

# Email Overload:



## Time to Jump Start a solution!

"I'm back from leave, got 1000 emails in my Inbox!"

"Nobody works here anymore, all they do is email!"

**"Stop mailing already, start talking to each other!"**

"In meetings, everyone stares at their screens..."

"My wife banned the Blackberry from the bedroom"

**Sounds familiar? This is our life.**

**There is another way. We can solve this problem and give your knowledge workers many hours of productive time, improve their ability to do creative work, and restore their work satisfaction and quality of life.**

Many managers realize that we can't go on like this; but they often lack the know-how needed to deal with this complex problem.

### What can you do?

Nathan Zeldes, who had invested 15 years in battling this problem, brings you the missing knowledge that will allow you to restore productivity and sanity to your organization.

**The Jump Start session** will give your staff the insights it needs in order to define and lead a successful solution program, based on Nathan's extensive experience with what actually worked – and what didn't – in other organizations worldwide.

## Session objectives

This focused session will give attendees the insight required to:

- Understand Information Overload and the underlying factors that drive it.
- Make an informed decision on how to develop and lead an optimized solution program in the organization they lead.

## Target Audience

- The management staff of any organization where managers, engineers and others use email (and suffer the consequences).

## Method

- A two-hour session at the client's site, in a staff meeting setting.
- The session consists of a presentation interspersed with Q&A and followed by a discussion around the specific situation and culture of the target organization.
- Preceded by a preparation meeting with the manager of the target group, to allow alignment on expectations and needs.

## Content

- Components and damage of the problem.
- Underlying root causes.
- Existing solution space.
- Lessons from other organizations.
- Critical success factors for a solution.
- Discussion: adaptation and specific recommendations for the target group.

## Food for thought

Email is a vital tool – but research\* shows:

- Managers and knowledge workers receive 50 – 200 emails daily.
- A continuous stream of messages and alerts interrupts their thinking and work every 3 minutes on average.
- The resultant load causes severe harm to work, life and the bottom line.

\* – See <http://bit.ly/10tTV5>

## About the speaker

Nathan Zeldes, a physicist morphed into an organizational change agent, is recognized as a global thought leader in the search for improved knowledge worker productivity. Having enjoyed a long career as a manager and engineer at Intel, he now helps organizations to solve core problems at the intersection of technology and human behavior.



Nathan has been working on email overload for 15 years, during which he's developed and deployed original solutions at Intel and other companies. He's exchanged knowledge and solutions with scores of organizations worldwide, and has founded the Information Overload Research Group, which he chairs.

## More information

<http://www.nzeldes.com>

[info@nzeldes.com](mailto:info@nzeldes.com)

