

TAMING THE SAVAGE EMAIL BEAST



Courtesy of Sports Turf Managers Association
and Dr. John C. Maxwell's free monthly e-newsletter:
'Leadership Wired' www.INJOY.com

If making e-mail work for you instead of against you is a goal of yours, you won't want to miss Stever Robbins' article, "Tips for Mastering E-mail Overload," in a recent issue of Harvard Business School's Working Knowledge e-zine.

Robbins, a leadership consultant and author of "It Takes a Lot More than Attitude to Lead a Stellar Organization," says that "taming e-mail means training the senders to put the burden of quality back on themselves."

He recommends a two-pronged approach:

- Lead by example by sending better e-mail yourself (by making your e-mails one page or less, editing forwarded messages, making action requests clear, providing full context at the beginning of each message, etc.)
- Explicitly training others to make their online communications more productive.

When it comes to teaching others, Robbins offers the following suggestions:

- Only check your e-mail at certain times each day. Let your people know that if they need to reach you immediately, "e-mail isn't the way," he writes.
- "Charge people for sending you messages." One CEO Robbins has worked with charges employees five dollars from their budget for each e-mail she gets. "Amazingly, her overload has gone way down, the relevance of e-mails has gone up, and the senders are happy, too, because the added thought often results in them solving more problems on their own," he writes.
- Keep your responses short. Responding to three-page e-mails with three-word answers lets people know not to expect long responses from you, "and then you can proceed to answer at your leisure in whatever format works best for you," Robbins says.

For other e-mail taming tips, see:

http://hbswk.hbs.edu/tools/print_item.jhtml?id=4438&t=leadership

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Me?

A Certified Sports Field Manager?

Experience as a sports field manager is crucial. It is possible to become certified with only a high school education if you have enough experience in sports field management.

Next, the applicant takes a written test. The 300 question examination covers four major areas of sports field management: agronomics (both warm and cool season turf), pest management, administration, and sports specific field management. The CSFM exams are specifically based on "real world" responsibilities of sports field management professionals. This exam is considered by many to be rigorous.

After successfully passing each of the four sections of the exam with a minimum 80% passing grade, the program also requires that the CSFM continues to stay current with trends, regulations, products and new developments that pertain to sports field management through continuing education as well as service to the industry.

For many, there is a personal satisfaction one can get after qualifying for and attaining the CSFM designation. While almost anybody can get a job working within the sports field industry, to be recognized as a true professional within this craft validates the hard work, knowledge and experience necessary to build one's career.

For more information, visit the Sports Turf Managers Association website www.stma.org and click on Professionalism - CSFM Program.

Now, isn't it time you accepted the challenge and put the credibility and recognition of this certification to work for you?

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