

# EMAIL IS A MOST FORMIDABLE WEAPON AGAINST PRODUCTIVITY

## What's happened to just picking up the phone and having a conversation?

OK, so I get there's a slight irony in this communication! Here I am about to get passionate about speaking more and emailing less whilst tapping away at a keyboard that will soon hit your inbox.

Where individuals need to work much more across departments in order to achieve business results we are seeing increased frustration about how colleagues are collaborating (or not as the case may be!). Different priorities and strategic goals often cause a disconnect but when we ask our "go to question" of **have you had the conversation** the response is often "No, but I have emailed them and not heard back." *So why are managers so reluctant to simply pick up the phone or catch up with someone face to face?* From our experience there are 3 primary reasons:

1. **Perceived to be quicker and easier.** The issue here being that the sender then needs to wait for a response and the reply will invariably be in the form of another email clogging up their inbox.
2. **Less confrontation that having the right conversation.** That is until the email is misinterpreted by the receiver and greater conflict is created.
3. **Passing the buck.** There is often an attitude of "email sent, not my problem anymore". For those that have worked with us previously our definition of accountability is "**The Buck Stops Here**", however many managers believe that by sending an email they have somehow miraculously shifted the accountability to the receiver.

### Where do you start?

Starting with a clear vision and end goal (or the cliché of everyone being on the same page) nurtures an attitude and sense of belief that everyone is in this together - regardless of titles and hierarchy. Combined with an agreed approach for communication (who, when, what, why, where, how) and appropriate team behaviours soon has individuals working collaboratively on an agreed strategic objective/project.

Free flow of debate, discussion, positive challenge and ideas generation all foster a more collaborative and productive working environment. Ultimately resulting in improved business performance.

For more information or to discuss how we might support your managers collaborate even more effectively contact Simon

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