



# How To End Email Overwhelm Forever—Without Taking Time Away From Your Most Important Leadership Work

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# Overwhelm Is Normal







Overwhelm Is Normal...

How many emails are in your  
inbox right now?

...And Overwhelm Is Solvable



# Other People Are The Problem...





On A Typical School Day...

How many emails do you receive  
daily, on average?

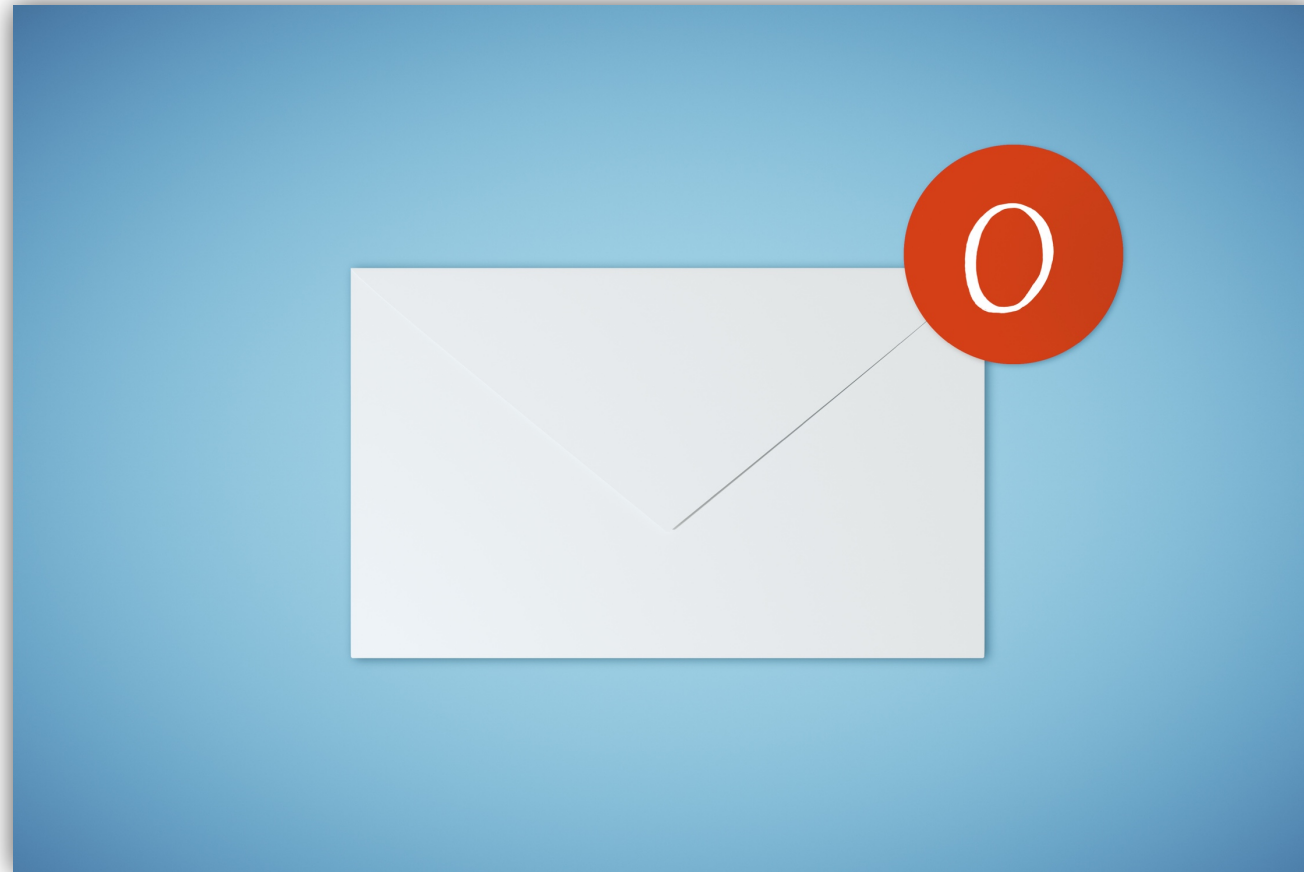


...But It Doesn't Have To Be This Way





# Ending Email Overwhelm Is Possible





# Change Is Possible—And Permanent

*“I got to inbox zero for the first time in my career this past week. I've kept it there ever since following your protocol for managing e-mail. I can't believe how much time I've found freed up. Today, I actually found myself with free time to work on items in a proactive way- something I typically don't get much of during the work day! Just thought I'd share.”*

—Scott, Chief Academic Officer



My Goal for This Training

from

*Email as an all-purpose tool*

to

*Email as just a communication tool*



# A Rude Awakening: Principal Email





# My Discovery (The Hard Way)


Principals have too many stakeholders and get too much unwanted or unimportant email


Triage, not total perfection







# Get “Current” and Get Back To Work






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## Now We're Talking!

21 Days to High-Performance Instructional Leadership

By: Justin Baeder

Daily classroom visits can significantly impact the quality of teaching and learning. *Now We're Talking!* presents school leaders with a 21-day, results-driven approach to classroom visits.

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Availability:  **In stock** USD **\$31.95**

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 Overview

### Now We're Talking!

Daily classroom visits can significantly impact the quality of teaching and learning. Organized into 21 chapters designed to be read over a period of 21 school days, *Now We're Talking!* presents a results-driven approach that far surpasses traditional walkthrough models of feedback. School leaders will complete two cycles of classroom visits while reading the book and establish the necessary foundation for subsequent visits.



## 3 Counterintuitive Keys to Email

1. The Power of Zero

2. Decisional Minimalism

3. Fight Asymmetry Head On

Counterintuitive Key #1:  
The Power of Zero



How many emails  
belong in your inbox?

# Your Inbox Is Just An Inbox





# A Vision For Your Inbox

- 0 emails
- Every day
- Multiple times per day



# Email “Bankruptcy”





# A Safer Way To Declare Email Bankruptcy

- Create a new folder or tag:  
“Email Bankruptcy MONTH YEAR”
- Move all emails out of inbox
- Don't tell anyone



# How Does It Feel?

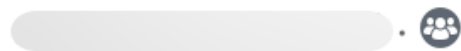
After moving everything in your inbox to an “Email Bankruptcy” folder...

- What do you need to go back and check?
- How does it feel to see zero emails in your inbox?
- What will you do when your next message comes in?

# Counterintuitive Key #2: Decisional Minimalism



Jen



High school principal here. I use Outlook email for work and like to archive important emails into folders. I'm finding I have so many folders it's cumbersome! Can you share your email organization? Thank you!



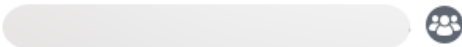
2

16 Comments

# Counterintuitive Key #2: Decisional Minimalism



B. [redacted]



I'm asking for myself, because I know no one else has this problem (smile), but how do you organize your email? What is your daily email protocol(s)? How do you file them? What do do you keep/delete? Thanks in advance for your help and suggestions!



2

22 Comments



# Counterintuitive Key #2: Decisional Minimalism



Assessment



Teacher  
Evaluations



Math



Hiring



ELA



ELL



SPED



Professional  
Development

# Counterintuitive Key #2: Decisional Minimalism



Archive



## Counterintuitive Key #2: Decisional Minimalism

Decision	Minimalist Answer
Which folder?	Archive
Save or delete?	Save
Where did I put that?	Search



Counterintuitive Key #3:  
Fight Asymmetry Head On

Let me know in the chat:

# Who emails you?



## Counterintuitive Key #3: Fight Asymmetry Head On

- Parents
- Teachers
- Other staff
- Students
- District administrators
- Salespeople
- Publishers
- News outlets
- Past vendors
- Prospective vendors
- Researchers
- Job applicants
- Automated software
- Social networks

Counterintuitive Key #3:  
Fight Asymmetry Head On



Keep your  
responses brief

# Counterintuitive Key #3: Fight Asymmetry Head On



**five.sentenc.es**

## The Problem

E-mail takes too long to respond to, resulting in continuous inbox overflow for those who receive a lot of it.

## The Solution

Treat all email responses like SMS text messages, using a set number of letters per response. Since it's too hard to count letters, we count sentences instead.

**five.sentenc.es is a personal policy that all email responses regardless of recipient or subject will be five sentences or less. It's that simple.**

\* See also: [two.sentenc.es](http://two.sentenc.es), [three.sentenc.es](http://three.sentenc.es), and [four.sentenc.es](http://four.sentenc.es).

\*\* To begin using this system, optionally copy this text and paste it into your e-mail signature:

```
-----  
Q: Why is this email five sentences or less?  
A: http://five.sentenc.es
```



Counterintuitive Key #3:  
Fight Asymmetry Head On



# Unsubscribe

This email was sent by request to justir  
Unsubscribe

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If You...

- Get to zero
- Implement decisional minimalism
- Fight asymmetry head-on

...will email be less stressful and a more effective leadership tool?



Let's Process...

What's your #1 takeaway so far?

# Are You Ready To Be Done With Email Overwhelm?



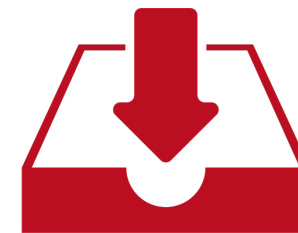
**Inbox**   
Overhaul



# If You're Done With Email Overwhelm, Here's What You Need To Do

1. Use email as a leadership tool
2. Understand how email is designed
3. Get & stay “current”
4. Use your mobile device appropriately
5. Timeshift your email
6. Use the right complementary tools







## Introduction

This video will cover the table of contents for this course, as well as giving you insight to the #1 cause of "inbox overwhelm" in leaders.



[Download the Workbook »](#)



## Leadership & Email

In this video, we discuss the distinct challenge that leaders face with email—Asymmetry.



## Get & Stay Current

In this video, we discuss the two-step process of getting and staying current in your inbox.

## Email's Properties

In this video, we cover the basic—but often overlooked—question: What is email and how should leaders use it?



## Mobile vs. Computer

In this video, we discuss the pros and cons of using a mobile device for email vs. using a computer.

## Timeshifting Email

In this video, we discuss how "timeshifting" can help us deal with the asynchronous nature of email.



## The Right Tools

In this video, we discuss tools instructional leaders can use for "optimum productivity."

