

Siemens Healthcare Diagnostics erfaring med TDDT konseptet



I have noticed for years that e-mail culture in any company develops more or less out of control without any particular guidance from the company. As e-mail is the most used tool in our business today we have much to lose in organizational efficiency by not developing the right culture for this, and even more important, companies that do this right have huge potentials for gain.

I looked at various aspects of this:

Everyone has too much to do and all feel buried in e-mails and tasks

Everyone has a full calendar

Some people are more effective than others, they do more in less time, they are more reliable, they rarely drop the ball, why is this? What best practices are they doing?

How can we share organizational best practices?

And as e-mail, tasks, and calendar are central to staying organized and efficient, how can we agree as an organization how to use Outlook more effectively and with the same set of traffic rules?

This led me to investigating possibilities for development of this approach, but it took me a couple years to find anyone who was tackling this issue head on, it seemed most companies were not doing anything with this.

In fact many companies were trying to tackle this issue with ideas such as 'No e-Mail Day once a week' which I believe is not only sweeping the problem under the rug, it is actually dangerous, why not call it instead 'lose some business once a week'.

An advert for a seminar came across my desk which was held by KnowledgeGroup and the title of the seminar was called 'Take Your Day Back'. The description of the seminar seemed very in line with my thoughts on Outlook Culture so I attended this seminar in Oslo late 2009.

Immediately after the seminar I knew I had to initiate this program in my organization. I discussed it with the rest of the management team and all were enthusiastic about moving forward. I found KnowledgeGroup very easy to work with as they were very open and quick to tailor make the program towards my organization, taking into account the special circumstances in my organization, for example what to focus on to give biggest impact.

We started by having KnowledgeGroup give a one hour introduction to my whole organization. The purpose of this was to get buy-in from the organization and understanding of next steps, this definitely worked as all were in agreement this was a good use of time.

The next step was to have whole sessions of max 10 people per group which we held over a series of Fridays. A consultant from KnowledgeGroup ran these sessions and gave training on Outlook Culture – namely how to better organize around e-mail, calendar, and tasks in Outlook, and to agree on a set of traffic rules all in the organization would follow.

After the series of trainings we had an internal meeting with all in organization to agree on next steps to ensure we implemented this new culture. I also sent out a survey to get feedback on how useful the training was, and



to ask for specific input on what to put most focus on from the training with regard to implementing in our organization. The survey results were very positive, a few examples:

- In your opinion, how important is Outlook culture in a company? 100% answered 'very important or important'
- Have you changed your own Outlook culture after the training? 100% answered 'yes'
- Will you put further effort into improving your Outlook culture? 100% answered 'yes'
- How would you rate the course? 91% replied 'Good or Very good', 9% replied 'ok'
- Do you feel, as a result of the learnings from this course, that you have gained any time back in your day with regard to how you are now organized and/or how many e-mails you receive? 100% replied 'yes'
- Would you recommend this course to someone you know? 100% replied 'yes'

Already many in the organization have mentioned things like:

'I now get half the mails I used to'

'I now finish my day with an empty inbox'

'I am much more organized now'

'My calendar dictates my time much more effectively now'

'My tasks are clearly prioritized now'

'I feel 50 kilos lighter!'

Our next step is to have KnowledgeGroup come back after the summer and have individual half hour coaching sessions with each employee in order to help keeping the learnings active and implemented, and for each individual to gain more tips which they do not yet have in routine.

This training was a quick win for my organization, the employees felt they have gained something, and are continually getting closer to one Outlook culture making it easier for everyone.

We are now in discussions with other Siemens Healthcare Diagnostic countries in Europe who are interested in rolling out this program from KnowledgeGroup either via direct trainings as we had, or via a train-the-trainer approach which KnowledgeGroup also offers.

It still amazes the majority of companies have done little with regard to Outlook Culture, but at least now we have. The gains are easy, fast, and immense. A true quick win.

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