Get more from email

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

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

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The average employee checks their email 36 times an hour.
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
When the number of emails increases, **Introverts** are significantly more stressed than **Extraverts**.

**Remember:**
The more emails we receive the more stressed we feel.
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
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

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.

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

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
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

*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

**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

*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
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

**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

### 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

**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
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.themyersbriggs.com