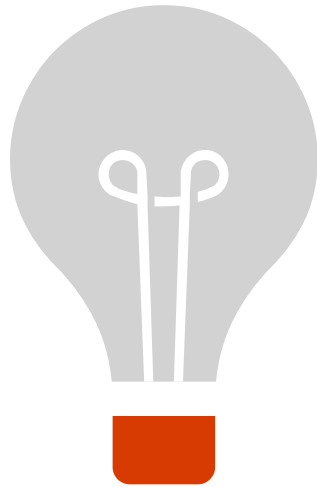




# MyAnalytics Email

Office 365



**Email** is the most widely used collaboration tool with an estimated 110 billion messages sent daily. Despite its benefits, email has become overwhelming to manage. It steals our attention and leads to higher stress levels.

**Better email practices can reduce stress, improve communication, boost productivity and support our ability to focus.**

# Healthy email

Write emails the way you want to read them – keep them short, use simple language and avoid long blocks of text

Don't "bury your lead" – write the important message and/or question first in your email followed by any critical background

Don't overuse the "Cc" field – thoughtfully select recipients based on role and resist pressure to be over-inclusive

Make concrete suggestions – be specific about times, locations and deadlines to reduce unnecessary back-and-forth

Send fewer emails to receive fewer emails – strategically consider different mediums (the phone, a meeting or chat) for your message

Avoid reply-all whenever possible – pause to think about your role in the thread and send targeted messages instead

Batch process emails – select two or three times per day to read and send emails instead of checking email constantly throughout the day and night

Acknowledge important emails – if you don't have time to respond, then send a short email instead with an expected response time

Set boundaries – refrain from email during specific periods of time, e.g. 7PM to 7AM, and manage response-time expectations



## Mini behavioral science lesson

Email interruptions hurt performance and lead to stress

Studies show that people spend 28% of their workweek emailing and check messages on average 74 times a day. Constant email interruptions not only impair our performance but they also lead to higher levels of stress.

A study found that when email is removed from people they multitask less and experience less stress. People who read email changed screens twice as often and were in a steady "high alert" state, with more constant heart rates. Those removed from email experienced more natural, variable heart rates and effectively communicated with others using alternative methods.

[End the Tyranny of 24/7 Email >](#)

[Jettisoning Work Email Reduces Stress >](#)



## Remove barriers

Stop looking at your inbox all day

**Common objection:** I have to respond to emails immediately because that is what my teammates expect.

**Recommended solution:** Email originally was used for asynchronous communication, but with the rise of mobile devices we are now expected to respond to emails right away. Research shows that only 1 in 3 emails received is "essential" for work though.

Stop treating all emails as urgent. Batch process emails 2 to 3 times a day, put your phone out of reach when you are home, and reset the response time expectations of your teammates. If something is truly urgent, ask your teammates to come find you to speak in-person or call you.

[Only One in Three Emails Received is "Essential" for Work >](#)

How do I turn  
behaviors into  
habits?

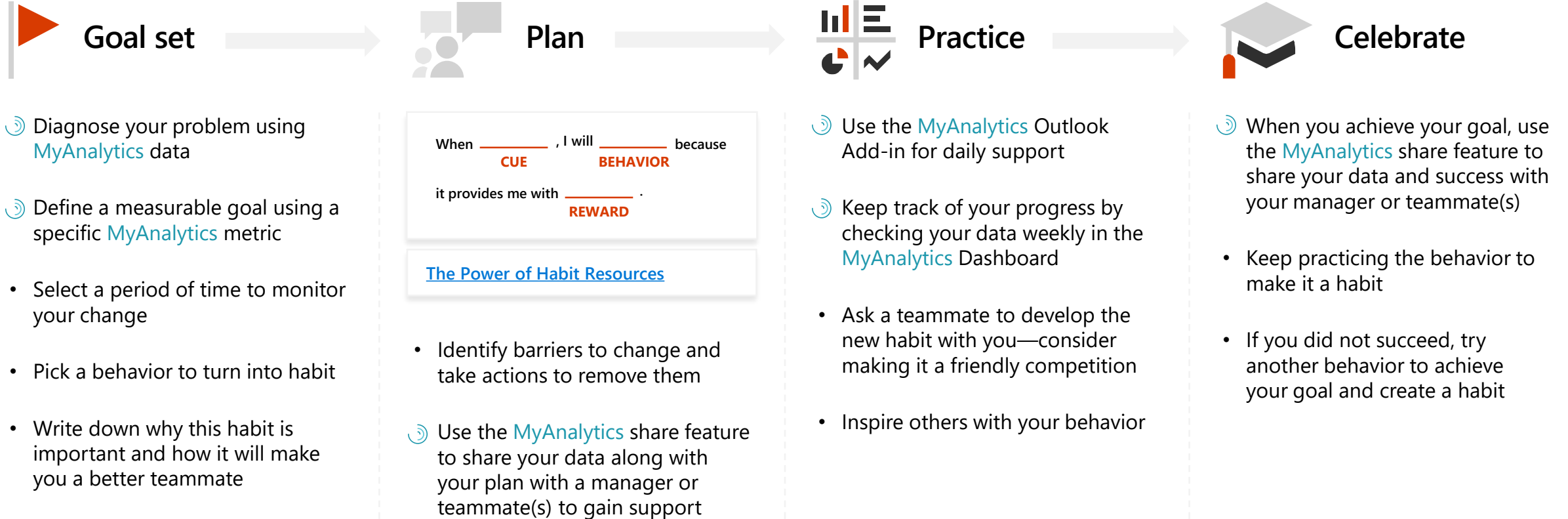


# How to make it a habit

**“Typically, doing just four to five things differently can enable people to claw back 18% to 24% of their collaborative time.”<sup>1</sup>**

Rob Cross, Professor of Global Leadership, Babson College

<sup>1</sup>[Reclaiming Your Day Research](#)





Here are some  
examples



# Habit playbook

Batch process emails 2 to 3 times per day



Bonus read

[Brain, Interrupted](#)

Processing emails constantly throughout the day and during our focus time subjects us to the harmful impacts of interruptions, including lower productivity and increased stress. It takes us longer than we think to fully return to a task after an interruption. Research conducted by the University of California, Irvine shows that it takes 23 minutes to get back on task after an interruption. Similarly, research conducted by Microsoft and the University of Illinois shows that it takes 16 minutes to return to a task when the interruption is specifically email.

Source: [Worker Interrupted: The Cost of Task Switching](#)



## Specific example

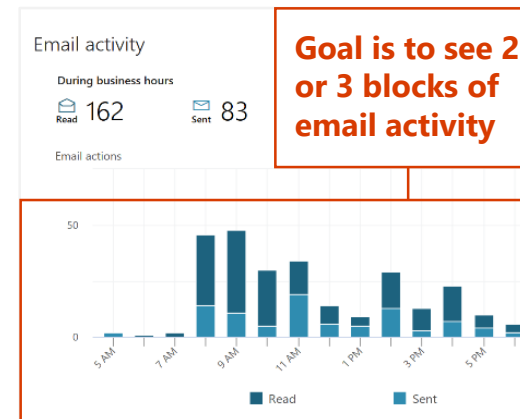
Over the next two weeks, I will batch process emails at 11 AM and 4 PM.

## Ideas

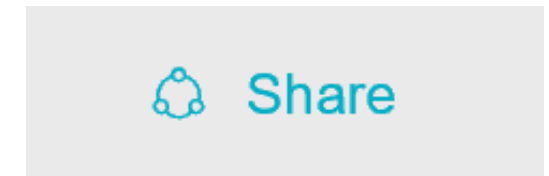
When I check my emails, I will batch process emails 2 to 3 times per day because it provides me with a way to reduce my stress level.

When I check my emails, I will batch process emails 2 to 3 times per day because it provides me with higher-quality focus time.

## MyAnalytics Dashboard



## MyAnalytics Dashboard



# Habit playbook

Wait to send late-night emails until the AM



Bonus read

[Your Late Night Emails Are Hurting Your Team](#)

Working after hours sends the signal, “When I’m on, you need to be too.” A significant and consistent correlation has been found between the amount of time managers send email and organize meetings after-hours and the amount of time their direct reports do the same. In one Fortune 100 technology company, data shows that every hour that people managers spend after-hours translates to 20 minutes of additional direct report time spent after-hours. The numbers vary, but significant correlations hold true for several other companies as well.

Source: [If You Multitask During Meetings Your Team Will Too](#)



## Specific example

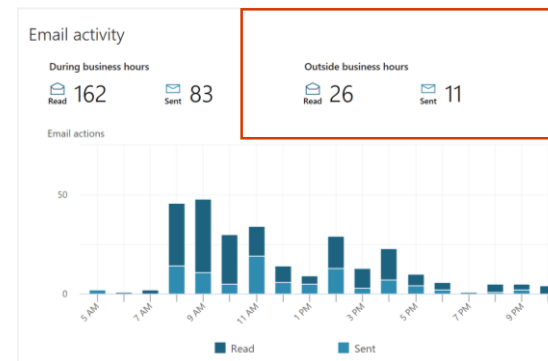
Over the next 2 weeks, reduce the number of emails sent outside of business hours by 50%.

## Ideas

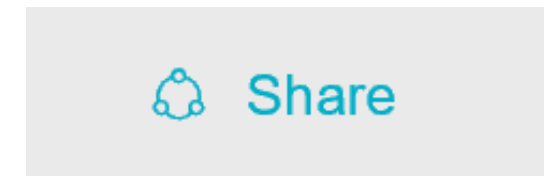
When I choose to work after hours, I will wait to send late-night emails until the AM because it provides me with the satisfaction that I am helping my teammates unplug.

When I choose to work after hours, I will wait to send late-night emails until the AM because it provides me with a way to show I respect my teammates' boundaries.

## MyAnalytics Dashboard



## MyAnalytics Dashboard





# Habit playbook

Use another form of communication



Bonus read

[Stop Letting Email Control Your Work Day](#)

We often struggle with interpreting email because words are not the primary way we internalize messages. Research has shown that 60% of communication is understood through body language, 33% through tone of voice and 7% through the actual words. When the mind receives too little information from a sender, it composes its own story and has a tendency to emphasize negative stories over positive ones. To reduce miscommunication and email use, for quick casual questions or comments - send a chat, for complex messages - schedule a meeting, and for sensitive topics - pick up the phone or have a face-to-face conversation.

Source: One Second Ahead, by Rasmus Hougaard



## Specific example

**Over the next 2 weeks, reduce the number of emails I send during business hours by 20%.**

## Ideas

When I determine email isn't the best way to communicate, I will use another form of communication because it provides me with a way to reduce miscommunication.

When I determine email isn't the best way to communicate, I will use another form of communication because it provides me with a way to strengthen my relationships.

## MyAnalytics Dashboard

### Email activity

During business hours

Read 137 Sent 56

### Email hours

5.7 hrs  
Goal < 10 hrs

## MyAnalytics Dashboard

Share



# MyAnalytics features to support change



# MyAnalytics feature

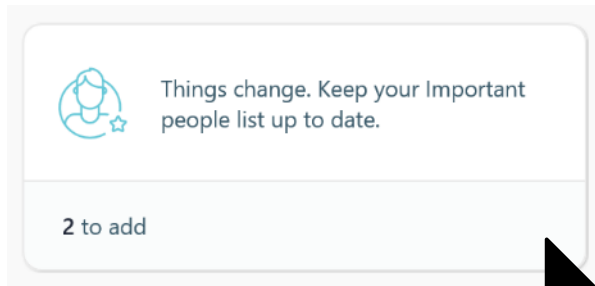
## Unread mails & important people

### Outlook Add-in

Use **unread emails** and **important people** to more efficiently manage a full inbox

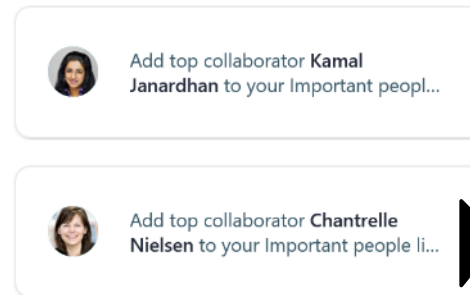
1

Select the Keep your **Important people** list up to date card



2

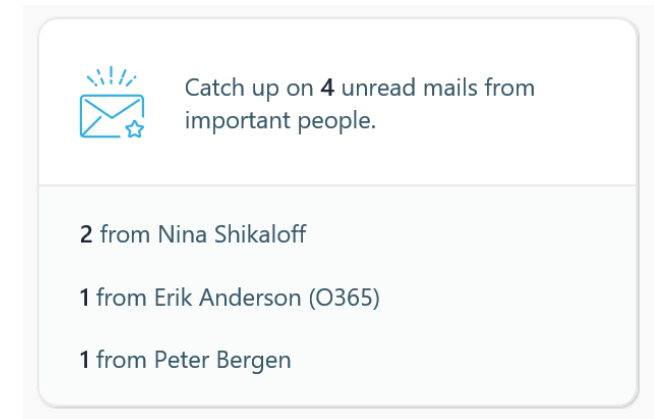
Choose people to add



*The Outlook Add-in suggests important people based on your collaboration from previous weeks. To add people you don't see here, go to **Your time investments** in your MyAnalytics Dashboard. From there, you can search for people, view your entire list, and remove people from your list.*

3

Stay on top of your relationships by selecting the **unread mails** card



# MyAnalytics feature

## See if people are reading mail

### Outlook Add-in

Use **see if people are reading mail** to monitor the effectiveness of the emails you are sending

1

Select the **see if people are reading mail** card



See if people are reading mail you've sent.

2 with high read activity

1 for follow up

**Note:** MyAnalytics generates data only for emails sent to 5 or more individuals in order to preserve the anonymity of recipients.

2

Click on an email for a summary

High read activity



**Still updating**  
People are reading RE: Solutions documentation.



**Ready for review**  
People read heads up.

Follow up?

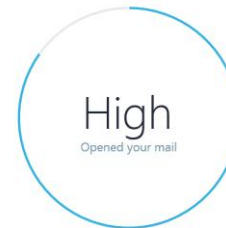


**Ready for review**  
Most people only skimmed Questions on MyA Product Road...

3

Develop an action plan to improve the effectiveness of your email

Questions on MyA Produ... Ready for review  
We predict that it should take at least 1 min 30 sec to fully read, most people only spent 24 sec.



0 replies | 0 forwards



Follow up

Dismiss

a

If recipients spend a shorter amount of time reading your email than the estimated time to read, then it is likely your email was too long - try writing a shorter one.

b

If few people have opened your email or replied, then you may need to resend or try a different form of communication. If there have been many forwards, then you may not have properly selected recipients.

c

If you conclude that your email was ineffective and email is still the best method for the message, then hit follow up to reach out to the group again with a more carefully designed email.

# MyAnalytics feature

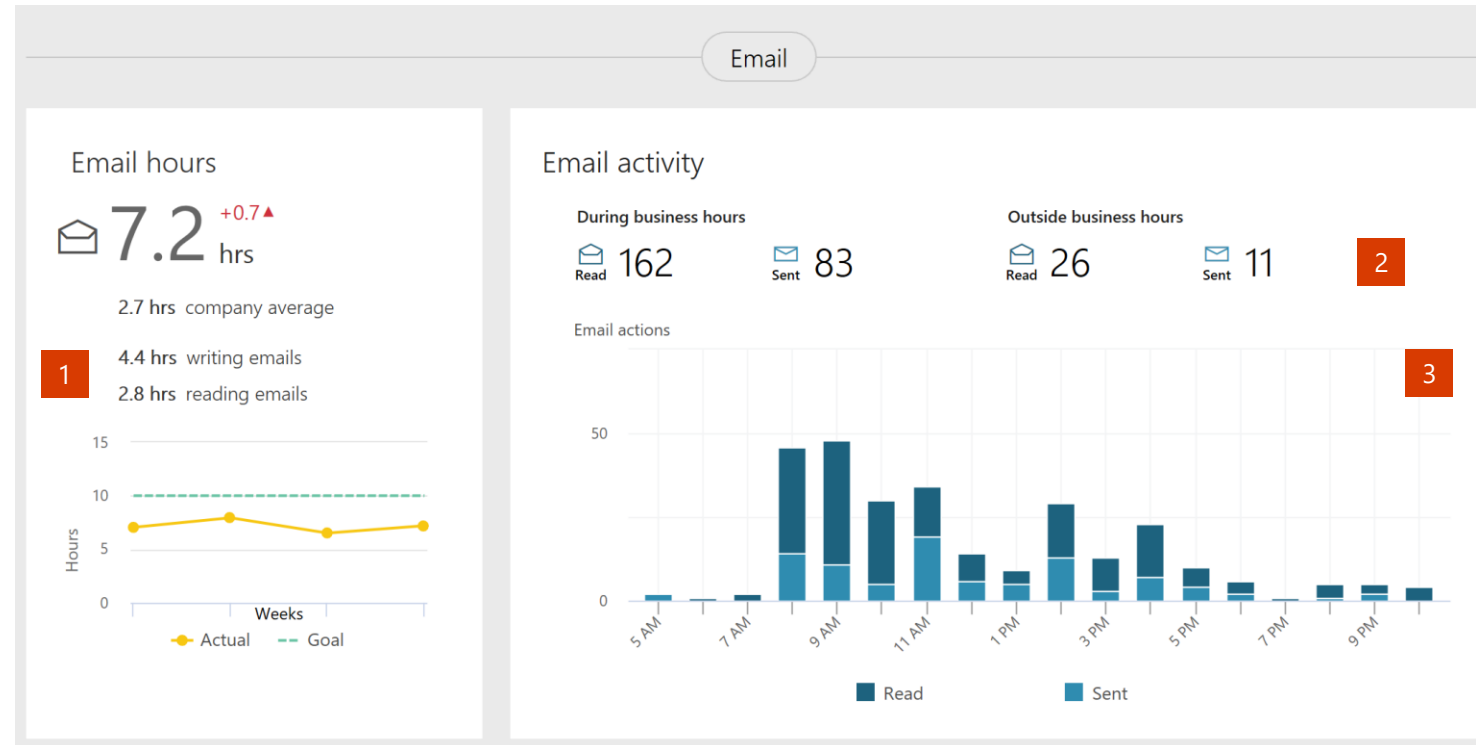
## Email

### Dashboard

Use your **Email** data to see time spent writing and sending emails and patterns in your weekly activity

1

Number of hours writing emails typically exceeds reading, however, large imbalances could help you diagnose problems such as relying too heavily on email or receiving more emails than you need to do your job.



2

Emails read and sent outside of business hours helps you identify whether you have a problem with sending late night emails.

3

Shows the total of emails you read and sent during the week by time of day. It can be used to identify problems such as processing emails all day and to help you monitor a goal to process emails in batches.



# MyAnalytics feature

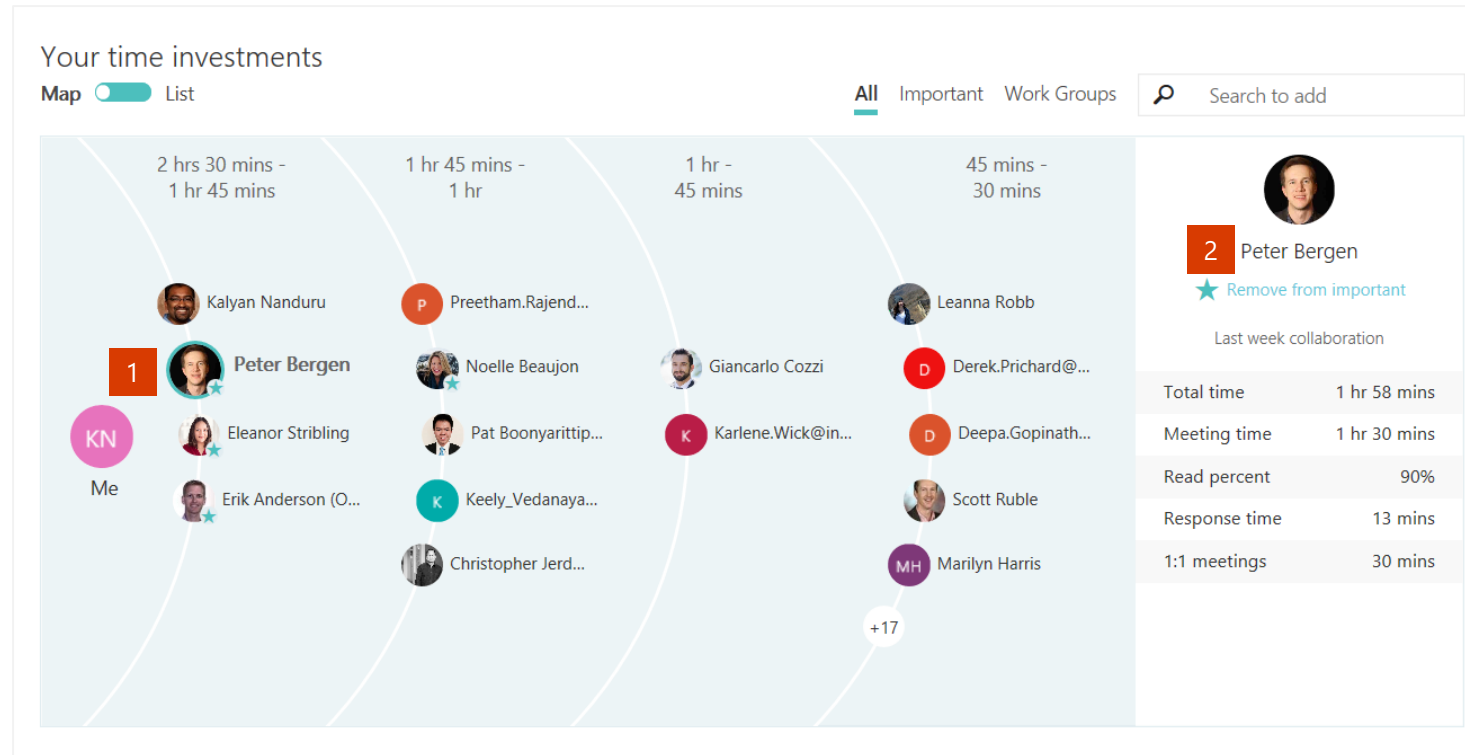
## Your time investments

### Dashboard

Use **Your time investments** to determine how responsive you are to emails from important people

1

Click on an important person in your map to view details about your weekly collaboration with that person in the right pane.



2

Focus on read percent and response time.

If your read percent is low, you are likely neglecting this relationship and important responsibilities.

If your response time is low, you are likely acting as a bottleneck for this person. If high, you may be too reactive to emails from this person and may need to readjust expectations.

Taking it to  
the **next level**



# Email-writing tips

How to write effective emails based on data



Bonus read:

[How to Write Email with Military Precision](#)

FileMessageInsertOptionsFormat TextReviewHelpTell me

Send

From ▼

To...

Cc...

Bcc...

Subject

Include essential recipients

Include people who only need to be informed and do not need to reply

Use transparently to drop people from thread when no longer needed

Make short and descriptive and consider a header

**“Bottom line up front”:** Start your email key message(s) or question(s) at the very top of the email. Provide a brief summary of critical context to avoid a Q&A with recipients over email. Bold the names or use the “@” feature to specifically call out anyone who has an action or to whom you are directing a question. Use color, bold or underline to emphasize key information.

**Additional background:** This information is optional and provides more details on the context of the email. For unavoidably long emails, break the content up into short paragraphs and use bullets or numbered lists when possible.

**Call to Action:** Reinforce the purpose of your message by ending with a clear call to action, e.g. “please respond to my questions by the end of the week”. This will help your recipients action your message appropriately.

## Data-driven Tips For Getting More Responses

- Open with “Hey”, “Hello” or “Hi”.
- Use shorter sentences with simpler words – a 3rd grade reading level works best
- Include 1-3 questions in your email, ideally time bounded
- Make sure you include a subject line and aim for 3-4 words
- Improve social cues by using a slightly positive or slightly negative tone
- Take a stand – opinionated messages see higher response rates
- Write enough, but not too much – try to keep messages between 50-125 words
- Schedule your email for an appropriate time\* – 6 to 7 AM is best
- Close with “thanks in advance”, “thanks” and “thank you”
- Write error-free subject lines

See the data:

[7 Tips for Getting More Responses to Your Emails](#)

[This Email Closing Gets the Most Replies](#)

[How to Start an Email](#)

[Be Careful Sending Emails on Mondays](#)

**Tip:** Suggested subject headers include [INFORM], [QUESTION], [ACTION], [PRE-READ], [SIGN], [REQUEST] and [DECISION].

Source: Boomerang

\*For instructions on how to schedule a delivery, click here: [Schedule sending an email](#)

