate emails in a single day. It's hard to read every one of those messages – even yours – and if they are over one paragraph they may be left languishing in the in-basket

### 6. Should I really leave the author and subject line blank?

You may think that luckydawg@areucool.com is a great handle but the recipient may not recognize that name. And we don't know about you but we "block sender" those unknown addresses without checking the message on the assumption that it is some spammer trying to give a virus or sell real estate in Alaska.

Even when you recognize the name aren't you pleased when someone has given at least a few words to set the topic? If it is

business-related I may read it, if it is a joke, thanks, I'll get to it when I can.

### 7. Do I really need to use email at all?

Sad but true we often run into cases where two people office next to each other and yet communicate via snippy emails. In some cases two such people email a third party to act as an email intermediary. Honestly.

Yes, electronic messages are carried like magic from Sacramento to Pittsburg and back to Sacramento in order to link up two people who could walk three steps and have a face to face chat.

Now, isn't that silly? Yet it goes on. Even among mature people who know, in their hearts, that it really is silly.

### EMAIL IS WONDERFUL – IF YOU USE IT THE WAY IT IS INTENDED TO BE USED

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