

## Customized E-mail Protocol (CEP)

### Customized E-mail Protocol (CEP) Overview:

Using electronic communications technology effectively is critical to sustained productivity. An e-mail protocol customized to the specific requirements of your organization will enhance productivity by promoting:

- **Clarity** – The goal is to have every e-mail communicate a clear and meaningful message with required next steps stated succinctly and specifically.
- **Consistency** – Staff members are taught e-mail techniques that enable individuals to process large volumes of e-mail more effectively and reduce the volume sent and received.
- **Cost efficiency** – Protocols extend the value of individual and group productivity training throughout the company without adding substantial expense.

### The Process:

Customization begins with identifying a project sponsor in the organization and conducting a series of interviews where we discuss the communication culture, objectives, roles and IT requirements of each work team. We combine this data with our expertise and develop the customized protocol. The protocol document we develop can then be customized further—by the client or our firm—to meet the company's graphic standards criteria. The final protocol we produce is formatted into an attractive tri-fold brochure. Clients can elect to print their own documents or have electronic files for staff members to download.

As part of the program, distribution of the protocol is formalized, with internal champions leading the effort using a customized Microsoft PowerPoint® presentation. McGhee Productivity Solutions consultants assist with the creation of the presentation and offer a two-hour coaching session to support team leaders in delivering the training.

Reinforcement of the use of the protocol is critical for long term success. Part of the customization of this protocol is to establish methods for encouraging and promoting ongoing utilization of this protocol and establishing it as the foundation of appropriate e-mail culture.

### The Protocol:

This proven tool helps the organization clearly define the:

- McGhee Productivity Solutions PASS model
  - P – Purpose of the communication
  - A – Action and due dates
  - S – Supporting documentation
  - S – Summary in subject line
- The effective use of "To" and "Cc" and "Bcc" lines
- How to use e-mail signatures
- Questions to ask prior to sending an e-mail to ensure effectiveness
- Effective e-mail responses
- Formatting for readability

### Contact Us:

To discuss how McGhee Productivity Solutions can develop a Customized E-mail Protocol for your organization, please contact us at [info@mcgheeproductivity.com](mailto:info@mcgheeproductivity.com).