

America Wastes \$308 Billion on Low Value Email Each Year
Most Blame Co-Workers...New Strategies Emerge

Washington, DC – January 1, 2007 –Pam, a manager at a Fortune 100 Tech Company, receives an avalanche of low value email each week. Surprisingly, most of Pam’s unwanted email comes from well-intentioned co-workers.

“Let’s blow up the reply-to-all key!” jokes Pam, “I also get a lot of unnecessary FYI, CYA, and thank you emails.”

Pam’s frustration is shared by many. Over 8,000 surveys compiled by Cohesive Knowledge Solutions, Inc. (CKS) indicate that professionals now spend 40% of their day on email and related activities. They consider a third of that time to be wasted. Extrapolated across America’s 56 million knowledge workers and assuming an average wage of \$30/hour this equates to a whopping \$308 Billion wasted each year.

Who is to Blame?

So who is responsible for the rising tide of low-value email churning through our lives? According to CKS research, most professionals feel it’s someone else. For example, 75% of those surveyed agreed that their colleagues *often* over-use the reply-to-all feature, yet less than 15% agreed that they, themselves, did. “Professionals need more feedback on the email they send,” says Mike Song, CEO for CKS and co-author of *The Hamster Revolution: Manage Your Email Before It Manages You* (Berrett-Koehler, 2007, \$19.95) “Coaching helps everyone send clear, concise, and actionable email.”

What Can Be Done?

Song offers the following advice, “Reduce email volume by using the following verbiage on widely distributed messages: *Please send replies to me instead of hitting reply to all.* Also, strive to focus harder on the recipient’s needs. Ask yourself, ‘*Do they truly need this email in order to do their job?*’ before hitting send.” These and other CKS techniques have helped clients reduce email volume by 20% which equates to millions in saved time.

“If you want to run a lean and agile enterprise, you have to aggressively manage email because it now consumes a huge chunk of your people’s time,” says Song. “The call to action is for leaders to invest in cost-effective email efficiency training, targeted keynote talks, and books that yield measurable results.”

Visit www.cohesiveknowledge.com/Casestudies.htm to read a case study from a Fortune 500 enterprise that reduced email volume by 20% while improving email quality by 52%.

Cohesive Knowledge Solutions, Inc. (www.cohesiveknowledge.com) provides email efficiency training to: Capital One, Novartis, Pfizer, Beiersdorf, and P&G. Mike Song is the co-author of *The Hamster Revolution: Manage Your Email Before it Manages You.*

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