

For Immediate Release:

April 5, 2006

**Art of Effective Email Combats Email Overwhelm;
Email Now Considered the Primary Cause of Stress in the Workplace**

Email is now considered the primary cause of stress in the workplace. The American Management Association recently found employees spend an average 2.1 hours a day dealing with email and 10% spend an more than four hours a day. DoubleClick's 2005 email study found that 32% of individuals report constantly checking their email. **Email fuels stress** - Seven out of ten managers find dealing with email stressful according, to the Australian Psychological Society.

Like many Canadians, Wendy Alexander, a Director at the City of Mississauga was spending 3 to 4 hours a day dealing with email. Since taking the program, she now spends less than 45 minutes on email. She also reports being more in control of her day and having a healthier relationship with technology.

The Art of Effective Email assists people to confront their chaotic and reactive email work habits and design their own proactive system and relationship with email. The program is an interactive inquiry in which managers and information workers tell the truth about their bad email habits and look at strategies to regain control of their email. In the half-day session and ongoing coaching people design their personal email plan, manage realistic expectations with co-workers and building a healthier relationship with technology. The participants leave the program with an action plan to take back control of their email.

Just say no, to email addition. In a recent Symantec survey of email users in Europe, 74% said they think it email is addictive and 21% admitted to being email dependent - compulsively checking their e-mail and panicking when they can't. Constant email users suffered a 10 point drop in IQ scores, more than twice the fall recorded by marijuana users, in a clinical trial of over a thousand participants by HP and the university of London. They found mail addicts developed an inability to distinguish between trivial and important messages. Incredibly, 20 percent consistently jeopardized important relationships by "checking their messages" in the middle of a conversation.

"Email overload is the hot button organizational development issue in business right now," says Paul Gossen, Director of Leadershipinc. and program founder. "Unless individuals tell the truth about their email habits and work as a team to make agreements about how to use email, most email reduction initiatives amount to a set of rules. It is akin giving someone the 5 tips for quitting smoking, sincere but ineffective."

The Art of Effective Email is targeted toward managers and information workers with a special focus on federal government employees and high-growth technology companies. The program builds an effective foundation for a powerful shift in the email culture of an organization.

Leadershipinc. offers programs in Vancouver, Calgary, Toronto, Ottawa and Montreal and provides Email and Mission Control Productivity Programs to organizations across Canada. Leadershipinc. has conducted large-scale corporate programs for the RCMP, Amex Canada and the City of Mississauga and has conducted in-house programs for dozens of other companies. Additional information is available from www.leadershipinc.ca or toll free at 877 882-4300. Paul Gossen, Director of Leadershipinc., can be reached at (778) 688-6246.