Leader Toolkit
Email guide

We are **COLLABORATIVE** leaders, **DEDICATEDTO QUALITY**.

We build trust, communicate and support each other. We focus on what matters and deliver results.

Why use this tool

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

When to use this tool

In theory, whenever you compose an email, but definitely when the email is important.

How to use this tool

The tool is essentially a checklist of good email practice. Scan it quickly before you send any important email and try to remember the most important parts for all emails.

Tips

Consider speaking in person when your message **:**

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

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

Email guide

Guidelines for better emails

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 emotional when you are about to write an email, leave it a while.
Decide who should receive your email	• Keep the number of recipients to a minimum. If replying, think **very 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.
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'. • Make the subject of the email clear, specific and concise. • Include words that will align with recipient priorities.
	Content focus	Where possible, address a single subject in your email.
	Specify context, purpose, outcomes, resources and time (CPORT)	Cover the context and purpose of your communication. Be sure to use CPORT when using email to provide instructions, request action or delegate a task
	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 clear and cannot be perceived as aggressive, abusive or discriminatory.