Six Step E-mail Conservation Plan

By Christina A. Cavanagh

Step 1 – Recognition

Recognize that your organization may have an e-mail overload problem. The first step to any solution is to first recognize that a problem exists. This may manifest itself in your personal experience and what you notice or hear from others about their e-mails loads.

Step 2 – Data Gathering

Use informal information surveys and focus groups to turn anecdotal information about e-mail usage in your organization into empirical measures. These tools can offer quantitative perspective on the worst practices regarding e-mail.

Step 3 – Validation

Validation tests early findings with broader groups in the organization to gather support for the quantitative data.

Step 4 – Planning Action

Establish organization-wide awareness campaigns / training aides on e-mail best practices and e-mailing do’s and don’ts.

Step 5 – Implementation

Roll out the initiative on a pilot basis (using on department for example) and, based on what you learn, refine the implementation.

Step 6 – Measurement

Establish e-mail measures (i.e. average number per person, ability to respond within standard work hours, etc.) as a benchmark that works within the organization. Use these measures to evaluate progress.