



Welcome to the **November** edition of the Mesmo Consultancy e-briefing.

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In the news

Surviving the IT squeeze

Training and IT are often the first to be cut when the economy turns down. Yet both can make a significant contribution to an organisation's profitability. For example, one hours training yields five hours increased productivity.

Many would argue that a recession is exactly the right moment to review how IT supports the business.

Alan Cane's recent article in the **Financial Times Digital Business** section provides a good starting point on the challenges facing IT departments. See the [FT article](#) (If not already a registered user of this service - you will need to register to read the article in full).

Three recurring themes which we have heard at board level discussions and other meetings are:

- **Greener IT** - remember that switching off a PC and monitor when not in use can help save up to £35 per PC per year. Is this time to do a 'green audit' and mobilise your green agenda? Two useful website are [Computer Weekly](#) and [The Carbon Trust](#)
- **Customer relationship management** - how clean and current is your contact data? This month's tips and hints focus on using Outlook's contact management functions.
- **Stress management** - are organisations providing adequate levels of support, especially for those left behind after a round of redundancies and cut backs? A useful product we encountered recently is Xanthis's on-line stress management tool. This is an easy way of supporting all staff, preventing cases of stress, anxiety

November 2008



Bournemouth on a winter's day

Thank you to all those who sent us good wishes on our recent move to the coast.

Since moving we are delighted to have worked with clients in Belfast, Bristol and London.

Quick Links

[Mesmo Consultancy](#)

[Smart Email Workshops](#)

[Managing in the Email Office](#)

[Case studies](#)

[Cost of email misuse calculator](#)

and depression. It provides user feedback and can be built into an intranet or other existing initiatives, see [Xanthis](#)

As many of you know, in addition to smart email management we can provide a range of consultancy and training services around strategic end user computing. Some services we provide ourselves and some in partnership with other organisations.

For more information about how we can help you use IT to improve efficiency and survive the current recession please contact **Monica** on **01202 313155** or <mailto:Monica@mesmo.co.uk>

A recent email gaffe - lost in translation

Many of our client organisations are multi-lingual and emails often need to be sent in a variety of different languages. A recent *faux pas* from Swansea Council reminded us just how easy it is to make a gaffe when translating from English and not taking the time to check that the translation really does make sense. See [BBC News](#)

When was the last time you provided or received email communications training designed to minimise the risk of you or your organisation being the star of the next email disaster?

Win a free workshop place

What are you (and/or your department) doing to help your organisation through the current recession? Send us a short description of any initiatives which you have got under way to help drive down costs and drive up efficiency. The best entry will be awarded a **free** place on the **Smart Email Management workshop** on **3 December**. (See the Future Events section for more information). All entries must be received by **Friday 21 November** by email to angela@mesmo.co.uk

Tips and hints

It should be easier (and often more profitable) to obtain new work from old clients and contacts. How well are you managing to keep in touch with potential clients (old and new)? All email software packages come with powerful contact management functions (be it Notes, GroupWise, Outlook or Entourage for Macs). Here are **three** tips and hints which might help you keep on top of your leads and contacts more effectively - the Outlook way is quoted but all other software packages have similar functionality.

- To add contact details from an email - right click on the email address and select 'Add to Outlook Contacts'.
- To create a follow up action from a contact, either right click on the contact and pick Create then New Task. Alternatively, from the Actions menu pick Create and New Task. (For those who like shortcut keys it is ALT+A/T/T).
- To access the Contacts database quickly from anywhere in Outlook (eg inbox or calendar) use CTRL+3.

In the New Year we will be launching a new series of advanced email workshops which focus on the use of the

calendar, contacts and task functions for improved personal efficiency. Would you like to be on the advanced workshops notice list? If so, please email angela@mesmo.co.uk and simply put "**Advanced workshops**" as the subject line.

Future events

3 December - London

Our 'Smart Email Management for you' seminar - see: [Mesmo](#)

26 & 27 November - Manchester

The Times Crème Executive Secretary and PA Event in Manchester.

Monica will be presenting on both days of the event - Session 41 from 10.30 to 11.30 - see: [Crème Show Manchester](#)

Best wishes from all at Mesmo Consultancy