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Taking control of your inbox priorities

By Kristy Grant-Hart

Does the phrase, “Bumping this up in your inbox,” make you furious? If it does, you’re not alone. In his *New York Times* article titled “Your Email Does Not Constitute My Emergency,” author Adam Grant wrote, “Thanks, but I manage my own priorities . . . and you just dropped further down the list.”^[1]

The pressure we feel to answer emails quickly is real, but is it useful?

The fallacy of a quick response

When people respond quickly to our emails, it makes us feel important. However, a fast response may show the *opposite* of care or status. Frequent, speedy responses usually mean that little to no thought was put into the replies. Rethink the assumption that a quick response—by others or by you—signals importance.

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