Composing Effective Email – The "PASS" Model

P – **Purpose** What is the *Purpose* of the communication and does it relate to a business goal or objective?

A – **Action** What type of *Action* is involved?

S – **Supporting Information** What *Supporting Information* is needed to complete the requested action? (Text, attachment or link)

S – **Subject Line** Does the *Subject Line* effectively summarize the message?

Action Requested: Use for requesting an action; include action & due date

Response Requested: Use for a response or decision; include due date

Read Only: Use when email must be read; no response or action is expected

FYI: Use when recipient is not accountable or responsible for the information

For brief messages, use **"EOM"** (End of Message) at the *end* of the subject line

Populating Address Lines

"To" Each "*To*" line recipient is responsible for an action

"Cc" Each "*Cc*" line recipient needs to be aware of the email contents

"Bcc" Use to protect contact information or shield from "Reply All" responses

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Formatting Email for Maximum Impact

General Guidelines
- Short paragraphs comprised of no more than 5 or 6 lines
- Use space to separate paragraphs and areas of detail
- Avoid flags, priority settings and categorization wherever possible

Mobile Devices
- Tables and images may not display; server links cannot be accessed
- Assume black and white text; color fonts may not be supported
- Long email chains are difficult to receive/read; summarize where possible

Emptying the Inbox – "Four Ds" for Decision Making

*** Refer to Boeing Records and Information Management (RIM) policies for guidelines on retention/deletion of business records ***

Delete it
- Does not relate to a business goal or objective
- Can be found elsewhere
- Will not be referenced within the next three to six months

Do it
- Respond, take action or file in less than two minutes

Delegate it
- Send to a delegate
- If needed, track in "Waiting For" or "1:1" category

Defer it
If it will take more than two minutes and can not be delegated:
- Move it to the Calendar if it must be worked on a specific date/time
- Otherwise, move it to the Task List (e.g., "Strategic Next Action" or "1:1" category)

For more information on Email Management see the FLL website (search Boeing intranet, key word "FLL email management")

Front Line Leaders Initiative
Creating Capacity for a Purpose
https://fll.web.boeing.com/

McGhee *Productivity Solutions*
www.mcgheepro.com

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Email Protocol

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