

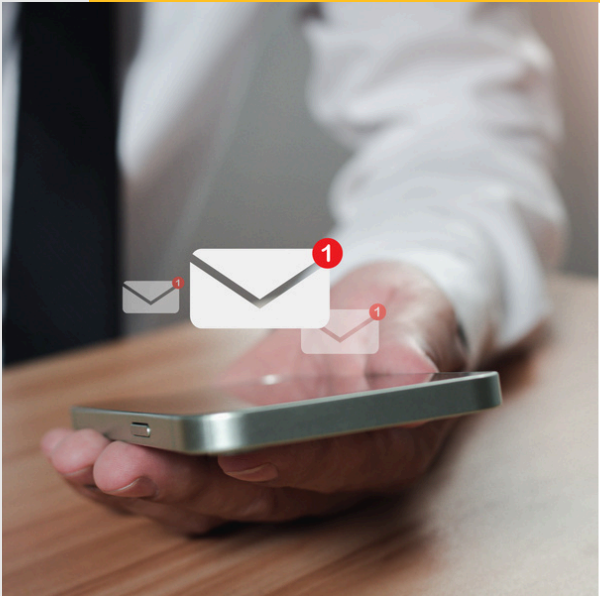


# DLC TRAINING: EFFECTIVE EMAIL MANAGEMENT EXPLAINED

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# THE KEY TO MANAGING EMAILS

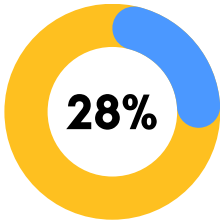


There are **361.6** billion emails sent and received every single day worldwide. With so many emails being sent every day, it's easy to imagine how quickly individual email inboxes pile up.

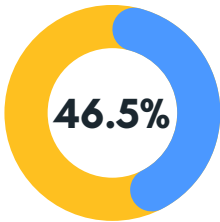
As the emails continue to mount, the thought of getting through them all in a reasonable timeframe becomes unrealistic, leaving you with a large pile of unanswered emails that continue to grow.

There are many different reasons why emails become unmanageable. Some of the more prevalent reasons include taking holidays and having days/weeks of emails to catch up on, and general procrastination or lack of organisation. You may also have a busy period at work where you are receiving a higher volume of emails than usual, or you may have too many newsletter subscriptions to keep up with.

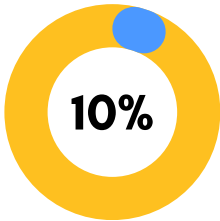
When emails become unmanageable, it may be tempting to hit the "Delete All" button. In this guide, we will discuss several actions you can take to prevent it from getting to this stage, making your emails manageable in every situation you may be faced with.



The average worker spends 28% of their work week managing emails.

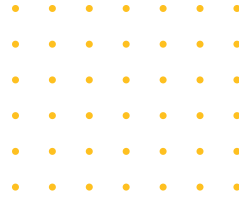


In 2024, 46.5% of emails were considered spam.



10% of people have over 1000 unread emails in their inbox.

## CREATING TIME FOR YOUR EMAILS



”

“Nothing is particularly hard if you divide it into small jobs.”

**Henry Ford**

## BLOCK OUT TIME FOR EMAIL MANAGEMENT

Emails can come through at any time of day and more often than not, you won't be free to respond immediately.

Instead of leaving them to pile up all day, a great way to stay on top of your emails is to block out some time during the day specifically for organising and replying to emails. You could block out smaller sections of time throughout the day or one long stretch, depending on your preference.

The time you allocate will depend on the average amount of emails you receive per day. For example, if you receive around 20 emails per day, you may decide to set around 3 minutes for each email, which will work out as one hour to concentrate on emails.

In this example, you could decide to block out one hour of your day, or you could divide this into two 30-minute or four 15-minute blocks.

# THE 4 Ds OF EMAIL MANAGEMENT

Blocking your time is very beneficial day to day, but it doesn't solve the challenge of taking holidays and coming back to several days' or weeks' worth of emails.

For this, we need to consider the 4 Ds of email management.

**Delete:** go through your inbox and delete any unimportant emails immediately. This is an extremely quick way to clear space and make sure your inbox only has useful and relevant emails.

**Delegate:** go back through your inbox and identify any emails that can be handled by another team member, or that may need to be assigned to a more appropriate person within the business. Ensuring emails are moved on to the correct people will help both you and the sender.

**Do:** identify any emails that require immediate action and respond to them straight away. Quickly responding to emails means you keep your inbox clear and don't let tasks pile up.

**Defer:** while quick replies and delegation can help you stay on top of your emails, sometimes it's best to identify messages that need deeper consideration and set them aside for later. Return to these emails when you've had time to reflect and have a clearer schedule, allowing for a more thoughtful response.



## KEY RULES FOR EMAIL MANAGEMENT

### THE TOUCH-IT-ONCE RULE

The idea behind this rule is that as soon as you open an email you take action. By adopting this approach, you can file it away and move on to the next email in a much shorter timeframe. This can be a useful technique if you are prone to procrastinating and need something to help you achieve some quick wins.



### THE 1-MINUTE RULE

If the touch-it-once rule is a bit too strict for you, you could opt for the 1-minute rule. This rule suggests that if you open an email, and it is going to take 1 minute or less to respond, do it immediately. By doing this, you can clear your inbox faster. You can also use the 2-minute rule which is based on the same principle.

### REPLY FROM THE BOTTOM-UP

You may feel inclined to work through your unread emails from top to bottom. However, your emails will be listed from newest to oldest, meaning that you will be answering the newest emails in your inbox first. This isn't necessarily an issue, however, the quicker you respond to an email, the more likely you are to end up in a back-and-forth email conversation with the sender, which will make the task significantly longer. To prevent this, make sure you are answering your oldest unread emails first, then work your way up your inbox to your newest emails.

# KEY RULES FOR EMAIL MANAGEMENT

## CATEGORIES

Email providers offer folders to help you organise your inbox in a way that suits you. For example, you may want to create folders for each of the departments you regularly interact with, so you can locate your correspondence with them easily. This will allow you to prioritise emails better, knowing which tasks are more urgent based on who the email is from.

Many email providers allow you to set up rules that will automatically move emails into your categories. This can save you a lot of time, especially if you get a lot of emails every day.

## UNSUBSCRIBE

If you're receiving a lot of updates from different companies you follow, you've probably subscribed to more newsletters than you can keep up with. To solve this issue, decide whether you want to maintain your subscription each time you receive a newsletter. If you're not interested in reading it, unsubscribe and delete it.

If making a decision on the spot feels too rushed, leave it in your inbox and set a reminder for one week. If you haven't read it by then, it's likely you won't read it at all, or by the time you do read it, it may no longer be current, making it less useful. So, if your reminder comes up and you haven't read the newsletter, hit the unsubscribe and delete buttons!



# EFFECTIVE EMAIL MANAGEMENT EXPLAINED

## SEND FEWER EMAILS, RECEIVE FEWER EMAILS

Finally, it's important to remember that if you send fewer emails, you'll receive fewer emails. If you are emailing someone about a small matter that could be handled through a quick phone call, call them instead. This completes tasks more quickly and prevents creating unnecessary extra admin.






Although there are new ways to communicate, such as Zoom, Slack, and Windows Teams, email correspondence continues to be the most popular form of communication within a business setting, with 62.86% of business professionals preferring to communicate via email.

For this reason, it's essential to find an email management approach that suits your style. Experiment with the strategies above to discover what works best for you.

Once you've found what works best for you, it's important to apply these strategies consistently every day. Consistency is key to maintaining an organised, clutter-free inbox.

DLC Training offers fully accredited online courses designed to support professional development in the workplace. Discover our complete range of training programmes on our [website](#).



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