



“Rehab for *Leadership by Email Guy*.”

Attention Leaders, Here's the cold, hard truth about using email:

Email is a leadership **tool**, not a method. It is a "thin" communication channel. Yes, it can carry a lot of information but it can't replace the human connection and connecting with people is at the heart of effective leadership. If you are "Leadership by Email Guy," or you know that guy (you may want to pass this on to him), here are some rules that can make for better leadership.

Don't do these things:

- Don't write anymore than 50 words in the message space of an email.
- Never send an email when you can call and speak to someone or walk to their office and speak in person with them.
Stop using email as a "CYA" tool/audit trail, etc. If you work in an organization where you feel compelled to act in this way, relying on email as a "CYA" method points to some serious deficiencies in trust people.
- NEVER, NEVER, NEVER, chastise or reprimand someone via email. Have the moral courage to do it face to face.
- Don't "discuss" via email. When deciding an issue, if you have to reply more than twice regarding it, it's time to begin a real-time conversation with those who need to participate in it.

Do this instead:

- "Cc" only the people who have a need to know.
- Use email to send data (reports, documents, spreadsheets, etc.)
- Use email to coordinate dates, times, and places for meetings.
- Assume that any email you send will be potentially read by at least one million people.
- Think before you click the "send" button. Simply because you received an email doesn't mean you're compelled to respond to it.
- Get away from your screen and see the people you're leading face to face daily. If you can't see them, call them.