



WHITE PAPER

OPTIMIZING

EMAIL MANAGEMENT WITH LEANMAIL

A COMPREHENSIVE SOLUTION TO EMAIL OVERLOAD

By Michael Hoffman, CEO, LeanMail

EXECUTIVE SUMMARY

Email overload is a common issue that affects productivity and causes stress for many professionals. In today's fast-paced business environment, managing email effectively is essential to ensure efficient communication, collaboration, and information sharing. LeanMail is a comprehensive email management solution designed to help users optimize their email workflow and minimize the impact of email overload. This white paper provides an overview of the key features and benefits of LeanMail and demonstrates how it can help users achieve better email management and boost productivity.

Introduction

Email is one of the most widely used communication tools in business today. However, it is also one of the biggest sources of distraction and time-wasting. Managing email effectively can be a challenge, particularly when the volume of emails received each day is high.

To address this challenge, LeanMail provides a comprehensive solution that allows users to streamline their email workflow, prioritize emails, and reduce email-related stress and overwhelm.

Background

The problem of email overload is pervasive, and it can have a significant impact on productivity, efficiency, and job satisfaction. According to a survey conducted by McKinsey & Company, professionals spend around 28% of their workweek reading and responding to emails. Moreover, the constant influx of emails can cause a lack of focus, disrupt workflow, and increase stress levels.

To address this issue, organizations and individuals need a reliable and efficient email management solution that can help them better manage their inbox and reduce the impact of email overload.

Solution

LeanMail is a comprehensive email management solution comprised of a methodology and proprietary software that has been developed over 16 years, incorporating the principles of LEAN, and building on the productivity revolution initiated by David Allen's book "Getting Things Done".

LeanMail provides users with a range of tools and features that are specifically designed to optimize their email workflow, reduce email-related stress, and overwhelm, and increase productivity. With its user-friendly interface and customizable options, LeanMail allows users to streamline their email management process, prioritize important messages, and focus on what matters most.



Solution

The key features of LeanMail include:

- 1. Email prioritization**

With LeanMail, users can quickly and easily prioritize their emails based on both urgency and importance, allowing them to focus on the most critical messages first.
- 2. Smart email organization**

LeanMail's advanced archiving system, InstantArchive, allows users to save their emails directly from the keyboard to a "smart" folder. Users can add unique identifiers and categories to make it easier to find important messages without relying on universal search.
- 3. Integrity**

A business proposal is aimed at attracting potential clients with what a company sells. It's a document in either digital or printed form that explains product or service features, taking into consideration the lead's needs and wants.
- 4. Email scheduling**

LeanMail's scheduling feature lets users schedule emails to appear in a "Today" view on the day they are due, so they can focus on what they need to do rather than on an overwhelming list of emails.
- 5. Email templates**

LeanMail provides a range of customizable email templates, **RapidReplies**, that help users save time and streamline their email communication.
- 6. Auto-volume reducer**

One of LeanMail's standout features is its automatic moving of non-essential emails to separate folders using the **Inbox480** Module. This module moves "pseudo-spam" emails - those that don't fall into the categories of either spam or core work - and electronic newsletters and newspapers, effectively reducing up to 80% of many users' emails.
- 7. Shared inbox solution**

LeanMail's shared inbox module offers teams working from the same inbox an effective solution that provides transparency regarding who is doing what and when it is due. Advanced filtering options allow each team member to focus on what's important to them or see the big picture.

Implementation

LeanMail is easy to implement and can be integrated with Microsoft Outlook (It is an Add-on.), which is widely used by businesses and professionals. The installation process is simple and takes only a few minutes to set up.

Users can start using LeanMail right away to optimize their email workflow and reduce the impact of email overload. Two hours of instruction and 30 minutes of coaching is required.



Conclusion

Email overload can be a significant problem for many professionals, but it doesn't have to be. By using LeanMail, users can streamline their email workflow, prioritize emails, and reduce email-related stress and overwhelm. With its comprehensive range of tools and features, LeanMail is a powerful email management solution that can help individuals and organizations achieve better email management and boost productivity.

Whether you're a busy executive or a small business owner, LeanMail can help you get the most out of your email communication and maximize your potential.

Michael Hoffman

CEO
LeanMail



Michael Hoffman is a renowned executive coach with a track record of working with leaders of Global 500 and Fortune 500 companies. He is also the CEO of LeanMail, a productivity solutions provider for email, meetings, and projects. Michael brings a wealth of experience to his role, having held various management positions, and worked with diverse people and cultures. His entrepreneurship experience stretches over 30 years.

As an executive coach, Michael focuses on providing skills and tools to individuals who are dedicated to achieving personal and professional excellence. He takes a pragmatic approach, emphasizing on work-life balance and a holistic mindset. His book, [*The Power of Coaching and Mentoring - A Human - Machine Collaboration*](#), is a must-read for those interested in exploring the world of coaching and mentoring. Whether you seek personal growth, professional development, or organizational improvement, this concise yet powerful book will undoubtedly inspire and empower you to unlock your full potential through the art of coaching and mentoring.

LeanMail, has partnered with more than 250 organizations, including six Fortune 100 companies, in order to improve their focus on profitability, lower stress, and reduce waste in the realm of internal collaborative communications, including meetings, messaging/email management, policy making, and change management.

In addition, Michael has trained first-year MBA students at IESE through a program called ScaleYOU, which aims to assist students in managing their time effectively, reducing stress, and leading more efficient and effective lives.

Specialties: General management, change management, negotiations, business process design, IT management. Strong leadership and communication skills enabling him to inspire employees, partners, and clients alike.