

### Protocol Overview

Using electronic communications technology effectively is critical to sustained productivity.

The email protocols we customize for clients 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 speed action and support the desired communications culture
- Cost efficiency - Protocols extend the value of individual and group productivity training throughout the company without substantial expense

### The Process

Customization begins with a series of interviews where we discuss the culture, objectives, roles and IT requirements of each intact work team. The protocol document we develop is then customized further—by the client or our firm—to meet the company's graphic standards criteria. Clients can elect to print their own forms or have PDFs for staff members to download. The final protocols we produce are printed and laminated for longevity.

We recommend that distribution be formalized, with internal champions leading the effort using a customized PowerPoint® presentation. McGhee facilitators assist with the creation of the presentation and offer a two-hour coaching session to support team leaders in its delivery.

### The Protocol

The easy-to-use guide presents McGhee Productivity Solutions' PASS™ model. This proven tool helps the communicator clearly define the:

**P** – Purpose of the communication

**A** – Action and due dates

**S** – Supporting documentation

**S** – Summary in subject line

### Users are also instructed in:

- The effective use of "To" and "CC" lines
- How to use email signatures
- Questions to ask prior to sending an email to ensure effectiveness
- Setting up effective reference systems that reduce filing and search time
- How to process large quantities of email to ensure that everything is getting done on time
- Strategies to assure the email inbox is emptied weekly