

For Immediate Release:

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## **21% of executives admit to email addiction; new Business *Transformed* program ends email addiction**

**June 7, 2007**, Paul Gossen, The Breakthrough Coach, announces **Business *Transformed***, a workshop, book and coaching program to end email addiction. A free ebook, *End Email Addiction*, is available for download at [http://www.businesstransformed.com/end\\_email\\_addiction.pdf](http://www.businesstransformed.com/end_email_addiction.pdf)

**Just say no, to email addiction.** In a recent Symantec survey, 21% of executives admitted to being email dependent - compulsively checking their e-mail and panicking when they can't. **Email addicts suffer a 10-point drop in IQ**, more than twice the drop recorded by marijuana users concluded a clinical trial of over a thousand participants by HP and the University of London. They found email addicts developed an inability to distinguish between trivial and important messages. 20% consistently jeopardized important relationships by "checking their messages" in the middle of a conversation. Moreover word "**Crackberry**" can now be found in the Canadian Oxford Dictionary.

Like many executives, Wendy Alexander, a Director at the City of Mississauga was spending 3 to 4 hours a day dealing with email. "Email was getting in the way of my Family and my job." Since taking the program, she now spends less than 45 minutes a day on email. "I have more control of my day and a healthier relationship with email."

**Business *Transformed*** assists people to confront their chaotic and reactive email work habits and design their own proactive system and relationship with email. The program is an interactive inquiry in which Executives, managers and information workers tell the truth about their bad email habits and look at strategies to regain control of their email. In this workshop, book and coaching program, people design their personal email plan, manage realistic expectations with co-workers and build a healthier relationship with technology. The participants leave the program with an action plan to take back control of their email.

"Email overload is a hot button management issue right now," says Paul Gossen, Director of **Business *Transformed*** and program founder, public speaker and author of the book **Business *Transformed***. "Unless individuals tell the truth about their email habits and work as a team to make agreements on how to use email, email addiction will continue to increase.

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**Business *Transformed* Inc.** has conducted large-scale corporate programs for the RCMP, American Express and the City of Mississauga and has conducted in-house programs for dozens of other Fortune 500 companies. Additional information is available from <http://www.businesstransformed.com>. Paul Gossen, The Breakthrough Coach, is the founder of **Business *Transformed* Inc.**, an executive coach, public speaker and author of the management breakthrough book **Business *Transformed***.

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