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**Articles and blogs of note**

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Dear Reader,


There were two landmark technology events in October. First, 'Blackberry crumble' which highlighted how many of us have become addicted to an instant email 'fix'. Email addiction is fast becoming the silent disease of 21st century business life. Feeling you must be tethered to your email 24x7x365 is setting unrealistic expectations, distorting our work-life balance which often results in costly errors as replies are sent without being properly thought through. This month's tips contain a five step plan to start the rehabilitation process now.


Second, the death of Steve Jobs, who ranks as one of the leading innovators alongside Henry Ford and Thomas Edison. Steve Job's and the iPhone and iPad are classic examples of 'disruptive' technologies which rocked the foundations of the technology industry and diminished the standing of many existing players (eg Nokia). Disruptive technology is a model developed by Clayton Christensen in his classic book the 'Innovator's Dilemma' which should be core reading for any entrepreneur.

Kind regards,  
*Monica*

**Tips of the month**

*Recent blogs*

Email overload - dealing with email chains 

Dear Blackberry User - Cure your addiction now 

## Brilliant Email - the book

Copies can be purchased either from bookstores or directly from us for £10.00 (£8.89 plus £1.11 postage & packing).



Email [Susan](#) to order a copy.


## Contact points

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Information Overload Day - reduce email overload 

Steve Job's legacy : a personal perspective 

### *Email addiction - five steps to rehabilitation*

The Blackberry outage dominated the media as users became ever more stressed about not being able to access their emails. Some felt they could not work whilst others just ranted and drove up their blood pressure. There was an upside, in that people actually had to listen and pay attention whether in meetings or face-to-face conversations without being distracted by checking their email. Be judicious about who you include in the first place. Avoid broadcasting to the world. Ask yourself does this person really need to be included? If you are on the distribution list but don't feel you need to be then be bold and remove your name from the list.




We wrote about email addiction in the February e-briefing. However, the surge of articles and client discussions on email overload and the perception that one must stay tethered to one's inbox prompts us to write about it again. Email addiction predates much of today's email overload. The more emails you send the more you receive. The faster you respond, the more you drive up the volume of email. Often by waiting and dealing with emails in batches rather than as they arrive the initial challenge has changed or receded. Instead of five hasty email responses, just one suffices.

Here is a five step plan to help you reduce your email dependency and start rehabilitation now before you become just another stress related sickness statistic by suffering with email addiction.

First and foremost, benchmark your level of email addiction by using our '[Email addiction Self Diagnosis](#)' tool. To download it free [click here](#).

1. Turn off all new email alerts and only check your emails at specific intervals for example every half an hour. If something is more urgent you can be very sure that the sender will call you.
2. Set a curfew after which time each day you will no longer look at emails, eg 8.30 pm.
3. Manage people's expectations. Insert a line in your signature which tells people that you check your emails at regular intervals but not as they arrive so there may be a short delay before you reply and to call you if it's very urgent.
4. If you are tempted to peek at your emails between intervals or after the curfew, divert yourself, do something else, talk to a colleague, have a walk, make a coffee etc.
5. Reward yourself for every day that you succeed with the rehabilitation process.



For more tips on email best practice  
read the latest Mesmo Blog 

Do you have colleagues suffering from email addiction which is draining everyone's productivity? Ask us about how our 'Brilliant Email Master Classes' can help you all save time and improve productivity by reducing the email dependency and hence email overload.

For more information on Brilliant Email Master Classes, contact Susan either by phone on 01202 43 43 40 or [email](#).