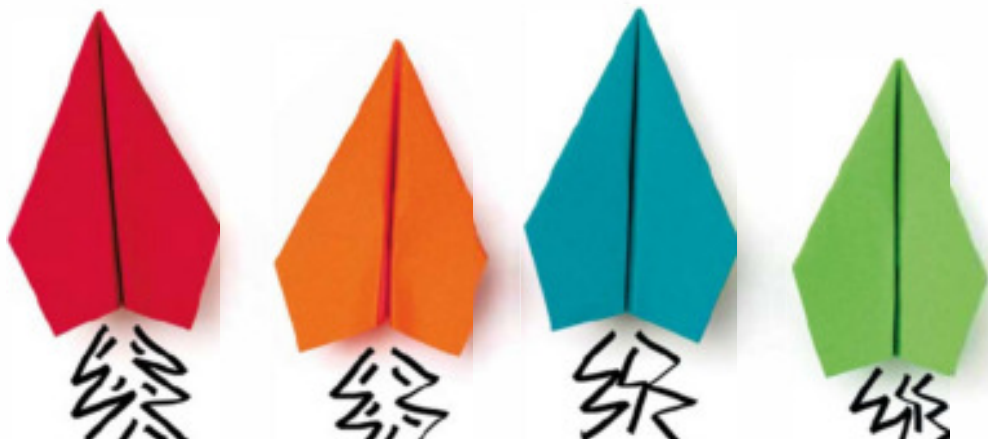


Get more from **email**



A quick guide to people,
personality and email – and
how to help organizations use it
more effectively



The **truth** about email



Despite the digital and social media revolution threatening to kill it off, email is still a crucial tool for work communications.

Here are some statistics.



84%
of people

agreed that they couldn't do their jobs without email



Email occupies **23%**
of the average employee's
workday



Only **1 in 5**
people expect email use
to decrease in the next five years



The average employee
checks their email

36 times an hour

On average, **34** emails are
sent and **88** received per
person per day*



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

Email is quick and convenient, and for many people it's indispensable. But it causes stress and irritation too. And it probably takes more of people's time than they'd like. Ask managers and clients and they'll probably agree.

Can we use email in a better way?

Yes – but we need to know more about the people we use it with. This guide shows you how.

The **best** and **worst** of email

Our research showed that there are common **likes and dislikes** about email.

BEST THINGS about email

- You can use it with anyone, anytime, anywhere
- Quick
- Easy to maintain an audit trail
- Clear communication
- Allows time to compose 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



How much of **your** email time is a **waste of time?**

How to **help everyone**

– cut email traffic first

Research shows that the greater the number of emails SENT, the greater the number RECEIVED.

So, the first thing we can do is **send fewer emails**.

But this is too vague to be useful.

What we really need to do is **send fewer emails that stress and irritate readers**.



Here are examples of emails and email activity that stress people the most.

- **Chasing people** – sometimes repeatedly – for a response
- People **asking questions** that have **already been answered** (i.e. not reading emails properly)
- **Unclear actions** and **confusing content**
- Long **boring** emails
- Emails with **mistakes**
- Emails that are **rude**
- Emails that are **irrelevant**

What's the **next step**?

Email with **personality** in mind

A lot of email stress comes down to **personal style**.

- Why does a short email feel efficient to some people but rude to others?
- Why does an email with lots of information feel helpful for some but tedious for others?
- Which people are most irritated by mistakes in emails – and what are the consequences?
- Often, it's not email that's the issue. It's the differences between people and the way they use it.

Email is personal.

Knowing MBTI® type shows us which people send which types of email – and what they want in return.

Our research gives you concrete actions for improving your emails to different people. On the following pages you'll learn, for example, which MBTI types:

- Expect a quick email response
- Tend not to reply quickly
- Hate mistakes
- Prefer person-to-person conversations
- Never reply out of office hours



Remember:

The more emails we receive the more stressed we feel.



When the number of emails increases, **Introverts** are significantly more stressed than **Extraverts**.



Favorite process **SENSING**

ESTP and ESFP | Extraverted Sensing

If you're ESTP or ESFP

- Check 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. Not everyone wants to talk face-to-face or provide immediate answers

Likes
face-to-face
communication

If you're emailing ESTP and ESFP types

- Keep emails short
- Respond quickly, ideally face-to-face
- Don't expect replies at the weekends

Dislikes
long emails

ISTJ and ISFJ | Introverted Sensing

If you're ISTJ or ISFJ

- When busy, turn email notifications off so you don't have to respond immediately
- Don't always use email. Try face-to-face and phone too
- If you get no response, don't be afraid to follow up – some people need a reminder

Likes
order and
structure

If you're emailing ISTJ and ISFJ types

- Avoid sending them too many emails at once
- If you don't get a reply it might be because they are overwhelmed
- Don't expect them to check emails outside of working hours

Dislikes
too many
emails

Favorite process INTUITION

ENTP and ENFP | Extraverted Intuition

If you're ENTP or ENFP

- Remember that not everyone wants to meet face-to-face all the time
- Don't feel that you must create subfolders if you'll never actually use them
- Remember that people often want a quick response. If you can't respond quickly, send a holding email to manage expectations

Likes
face-to-face communication

If you're emailing ENTP and ENFP types

- They like face-to-face communication. Can you visit instead of emailing?
- If you need a quick answer from them, make it clear
- Don't make them feel obliged to check email outside of working hours.

Dislikes
excessive use of email

INFJ and INTJ | Introverted Intuition

If you're INFJ or INTJ

- You like to compose your thoughts but some people expect a quick response. If you can't respond quickly, send a holding email to manage expectations
- Remember that others sometimes prefer a call or face-to-face meeting

Likes
composing thoughts before writing emails

If you're emailing INFJ and INTJ types

- Don't send too many emails at once
- They may take time to respond but they often expect a quick response from you!
- Don't skim read their emails. They take great care over them

Dislikes people not reading their email properly

Favorite process **THINKING**

ESTJ and **ENTJ** | Extraverted Thinking

If you're ESTJ or ENTJ

- If someone doesn't reply immediately, remember that they might be thinking about their answer
- Be tactful if you receive emails that contain mistakes or don't get to the point
- Avoid being too direct if you are stressed

Likes
clear emails
and quick
responses

If you're emailing ESTJ and ENTJ types

- Send clear, concise emails with a subject line and a clear point
- Respond quickly – they expect it
- The emails they send outside working hours aren't necessarily urgent

Dislikes
long emails
and mistakes

ISTP and **INTP** | Introverted Thinking

If you're ISTP or INTP

- Some people need a quick response. If you can't do this, send a holding email to manage expectations
- Remember that email might not be the best place for open debate

Likes
order and
structure

If you're emailing ISTP and INTP types

- Tell them if you need a quick response – and why
- Make your point clear
- Don't skim their emails. They take great care with written communication

Dislikes
too many
emails

Favorite process **FEELING**

ESFJ and ENFJ | Extraverted Feeling

If you're ESFJ or ENFJ

- If people forget to include pleasantries, don't be offended. They might be under stress or it just might not be their natural style
- Take the time to double check the content and who you are sending it to, especially if responding quickly
- Remember that not everyone wants to meet face to face all the time

Likes
pleasantries

If you're emailing ESFJ and ENFJ types

- Include a subject line and pleasantries – maybe even emoticons
- Respond quickly, or at least acknowledge the email
- Don't make them feel obliged to check email outside of work

Dislikes
lack of
acknowledgement

ISFP and INFP | Introverted Feeling

If you're ISFP or INFP


- Some people need a quick response. If you can't do this, send a holding email to manage expectations
- Be clear and concise so that people read your message properly
- Include a subject line

Likes
pleasantries

If you're emailing ISFP and INFP types

- Include pleasantries!
- If you expect a quick response, politely mention how much you appreciate that
- Deliver difficult messages personally and with care

Dislikes
impersonal
communication



For most people, email is an essential business tool. But it can also be a source of stress and frustration.


Much of this is avoidable.

Our research shows that personality type does make a difference to how we use email and what we feel about it.

Read our tips and start improving email communication. Make email better for everyone.



Get in touch to talk about your team and people development plans www.psychometrics.com

A series of overlapping horizontal bars in orange, teal, and green on the left side of the page.

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