

LPB Strategic Consulting

15-Second Email Decision Rule

Maintain a decluttered inbox with four focused 15-minute email review sessions each day. During each session, open every email once and apply the 15-second decision rule: choose the next action quickly, move the message out of the inbox, and keep your attention on higher-value work.

Use this decision tree every time you open an email.

Should I Delete It?	Yes ⇒	Delete or archive the email.
NO ↓		
Should I Delegate It?	YES ⇒	Forward the email, then move it to the Delegate It folder or subfolder.
NO ↓		
Should I Do It (takes more than two minutes)?	YES ⇒	Move the email to the Do It folder or subfolder.
NO ↓		
DO IT NOW ⇒		Complete it immediately if it takes less than two minutes.

Do not continue to be one of these email reviewers.

“The Oracle” Needs to respond because he/she knows the answer.	“The Compulsive Responder” Needs to respond immediately to get it done.	“The Optimistic Responder” Underestimates the scope and time to respond.
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The above Rule is part of an email management structure. For more info, go to website or scan

