Mail Manager
an Ideagen solution

YOUR GUIDE TO
UNLOCKING
PRODUCTIVITY
POWERS

Unleash your full potential in achieving the goals of the business

Like Flash, everything is moving fast. But many businesses are making less money now than they were 5 years ago. While other areas of the business may move forward, often it is the productivity and efficiency that flatlines – both of which are linked to profitability.

The modern worker is multi-functional. Directors wear different hats – they need to have visibility of all parts of the business, be involved in everything and more. They need to have visibility of all parts of the business, be involved in everything and more. They need eyes and ears in the business.

Equally, businesses are yet to crack the 'Productivity Puzzle' plaguing various industries. How, then, do employees improve their productivity levels and Directors 'empower rather than enforce'?

Email is one of the biggest productivity drains in the business, with most people spending hours every day responding to, filing, and finding important business emails.

SPLAT!

The importance of productivity

A decline in productivity stunts the GDP or the economic output.

Office for National Statistics (ONS) data indicates that UK productivity has fallen to levels seen in 2007. There has been a consistent lack of productivity in the UK, which has now led to it being overtaken by many other countries. Similarly, the US Bureau of Labor Statistics reported a decrease in productivity by 4.3% in 2022.

The key to success in a competitive market is productivity. By increasing your team's productivity, you will improve your business's profitability. In addition, productivity helps to boost company culture and morale, effectually creating a better work environment and in many cases, high productivity often leads to success.

Approximately $1.8 billion USD is spent annually by employers due to low productivity, according to a recent study by HubSpot.

The most effective way to improve productivity is to motivate people to work harder. 6 key areas for businesses to focus on are:

1. **Training**
2. **Innovation**
3. **Culture**
4. **Technology**
5. **Leadership**
6. **Incentives**

"Just because someone stumbles and loses their path, doesn't mean they can't be saved"

Professor Charles Xavier

The productivity problem: The business point of view

Productivity and efficiency are the superpowers of today's workplace, but factors like a lack of focus, distractions and boredom are the real villain.

Productive people are typically happier. After all, the feeling of completing a task and crossing it off the to-do list is an elating feeling. On the other hand, feeling like you're falling behind can be frustrating and demoralising.

A balanced approach to productivity and efficiency is key.

Increased productivity can sometimes result in less efficiency, and vice versa. In order to find the right balance, you must consider the needs and goals.

It's common to focus on increasing productivity because it leads to more work, but if you sacrifice efficiency, you won't accomplish much. It may even make matters worse by adding to your workload. When productivity rises and efficiency declines, then productivity levels are out of whack. To achieve maximum results, they must be balanced.

Poor productivity leads to:

- A decline in productivity due to poor performance or under-performing resources
- Low morale and disengagement among employees
- An inefficient use of company resources or employee time
- Lack of motivation and creativity
- Delays in project timelines
- Workplace toxicity and high employee turnover

And it has the power to destroy your business. So, what can you do in your business to stop the productivity villains in their tracks and unlock your hidden superpower?

"No matter how bad things get, something good is out there, just over the horizon"

Green Lantern

A focus on personal productivity

Becoming more productive is no small task, especially when there are a number of friction points holding you back. For most profe ssionals, email is one of these. Email is a proven cause of stress and unproductiveness in the workplace. But it is the lifeblood for most project and client businesses.

Improved productivity can prevent projects from falling behind schedule and ensure they are completed within budget.

Our top hacks for enhancing personal productivity

Prioritise the most critical tasks
Everyone has their own way of sorting their most crucial tasks. Identify the two or three things that contribute to your success and generate revenue. Then eliminate all the extra 'stuff' to ensure you reap the benefits of only focusing on the tasks that matter.

Reduce 'housekeeping' time
That said, as much as we'd all like to focus solely on these most important tasks, we all have other things we need to do. The key is to plan when you'll do them, in order to keep productivity levels up. Consider arranging these activities into a pre-planned block of time rather than spreading them out throughout the day. That way, you'll still feel productive and have a sense of achievement.

Streamline the to-do list
Having a long to-do list of 20 to 30 items will only lead to a decline in productivity. Instead, try to make a would like to-do list, choose the top three or four most important tasks, then organise those in order of importance and which will provide the biggest reward, or are more achievable. Make that your to-do list and get the job done.

Use your calendar
Create time periods for writing new proposals, drafting presentations or reviewing marketing materials.

Manage your distractions
Minimise unnecessary distractions such as phone alerts, email notifications and pop-up chat windows, as they divert your attention. So go alert-free and take a few minutes per hour to check what you may have missed - the chances are, you'll have been more focused.

Reduce meeting times
Meetings are among the biggest productivity drains. Most meetings can be completed in as little as 15 minutes, if one is needed at all, however the standard meeting times in scheduled calendar software tend to be 1 hour. This is an inefficient use of time, which also breaks momentum, causing distractions.
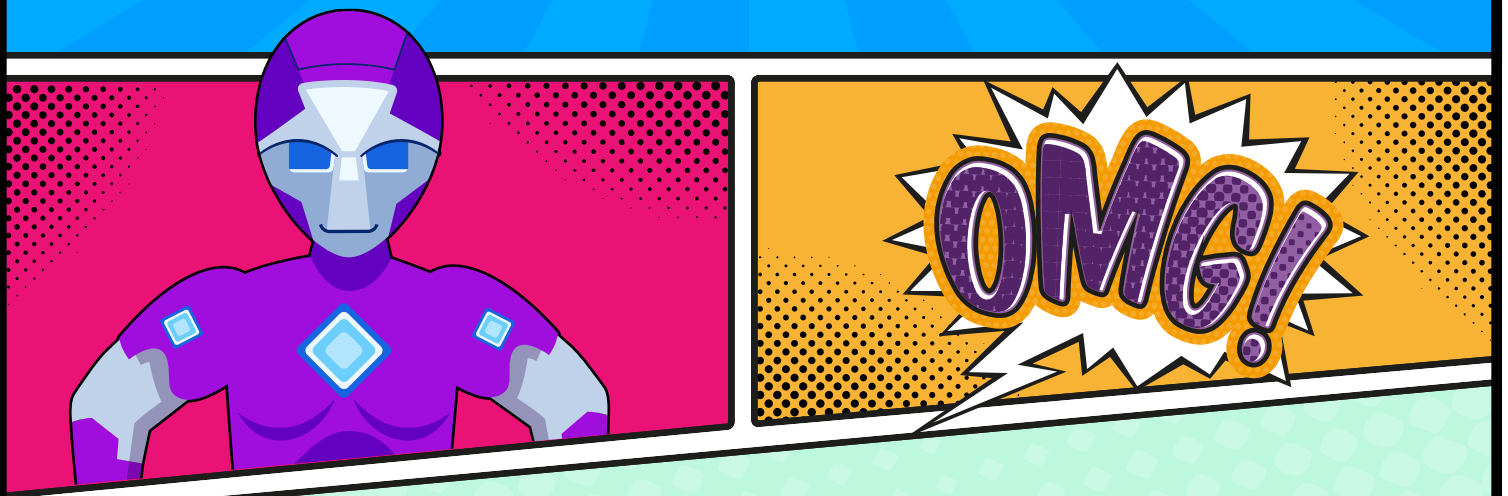
Now, lets zero-in on productivity in the workplace

Organisations have become employee centric. After all, their workforce is the asset that drives their profitability and success.

As mentioned before, for employees to thrive and make valuable contributions to the firm, they must feel valued.

Our top hacks for enhancing productivity in business
Provide career-building opportunities to employees: In order to fuel professional growth, organisations should form an individual development plan (IDP) for every employee based on their skillset.

Determine areas for improvement by evaluating work processes: Implementing standard work procedures will ensure that everyone knows what is expected of them, and tasks will be completed more efficiently.

Use lean principles and optimise resources wherever possible to eliminate unnecessary steps in a process.

Improve efficiency
The use of technology will help automate tasks and improve efficiency.
Foster a high-performance, innovative culture
Decision-makers should foster an innovative culture, empower and encourage employees to voice their ideas. When employees are heard and valued in their workplace, they are likely to perform well and stay more productive.

Studies suggest that 88% of employees believe that a strong company culture is key to business success.

Along with innovation, a *performance-driven culture* helps you ensure that everyone is working to the full extent of their abilities. Their contribution will help you reach the company's strategic goals.

Use a productivity score chart
Establishing company goals and empowering employees to reach them is half the battle. Next, keep a record of everyone's performance and productivity. An easy solution is to invest in a tool that lets employees fill out their timesheets against their projects.

Managers will then have an idea of how much time the employees are spending on billable projects and BAU tasks. If the latter outweighs the billable hours, managers can take corrective actions.

If employees are taking excess time for a simple or short-duration task, a one-on-one session can be arranged, and a review conducted in order to understand the root of the cause.
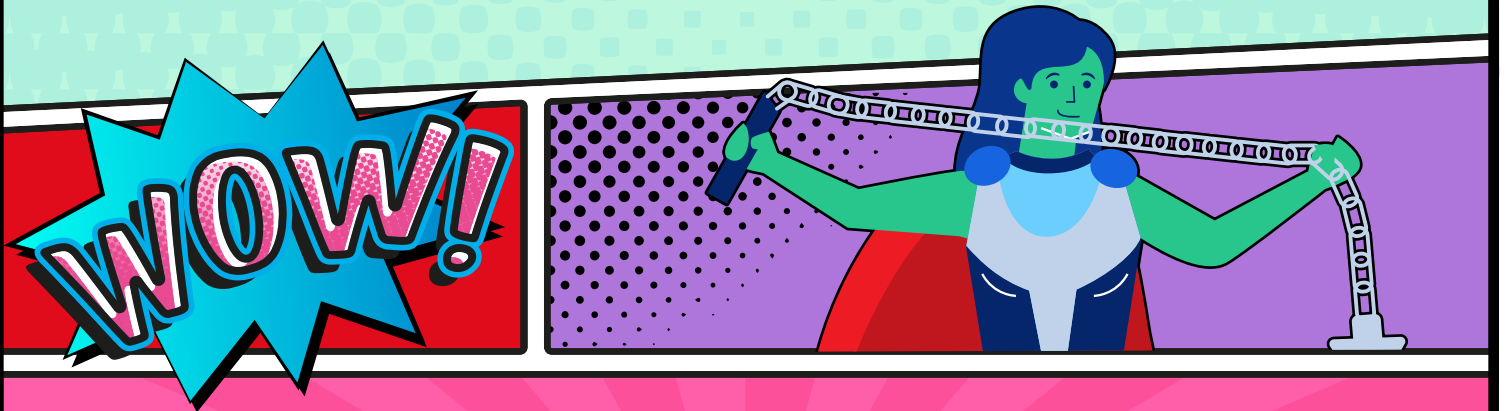
Don't let emails invade your life

Email has become one of the biggest productivity drains and workplace stressors. It's a proven cause of stress in and, for that matter, out of the workplace. Talk to any of your colleagues and they will say the following - they get too many emails - they manage it in different ways - it takes up a great deal of their already limited time.
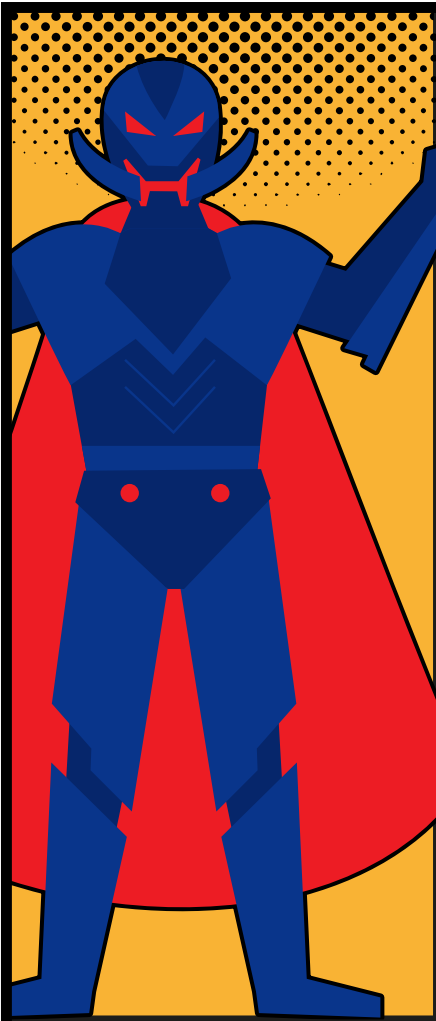
The impact of email mismanagement on productivity

A [study by Health Advocate](#) shows that there are about one million employees who are suffering from low productivity due to stress. This costs companies $600 per worker annually.

In 2021, there were an [estimated 319 billion emails sent and received every day globally](#), and this number is expected to increase year on year. In our [Email and Document Management Usage Benchmark Report](#), we found that one in three employees spend nearly one full working day per week managing their inbox.

Mail Manager's latest research which surveyed more than 1,000 decision-makers from organisations in the United Kingdom and the United States found that 32% of employees spend nearly one working day per week managing inboxes.

Our research also found:

70% believe it's one of the biggest productivity drains in the workforce.

73% say they spend too much time trying to find emails.

Our research found that poor email management can lead to:

60% of time being wasted

50% reduced productivity

52% reduced visibility due to a lack of a paper trail

When looking at how easy it was to find information within their inbox:

54% find it easy

56% find it frustrating when it's difficult to locate specific documents

Technology is your secret weapon

Based on these insights, email and document management seem to be common challenges for businesses globally. It's clear that email remains vital to employees being as effective as possible and maintaining strong relationships with their clients.

In spite of this, businesses aren't implementing effective email management and document management systems that not only make employees' lives simpler, but also help them find the information they need quickly. This results in people wasting time digging through their email inboxes, which prevents them from being as productive as employers want them to be.

It is now imperative for firms to get their hands on any solution that can help them remain competitive as well as be more productive.

![Mail Manager - an Ideagen solution]

> "**There's a right and wrong in the universe and the distinction is not hard to make.**"
>
> **Superman**

Step into your power and boss productivity with Mail Manager

Fortunately, there has been a tremendous increase in the number of technology solutions for businesses in the past three years.

Email may be a major cause of stress however, with the right productivity hacks and the right software, it can also be an invaluable tool in helping you be as productive as possible.

Mail Manager is the innovative Outlook add-in that enables businesses to be more productive in their email management. The tool reduces the time and complexity of filing and searching for emails and attachments. It gives you peace of mind that your important data is safe and easily retrievable.

Mail Manager's email management solution allows staff to file, archive and retrieve project and client information from a centralised location, so all project leads can see what is going on, there is a strong audit trail, collaboration is made easier and email management is standardised across the whole business. Better yet, the tool can be set up and running within 24-hours, helping connect remote teams and ensuring business continuity by improving project and information visibility across the business.

With Mail Manager, emails are stored in centralised folders which makes it easier for teams to collaborate on documents, removing the stress of having critical information lcoked away in individual email inboxes. Plus, the solution uses artificial intelligence to learn people's filing habits, and suggest the most appropriate folder for emails to be filed to, saving the average employee three hours per week on onerous administrative tasks.

If you're looking to unlock your productivity powers, book a demo with our team or download a free trial of Mail Manager today!

Thank you to Grace Marshall for sharing these tips on our podcast! You can catch the full episode here, or learn more tips from 'The Productivity Ninja' herself at https://gracemarshall.com/