



DEEP FOCUS, FEWER FIRES, PART TWO: TAME YOUR INBOX



High-Performance
Keynote Speaker
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**The keynote makes the case that attention is finite.
This is where that case turns into a system.**

Attendees learn OHIO, Only Handle It Once, a principle Marcey's taught for over a decade, originally built for paper mail and deliberately adapted for the inbox: delete, delegate, reply, archive, or task, nothing sits undecided. From there, the session builds the norms that keep it that way, a reply-all policy decided on purpose instead of left to instinct, subject lines that route work without anyone opening the email first, and a communications matrix, an if-this-then-that across five things: the type of communication, the right channel, its purpose, how fast a response is actually expected, and who needs to be on the thread. **No more guessing which channel a message belongs in.**

Attendees leave with one real piece of their new system worked out and ready to implement: a filter, a template, or a categorized inbox. *Not a list of good intentions.*

Takeaways

- ✓ **OHIO, Only Handle It Once: a simple rule for never touching the same email twice.**
- ✓ **A five-way sort to delete, delegate, reply, archive, or task, so nothing sits undecided.**
- ✓ **A communications matrix across five axes: communication type, channel, purpose, response time, and participants, so nobody's guessing which tool a message belongs in.**
- ✓ **Team norms, decided with intention: reply-all, aliases, tone, instead of left to instinct.**
- ✓ **One real piece of the system, worked out and ready to use: a filter, a template, or a categorized inbox.**

"I cannot believe how much I was missing out on in Outlook! I'm already enjoying the focused/other inbox and the favorites." – Briana Reif, Marketing and Growth Specialist, Galasso Learning Solutions

Format: Breakout or training.

Pairs with: [Deep Focus, Fewer Fires](#), a keynote on protecting attention in an always-on workday.