

The image features two military dog tags hanging from a silver chain. The top tag is white with some rust and has the text 'HOW TO MANAGE EMAIL WITH MILITARY PRECISION' printed in bold, black, sans-serif font. The bottom tag is grey with rust and has the text 'DR. MARY KELLY' printed in bold, black, sans-serif font. The background is a textured, light brown surface.

**HOW TO MANAGE
EMAIL WITH
MILITARY
PRECISION**

**DR. MARY
KELLY**

**In the military, a poorly
formatted email may be the
difference between:**

***Mission Accomplished
& Mission Failure***





A poorly formatted email will most likely get lost in the shuffle or ignored

Cluttered emails lead to poor communication and decreased productivity

EMAIL TAKES UP A LOT OF TIME

 **13 hours**

Amount of time the average worker spends on email per week

 **28%**

The percentage of the work week dedicated to email

 **13%**

The percentage of email messages considered "spam"

Do you spend hours a day wading through emails to figure out what you have to respond to and what you need to do?

Are you constantly worried that you might be missing important correspondence?





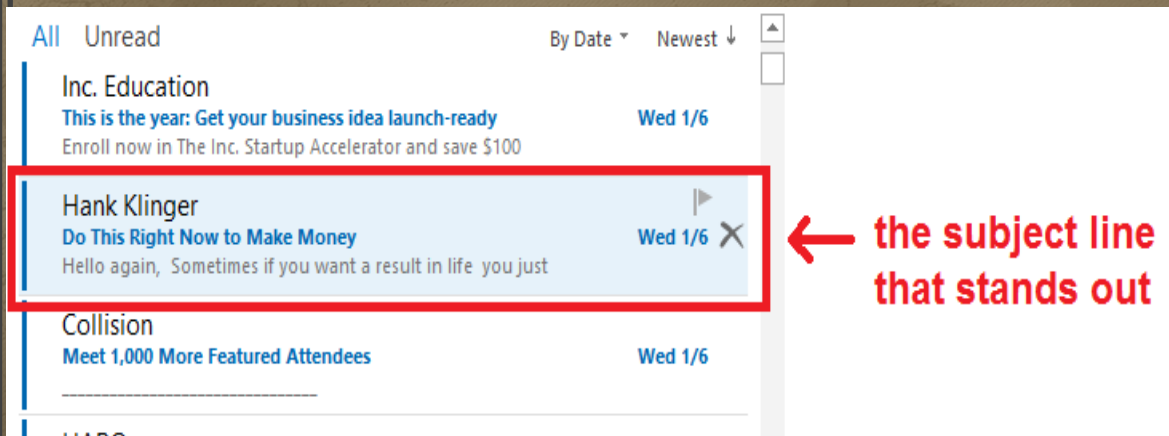
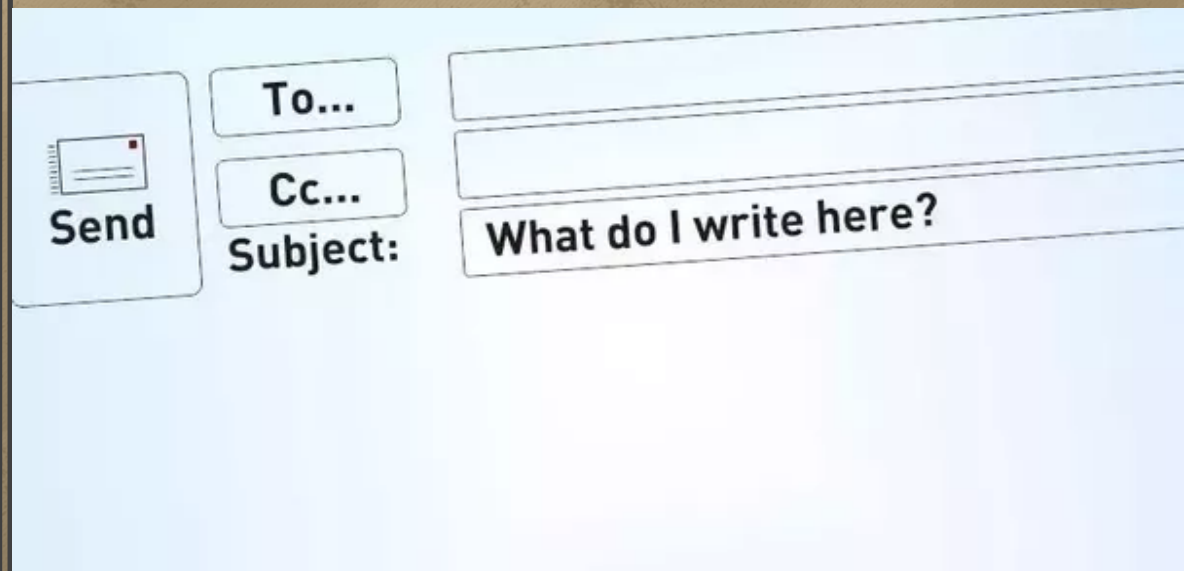
**Are your people short on
time and feeling frustrated?**

**Do your people feel
overwhelmed by the amount
of emails they receive?**

Here are some techniques to manage emails

Subject Line with Action Keywords

- The first thing that your email recipient sees is your name and subject line
- It's critical that the subject clearly states the purpose of the email



TRIAGE YOUR EMAIL & REGAIN YOUR LIFE

**DICE: Decide, Information,
Coordinate, & Execute/Act**



Decide means we can't go forward until you make a decision. The implication is please review this and make a decision by the deadline in the subject line.

This is information that is an FYI – For Your Information. You do not need to take any specific action right now. Read this later and then either keep it or file it.

Coordinate directs you to involve other people. Other people need to be considered or included for the topic to move forward.

Execute or act means you have a task that needs to be accomplished by the due date in the subject line.



DECIDE on blue or gold napkins by Friday

INFO from last session for Friday's meeting

COORDINATE with operations on product delivery for Robert Mondavi by 10 AM Friday

EXECUTE/ACT to thank client by Friday



BLUF

Bottom Line Up Front

- **Puts your most important idea first**
- **Gets attention immediately**
- **Sets the tone**



BLUF

Bottom Line Up Front

Military professionals lead their emails with a short, staccato statement known as the BLUF

It declares the purpose of the email and action required. It shows the reader how this email affects them.

It quickly answers the five W's: Who, What, Where, When, and Why.



BLUF

Examples

- **BLUF: Effective 31 Jan. 20, we will make our emails more efficient**
- **BLUF: Email management costs us millions of dollars in labor so we will implement the DICE/BLUF system starting 1 February to save time, labor, & frustration.**

**Here's an example BLUF from
the Air Force Handbook**

***BLUF: Effective 29 Oct.
13, all Air Force Doctrine
Documents (AFDDs) have
been rescinded and
replaced by core doctrine
volumes and doctrine
annexes.***



Here is an email example for corporate use that uses keywords in the subject line, BLUF, background, and active voice:

Subject: INFO – Meeting Change to Thursday at 2 PM

Shannon,

Bottom Line: We scheduled the weekly update meeting for Thursday at 2 PM CST to accommodate the CFO's schedule.

Background:

We searched for other available times, but this is the only time that works, and it's important that you are on the call, so that you can address your P&L.

CFO will be in Boston on Thursday meeting at an offsite with the management committee.

He wants to review the financial report that can be found here (insert link) before the call.



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