



Email guide

Leadership Dimensions

Influencing for results

Email provides a quick and easy way of communicating. However, if relied on too heavily, **email can hinder communication**. It can also remove face-to-face communication, which is key to building trust.

What to keep in mind...

Before you start, ask yourself...

- What am I trying to say?
- To whom am I trying to say it?
- Is email the best way of communicating my messages?

If you are feeling **strongly emotional** when you are about to write an email, **leave it a while**.

Consider speaking in person when your message...

- may be **misunderstood**
- is part of **settling differences**
- is of a **confidential/sensitive nature**
- is **time-sensitive**

Decide who should receive your email

- Keep the number of recipients to a minimum. If replying, think carefully about using Reply All.
- Resist copying in others to avoid responsibility.

Remember... communicating in person often gets a better result - you and your team can share information, ask questions and get feedback. This builds a **better relationship and trust** within the team.

Tips for getting the message right

Subject line	The subject line is very important. It often determines whether the email is opened or simply 'filed'. Take time to develop a subject line that will interest recipients and trigger an 'open' . <ul style="list-style-type: none"> ▪ Make the subject of the email clear, specific and concise. ▪ Include words that will resonate with recipient priorities.
Content focus	Where possible, address a single subject in your email.
Important points first	Put the most important points in the first paragraph .
Always personalise	Don't forward an email thread or send an attachment without adding a comment of your own .
Use plain English	Don't use 'sms' language, jargon, acronyms, shortcuts or abbreviations that your recipients might not understand .
Be aware of your recipients	Keep attachments as small as possible and messages brief - long emails are rarely read in full.
Check before sending - proof read	Make sure the message is obvious and cannot be perceived as aggressive, abusive or discriminatory.