



IPSEN WAY OF BEING

Email etiquette and in-box control

IPSEN

8 Steps to In Box Control

We Drive
for success

GAIN
CONTROL

1

Allow 1 hour at the beginning and 1 hour at the end of every day to spend exclusively on emails (you are VERY unlikely to need this long once you're on top of them)

First 10 mins: Do a quick scan of new emails and organize

- **Delete**
- **File**
 - Set up an 'email server'
 - Use the calendar to remind you of an event/deadline and paste the email into the body of the invitation
- **Unsubscribe** to anything not needed
- **Set up email categories** and apply them as you scan
 - Key information
 - In someone else's hands
 - To follow up
 - To do today
 - When I have time
- **Flag** important emails
- **Group emails** about the same thing but with different subject headings together and resend in one email with an appropriate subject head
- NB. When reviewing emails:
 - Sort by subject to check a new email isn't part of a thread
 - If it is part of a thread, deal with the whole thread together
 - If an email is going to take <1 minute to reply to - reply the minute you see it!
 - Be efficient and honest about where you can realistically help and where you need to deflect to someone else; in these cases, delegate immediately
 - Read only the emails that are relevant!

Remaining time

- ACTION your emails, then delete/file

Left over time (it will happen!)

- Sort by person, and check you haven't missed anything urgent
- Go to the bottom of your in box and review old emails - some can now be deleted/archived/handed on
- Write emails before you need them/set up template emails

2

Between each task or at the end of meetings that finish early etc, quickly scan your emails to see if anything important has come in that you need to respond to [delete/file/flag/categorise/unsubscribe as you go]

3

Set up your quick steps box

Are there groups you email regularly, for example?

4

Set up rules to help you

Priority emails

Assign a colour/flag to emails from specific (important!) people

5

Use a different address for your personal emails

6

Keep your in box to an absolute maximum of 100 emails (all read!)

7

At the end of every day, you should have no unread emails, and no unmarked emails

8

Enjoy being in control

Own the Outcome

Did you know that storing one email in your inbox corresponds to 4g of CO2? That's the same consumption as a dimly lit lightbulb for 20 minutes - meaning that the small action of deleting emails makes a huge impact.





IPSEN WAY OF BEING

Email etiquette and in-box control



We Lead
with purpose

16 Workplace Email Etiquette Rules

These rules exist to make us look professional and help us communicate better and more efficiently while respecting people's time

Don't respond to an email when emotional

Follow a proper email format

- **Subject line:** describe what the email is about in a few words
- **Email greeting:** Mention the recipient's name and add a proper greeting
- **Body:** Write the main message and one ask
- **Signature:** Use Ipsen template to create signature

Ensure subject lines are short and specific

Use forwarding appropriately

- Do not forward email containing sensitive information
- For emails containing loads of information (e.g., long email threads), summarize the key points before sending so the recipient doesn't have to sift through a bunch of old emails to figure out action items

Don't send or respond to emails over the weekend or out of work hours [beware of timezones!]

Use email fields properly

- **To:** This is the field everyone uses. Include the email address of the person you're emailing
- **CC:** Don't overuse this field, as you'll unnecessarily clutter peoples' inboxes. Use it in the following instances:
 - When the information in the email is relevant to the intended recipient, and you want to keep them updated
 - When you want to make the email more of a priority. In that case, CC someone higher up in the company
 - When you're helping a co-worker with their work and want to keep them in the loop
- **BCC:** You can also use this field to copy in a recipient, but their email remains hidden to everyone but you. BCC'ed recipients will only receive the initial email and not the replies
 - Use BCC if you want to protect people's emails from being exposed without their permission, e.g., if you're sending a company newsletter

Proofread your emails

Include the following disclaimer in your signature:

Any mails received at night or on the weekend do not call for an immediate response

Respond to emails promptly

Keep emails short

- According to [research](#), the magic number is 50-200 words. People today receive a lot of emails, so respect their time by cutting out unnecessary wordiness

Use "Reply all" correctly

- When you "Reply," you respond to only one person — either the original sender when responding to the first message or another recipient when replying to any message in the email thread
- But, when you click "Reply all," you email everyone included in the To and CC fields. Only ever use "Reply all" if you feel your response is important and everyone should know,
- When in doubt, use "Reply"

Check email tone

- **Avoid sarcasm:** The recipient may not understand and take it the wrong way
- **Frame your email positively:** Use positive words (e.g., benefit and improvement) instead of negative ones (e.g., failure and mistakes)

Use abbreviations in specific circumstances only; often best to write out in full

Check that the recipient's name is correct

Use emojis carefully, appropriately, sparingly

Remember to set out-of-office messages