

Improving communications using kohola



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The Challenge

Increasingly organisations are becoming aware of the negative impact of email overuse and are exploring how to improve their communications to reduce their reliance on email and diminish its detrimental effects on staff wellbeing.



SEA (Systems Engineering & Assessment Ltd) is an independent systems engineering and software company, with 350 employees, that provides services to Government agencies, industrial prime contractors and academia.

SEA identified business challenges with regard to email use. There were perceptions that the volume of email was too high, was “driving the business” and having a negative impact on individuals’ wellbeing.

The kohola solution was identified as a pathway to addressing the challenges.

Inspired Partners, working in partnership with Kohola, were invited to work with the senior management team using the kohola solution to achieve three outcomes



Become more effective communicators

Enhance the wellbeing of those involved

Reduce email use

About kohola

Kohola is an innovative behavioural solution that enables people to become more effective communicators in the modern workplace.

It works through sharing communication insights with participants, showing how to select the best communication method to deliver an outcome and providing individual measured feedback on email use using its unique email dashboard software.



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insights



feedback

Approach

1. Launch Event

A launch event was held with the leadership team. Using a quick and simple survey tool their views on the organisation's email challenges were established. The team were introduced to the kohola solution, walked through the plan of action and agreed as a group their email reduction target.

2. Insights Session

The next stage was to run a kohola insights session with the team. An interactive group training experience that shares; the relative effectiveness of different methods of communication; how to select the best method to deliver an outcome; email good practice; and how to use the email dashboard software.

3. Individual Review

Each team member was given access to the email dashboard software, which provides individual measured feedback on their email use. The dashboard enabled them to review and adjust their usage in line with their personal commitments and the good practice shared during the insights session.

4. One-to-One Coaching

During the 4 month programme each individual received three one-to-one coaching sessions. Their personal challenges to change their communication and email practices were discussed, referencing their email dashboard and agreeing practical solutions to become better communicators and email users.

5. Review Event

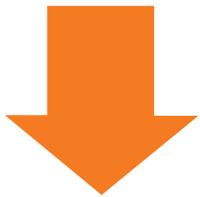
At the end of the programme a review event was held with the leadership team where their results were shared and discussed. The original survey was re-visited to identify the behavioural changes made and the personal and business results were reviewed against the initial targets.



Results



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46% reduction in the volume of emails sent by the leadership team which exceeded their 30% target.

46%



Per person

Sending fewer better emails

When email was chosen more targeted emails were sent with fewer copies

32
emails
a day

17
emails
a day

Average number of emails per person

Reduction in time spent on email

Even as relatively low users the Leadership team members will regain a week per year

307
hours

273
hours

Average annual hours spent on email per person



Choosing to use email less

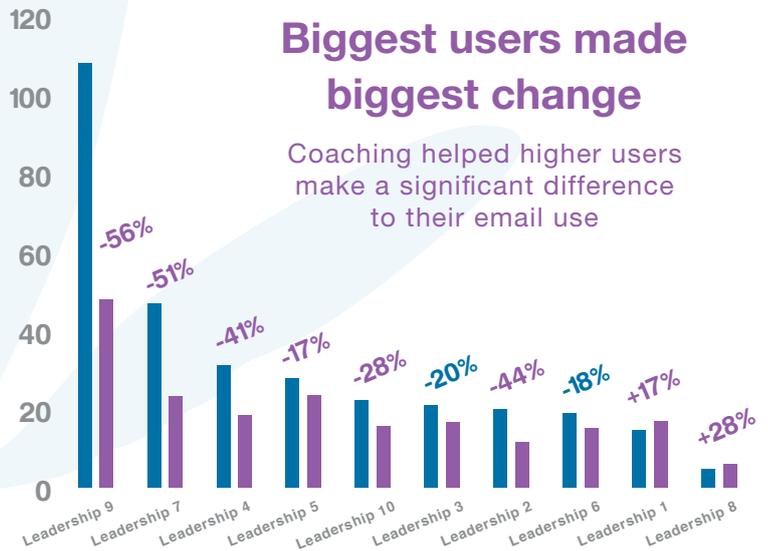
Making better method choices to deliver the desired outcome

47%
reduction in

Per person

Biggest users made biggest change

Coaching helped higher users make a significant difference to their email use



Daily average number of emails

The Leadership team achieved a shift in communication behaviour resulting in a significant reduction in email use



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Behavioural change

The leadership team are now:

- Selecting the best method to deliver the desired outcome
- Turning notifications off and choosing when to check email
- Reducing or eliminating copying people in on emails
- Using subject lines to make others immediately aware of what is required
- Being mindful of others and sending few emails out of hours

Benefits

- Improved communication and significant reduction in email use
- Enhanced wellbeing through the elimination of email pressure

kohola Experience



Insights

“Training was brilliant, I loved the boards and the way the story unfolded”

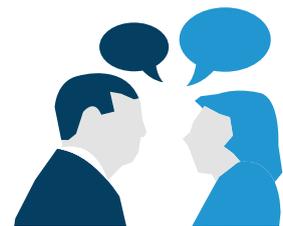
“It was engaging, insightful and thought provoking”



Email dashboard

“Software tool is powerful and offers insights into email behaviour”

“The software is the difference in this, as you can see what you are doing”



Coaching

“The coaching really helped; being able to discuss the results and my difficulties in changing how I use email”

“kohola has made me change my thinking and behaviour around email”