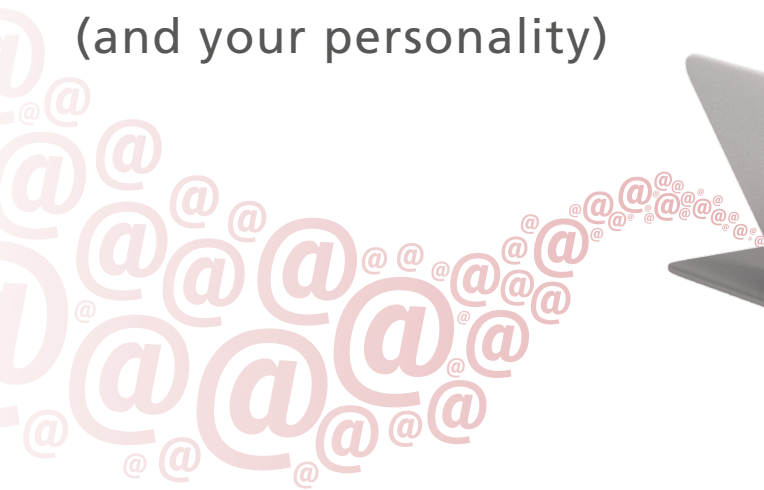


# QUICK GUIDE TO **EFFECTIVE EMAILING**

(and your personality)



**> 84% of people**

agreed they could not  
do their job without email

(OPP Research, 2016)

**> Over 205 billion emails**

were sent and received every day in 2015

(Radicati Group, 2015)

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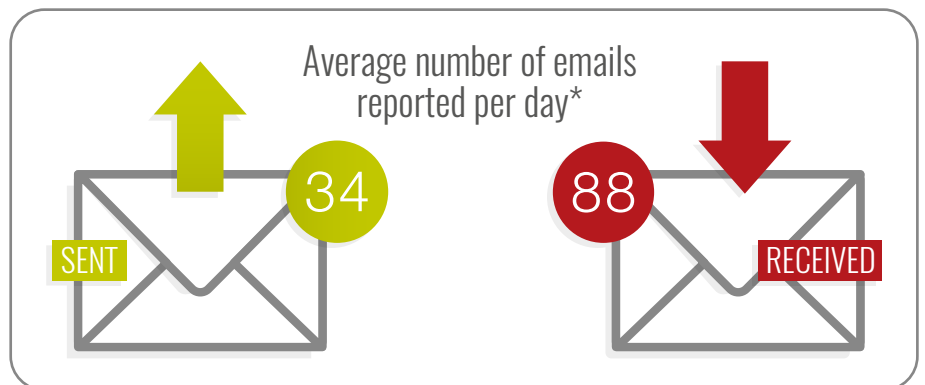




# HOW DO **YOU** FEEL ABOUT EMAIL?

Most people underestimate how much time they spend on email, and how disruptive it can be. For many, email is an **essential tool, but is also a source of stress.**

In this guide we'll explore the results of OPP's research into how different MBTI personality Types use and feel about email, and give **hints and tips** on how to **reduce email-related stress** for you and others.



\* Radicati Group, 2015. Email Statistics Report, 2015-2019. Palo Alto, Ca, USA: The Radicati Group, Inc.

# WHAT PEOPLE MOSTLY AGREE ON

Our research showed that there are some common likes and dislikes about the use of email...

## Best things about email

- > You can use email with anyone, anytime, anywhere
- > Email is quick
- > It is easy to maintain an audit trail with email
- > Email facilitates clear communication
- > Using email gives you time to compose your thoughts before responding

## Worst things about email

- > Receiving junk!
- > The possibility of misinterpretation
- > People using email to avoid face-to-face communication
- > Receiving unnecessary emails
- > Receiving too many emails



Many people agreed that they can sometimes be **overwhelmed by email**. The more people used email, especially outside of normal working hours, the more stressed they were.



# YOUR MBTI PERSONALITY TYPE

Although there is some agreement on the best and worst things about email, your personality will impact on how you deal with, think and feel about email – not to mention whether expectations differ to other personality Types. One of the most straightforward ways to understand your personality is to use the Myers-Briggs Type Indicator® (MBTI®) framework.

EXTRAVERSION

INTROVERSION

Where do you get your energy from?

SENSING

INTUITION

What kind of information do you prefer to use?

THINKING

FEELING

What process do you use to make decisions?

JUDGING

PERCEIVING

How do you deal with the world around you?



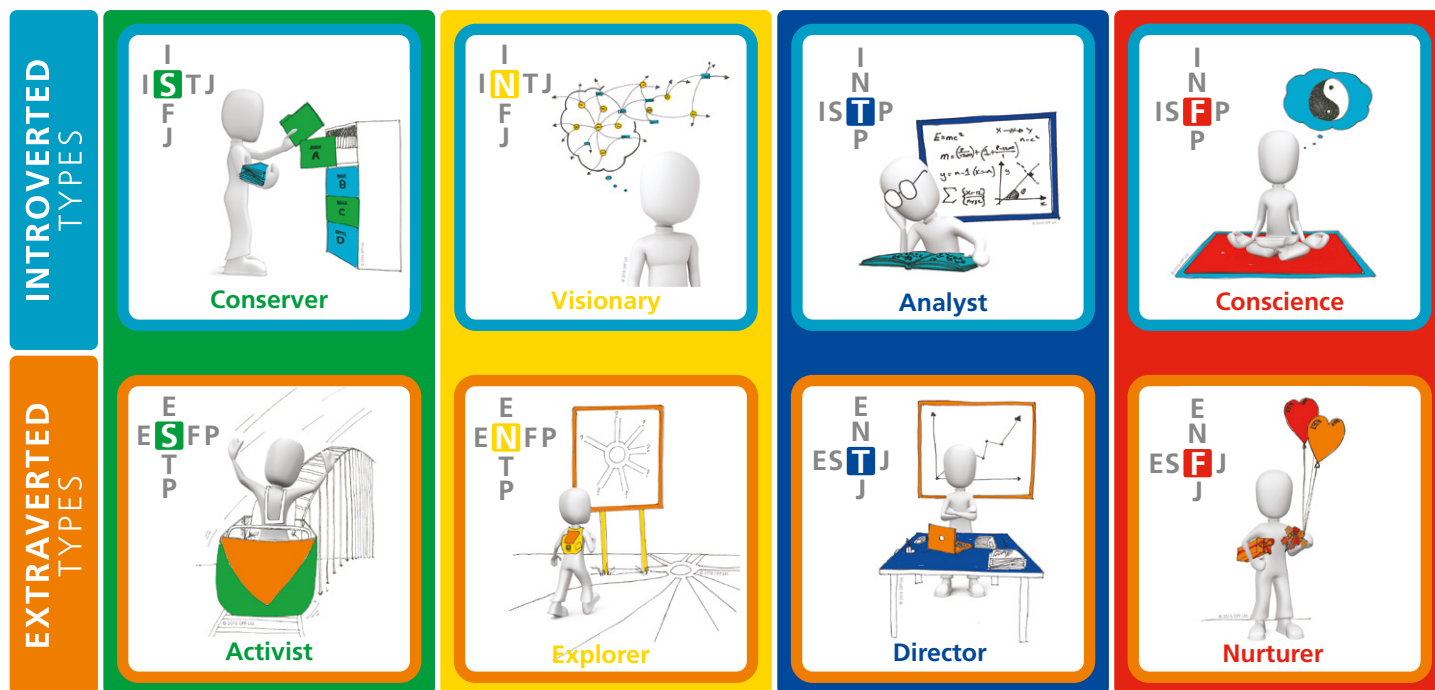
The MBTI framework is based on the four preference pairs, shown above, that combine to create **16 four-letter personality Types** shown on page 15. Knowing your personality Type allows you to develop in all areas of life – exploring email is just one aspect of how the MBTI framework can support better communication.



# YOUR CORE CHARACTERS™

When you know which of the 16 four-letter MBTI Types suits you best, you can begin to understand more about your **key motivators**. The table below illustrates these as lead Core Characters – each shared by two MBTI personality Types.

We surveyed 368 people and found **systematic differences** in the way their lead Core Character influences how they use and feel about email.



Turn the page for tips on what's most important in email communication for yourself and others.

**Core Characters™**



# ACTIVIST

## ESTP / ESFP

### Advice for you

- > Check if you've sent all the emails you started today
- > Don't skim read. You risk missing valuable information or actions
- > Give people time to reflect. Remember not everyone wants to talk face-to-face or provide an immediate response

### Advice for others when emailing Activists

- > Keep emails short
- > Respond quickly, and ideally face-to-face
- > Don't expect Activists to check emails at weekends



# CONSERVER

ISTJ / ISFJ

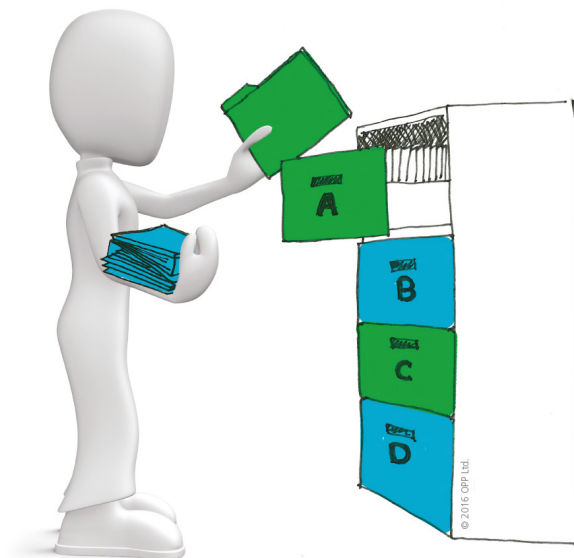


## Advice for you

- When you have to concentrate, turn off email notifications so you aren't distracted
- Don't always use email. Consider meeting face-to-face or picking up the phone
- If you get no response, don't be afraid to follow up – not everyone checks email as vigilantly as you

## Advice for others when emailing Conserver

- Avoid bombarding Conserver with too many emails at once
- If you don't get a response from a Conserver it could be a sign that they are overwhelmed by email
- Don't expect Conserver to check emails outside of working hours



**Core Characters**<sup>TM</sup>

# EXPLORER

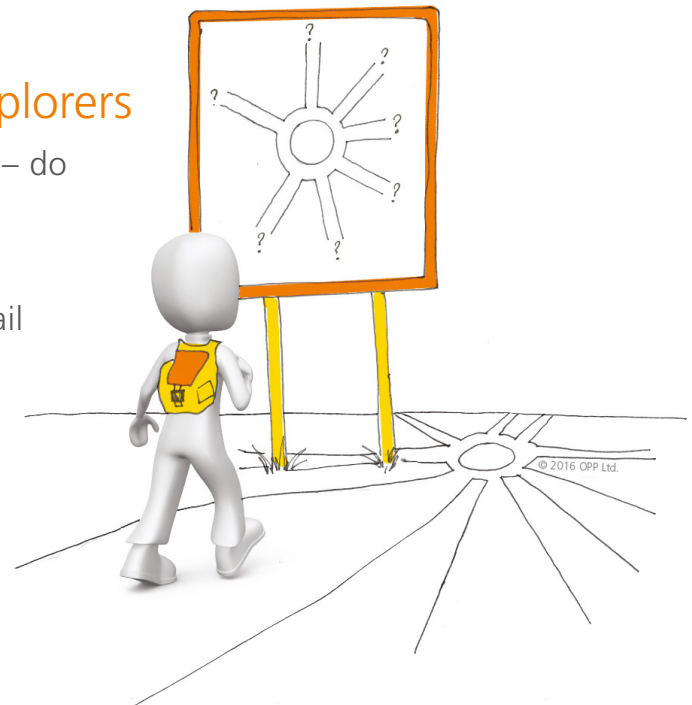
## ENTP / ENFP

### Advice for you

- > Remember that not everyone wants to meet face-to-face all of the time
- > Don't feel you have to set up subfolders if you'll never actually use them
- > Remember that people are often waiting for a quick response – if you can't respond quickly, consider sending a holding email to manage expectations

### Advice for others when emailing Explorers

- > Explorers appreciate face-to-face communication – do you really have to send that email?
- > Make it clear if you need a quick response
- > Avoid making Explorers feel obliged to check email outside of working hours





# VISIONARY INTJ / INFJ

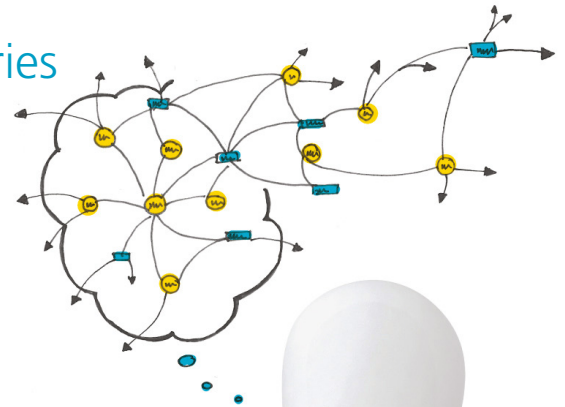


## Advice for you

- > You like to compose your thoughts but remember some people expect a quick response – if you can't respond quickly then consider sending a holding email to manage expectations
- > Remember that sometimes a call or face-to-face meeting may be preferred by others

## Advice for others when emailing Visionaries

- > Avoid bombarding Visionaries with too many emails
- > Visionaries may take time to respond but it doesn't mean they don't expect a quick response from you!
- > Don't skim read emails from Visionaries. They usually take great care over the content of their emails



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**Core Characters™**

# DIRECTOR ESTJ / ENTJ

## Advice for you

- > If someone takes time responding, they may be thinking through their answer, not procrastinating
- > Be tactful if you receive emails that contain mistakes, or if emails don't get to the point
- > Avoid being too direct if stressed

## Advice for others when emailing Directors

- > Send clear, concise emails with a subject line and a clear point
- > Respond quickly to their emails
- > Emails that Directors send out of hours aren't necessarily urgent in their eyes



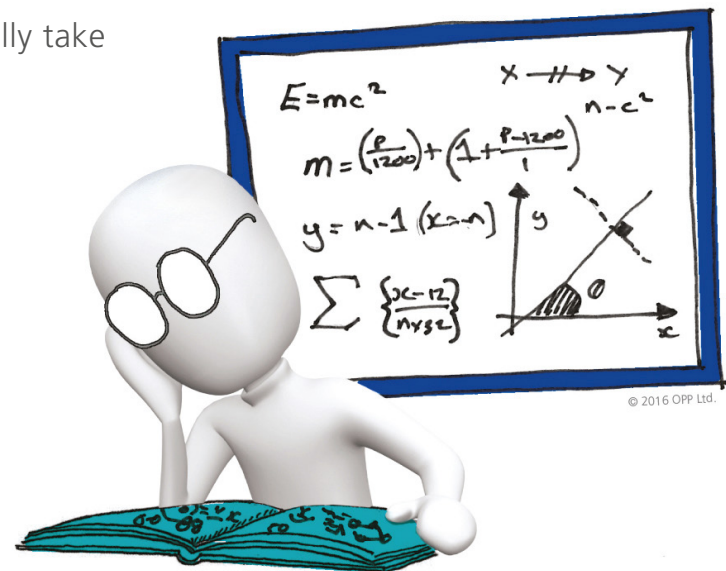
# ANALYST ISTP / INTP

## Advice for you

- > If a quick response is necessary, consider sending a holding email
- > Email may not be the best platform for open debate

## Advice for others when emailing Analysts

- > Be sure to tell people if you need a quick response – and why you need it
- > Make your point clear
- > Don't skim read emails from Analysts. They usually take great care over the content of their written communication



# NURTURER

## ESFJ / ENFJ

### Advice for you

- > Don't be offended when people omit pleasantries – it might mean others are under stress or overwhelmed by email (Directors are most notorious for this)
- > If responding quickly, take time to double check the content and who you are sending the email to
- > Remember that not everyone wants to meet face-to-face all of the time

### Advice for others when emailing Nurturers

- > Include a subject line and pleasantries – even consider using emoticons
- > Respond quickly or at least acknowledge the email
- > As with Explorers, avoid making Nurturers feel obliged to check email outside of work



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# CONSCIENCE

## ISFP / INFP

### Advice for you

- Remember that some people need a quick response – if you can't respond quickly, consider sending a holding email to manage expectations
- Be clear and concise, so that others will actually read your message properly
- Don't forget to include a subject line

### Advice for others when emailing Consciences

- Don't forget to include pleasantries
- If you expect a quick response, politely mention how much you would appreciate that
- Deliver difficult messages with care and personally



# TOP TIPS FOR EVERYONE

## **Send fewer emails**

The more you send, the more you receive and that's stressful – for you and everyone else

## **Respond quickly**

People vary in how quickly they expect a reply, but try to respond within 48 hours

## **Be clear, concise and correct**

Most people like clear, concise emails, with a subject line; many are irritated by errors

## **Take care with chains and copying**

Think who should be in the 'to' line and who in the 'cc' line; avoid making people search through long email chains!

## **Stick to the working day**

If you can, avoid sending and checking work-related emails at other times. This might be difficult, but try and have at least some time email-free, to reduce your stress levels

## **Be polite**

Your recipients will feel more positively about you and see you as more competent

## **Think about your audience**

Given your own MBTI Type, you probably have a particular style of communication. Vary your approach to match the needs of your audience



# WHAT CAN YOU DO NEXT?

## If you know your MBTI Type

- Share your Type and email preferences with your colleagues to improve communication and reduce stress.
- Think of the person you are emailing; if you know their MBTI Type, follow the tips to make your email communications more effective. Remember that the things you like (and hate) about email may be different for them.



ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

## If you don't know your MBTI Type

- Find out your MBTI Type and Core Characters. A feedback session may be the key that reveals not only why you communicate in the way you do, but also helps you to deal with conflict, develop resilience, improve decision-making, work more effectively in teams, and more besides.
- In the meantime, use the general hints and tips on page 14 of this guide. Which strategies can you put in place to reduce email stress?

# For most people email is an **essential business tool**. It can also be a source of **stress at work**.

Find out how our personality impacts on how we use and feel about email, and get tips to improve your email communication and reduce email-related stress.



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OPP Ltd is the European distributor of the Myers-Briggs Type Indicator® and other leading psychometric tools. OPP and its partners help organisations unlock potential in individuals and teams with training, resources and consultancy to support effective and innovative talent identification and people development.



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