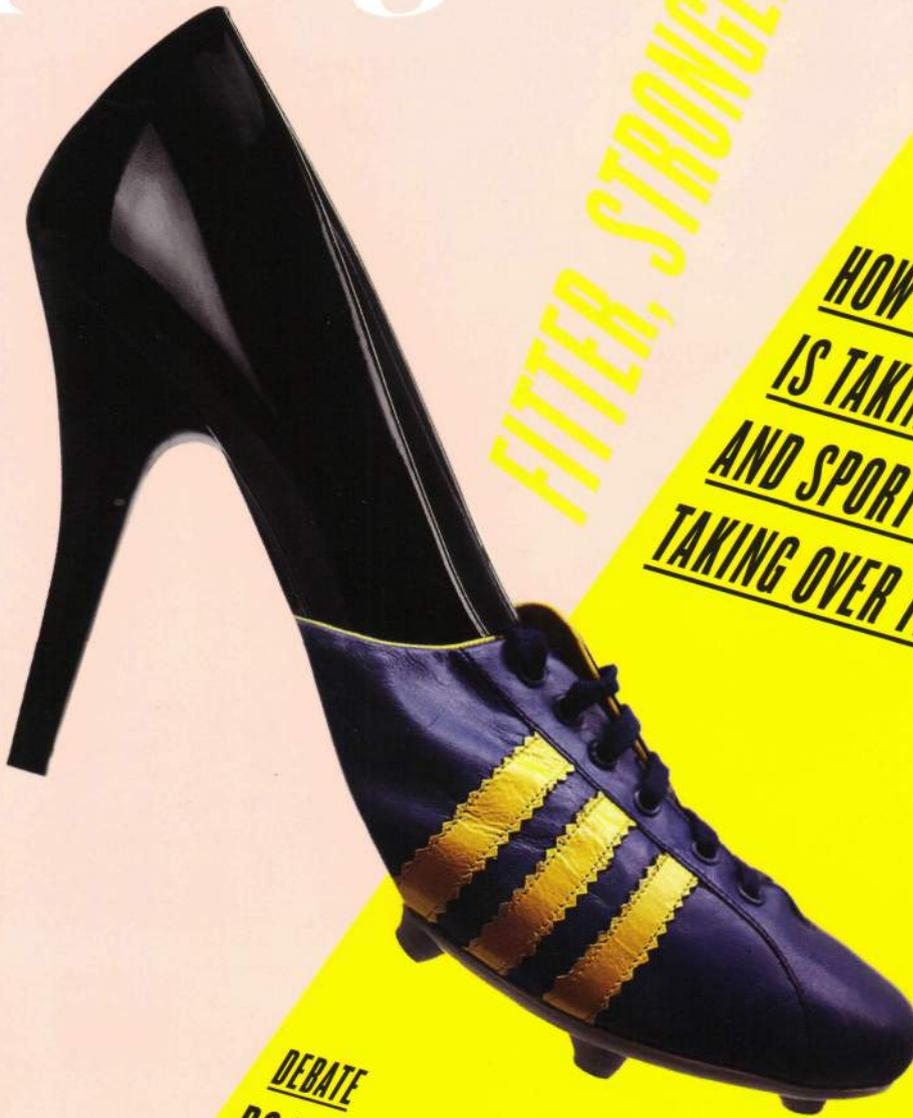# Business
Spotlight

FITTER, STRONGER, BETTER!

HOW BUSINESS IS TAKING OVER SPORT AND SPORT IS TAKING OVER THE WORKPLACE

DEBATE
DO WE STILL NEED EMAIL AT WORK?

BUSINESS SKILLS
HOW TO MANAGE YOUR TIME

DEBATE
HEAD-TO-HEAD

Do we still need email at work?

Auch am Arbeitsplatz erfolgt die Kommunikation zunehmend über neue Medien.
Brauchen wir da überhaupt noch E-Mails?
Ja und nein, wie JULIAN EARWAKER erfahren hat.

ADVANCED AUDIO

"There's no way around email for key communication"
Frank Strzyzewski

FRANK STRZYZEWSKI is an email marketing expert, author, lecturer and CEO of XQueue GmbH (https://www.xqueue.de)

Email has characteristics that are as yet unchallenged by new technologies. It's an open Simple Mail Transfer Protocol (SMTP), not controlled by any single country, corporation or secret service. If a company replaces email with, for example, WhatsApp, you lose that openness. And what happens if WhatsApp doubles its price?

Email is interwoven with modern e-commerce, where we use it for identification and communication, for push channels and for B2C and B2B communication. So why abandon it at work?

We are seeing more in-house and team communication taking place via chat and collaboration tools. It's possible to replace email with, for example, Slack. But what if you work as part of an international team that includes other companies and countries that use different platforms?

In the next couple of years, HTML5 will deliver a world of interaction in email, with embedded video, audio, etc. I expect more activity relating to email on mobile devices. One or more tablet or mobile phone manufacturers will surely come up with an HTML5 email client, and I expect Microsoft to develop Outlook as a safe channel for HTML5.

In future, you may not even know whether it's a WhatsApp message, email, text message or whatever. But SMTP is still the common denominator and, in one way or another, collaboration tools have to adapt and integrate email and work with its shortcomings. There's no way around email for key communication.

Email can be a distraction at work; however, we see the same behaviour with mobile phone use and chat tools. If email is being used in the wrong way, people need to be managed better. It's easy to dedicate two hours a day to working on emails, and the rest to doing other work.

Email will be challenged, but we hardly have any clients who have stopped using email, because they don't have a better alternative. At events and conferences, people always ask whether we really need email. But when I ask how many of the audience have stopped using email, or plan to do so, I've never seen anybody put their hand up. The "email-is-dead" discussion has been going on for ten years now — and email is still here.

"Email is used as a way to avoid interpersonal communication"
Chris Green

CHRIS GREEN is an award-winning technology commentator and head of media services UK at LEWIS (www.teamlewis.com)

Email has lost its way mainly because of oversaturation, even in the B2B sector. The sheer volume of email makes it impractical to manage effectively. Trying to find that one per cent of useful content is time-consuming and extremely frustrating. The technology isn't necessarily at fault; people simply use email more and more inappropriately, making it more and more ineffective.

We need to rethink workplace communication and get people talking to each other again. I have seen offices where people sit next to each other and never speak, but send each other 50 emails a day. By getting up and walking three metres across a room to ask somebody a question, you can resolve a query in 60 seconds and save seven or eight emails. We have to get people to stop using email as a way to avoid interpersonal communication. It is also important to curb the use of email outside designated work hours.

In the past three to five years, instant messaging has become a valuable business tool in place of email, bringing the immediacy back to communication. This is largely because of developments in technology, things such as the integration of Skype into platforms like Office 365. Services such as Jabber and Zoom are doing well, as are social networking platforms in the workplace, like Yammer and Facebook.

It's about people finding the most appropriate way to talk to people. People still send emails for something urgent, when an instant message or something more immediate would be much more appropriate.

Email has become a form of tick-box communication: if you send an email, you assume the issue has been dealt with. And people use their inboxes as filing cabinets, which has implications for security and information management. Email has a future only if we are more strategic in how and where we use it. We've got to be more astute about all of our communication, to be able to identify and use the right platform at the right time. There's a time for email and a time for instant messaging, and there's also a time to get off your backside and go and speak to people.

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abandon sth. [ə'bændən]
→ etw. aufgeben

appropriate
[ə'prəupriət]
→ geeignet

astute: be ~ about sth.
[ə'stjuːt]
→ mit etw. klug umgehen

common denominator
[ˌkɒmən dɪ'nɒmɪneɪtə]
→ gemeinsamer Nenner

curb sth. [kɜːb]
→ etw. eindämmen

dedicate sth. to sth.
['dedɪkeɪt tu]
→ hier: etw. für etw. aufwenden

designated
['dezɪgneɪtɪd]
→ hier: festgelegt

distraction [dɪ'strækʃən]
→ Ablenkung

embedded [ɪm'bedɪd]
→ integriert

filing cabinet
['faɪlɪŋ ˌkæbɪnət]
→ Akten-, Ablageschrank

get off one's backside
[ˌget ɒf wʌnz 'bæksaɪd]
UK ifml.
→ den Hintern hochkriegen

implication [ˌɪmplɪ'keɪʃən]
→ Auswirkung

inappropriately
[ˌɪnə'prəupriətli]
→ unangemessen;
hier: im Übermaß

inbox ['ɪnbɒks]
→ Posteingang

instant messaging
[ˌɪnstənt 'mesɪdʒɪŋ]
→ sofortige Nachrichten-
übermittlung

interwoven
[ˌɪntə'wəuvən]
→ verflochten, verknüpft

issue ['ɪʃuː]
→ Frage, Sachverhalt

oversaturation
[ˌəuvəsætʃə'reɪʃən]
→ Übersättigung

push channel
['puʃ ˌtʃænəl]
→ Push-Kanal

query ['kwɪəri]
→ (An-)Frage

resolve sth. [rɪ'zɒlv]
→ etw. klären

shortcoming
['ʃɔːtˌkʌmɪŋ]
→ Unzulänglichkeit, Defizit

tick box ['tɪk bɒks] UK
→ Kontrollkästchen

world [wɜːld]
→ hier: Fülle