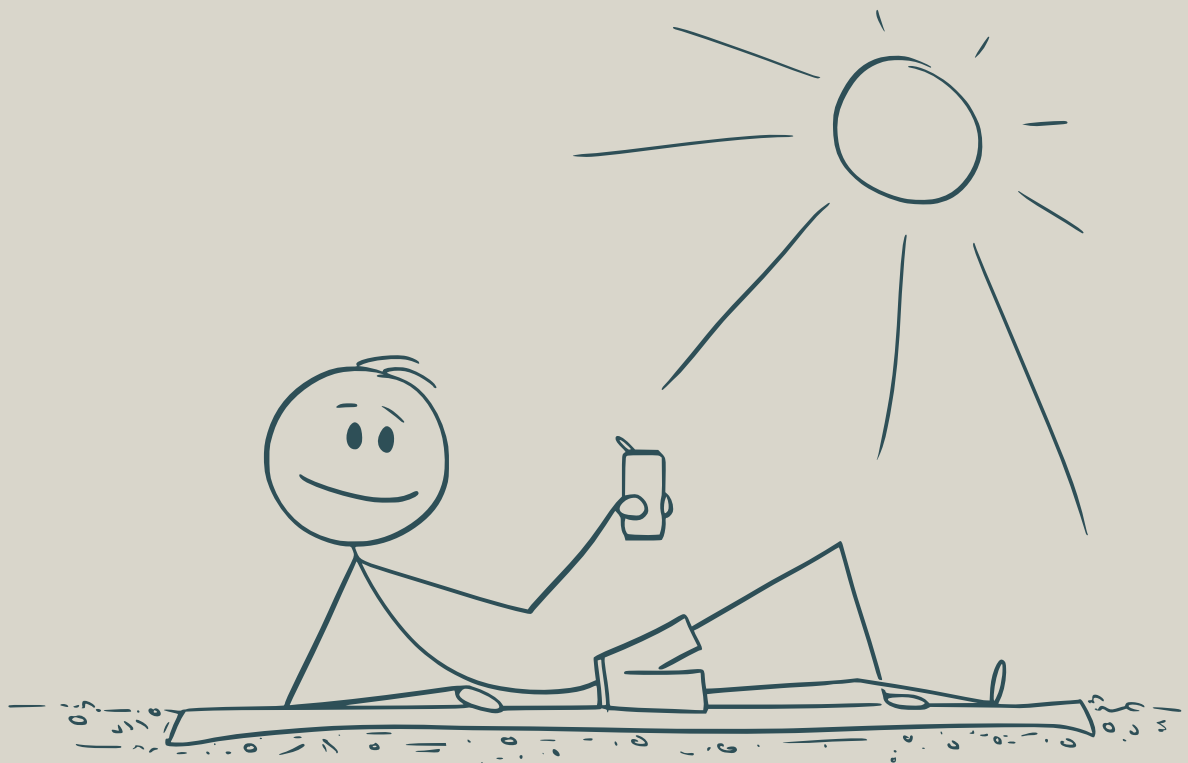


how to seize the OOOportunity

the atypical OOO message formula



illustrations by Zdenek Sasek

source: Humour, Seriously by Jennifer Aaker and Naomi Bagdonas



the why...



the why



adding levity to an OOO*
message is an opportunity
to shift the entire auto-
responder interaction...

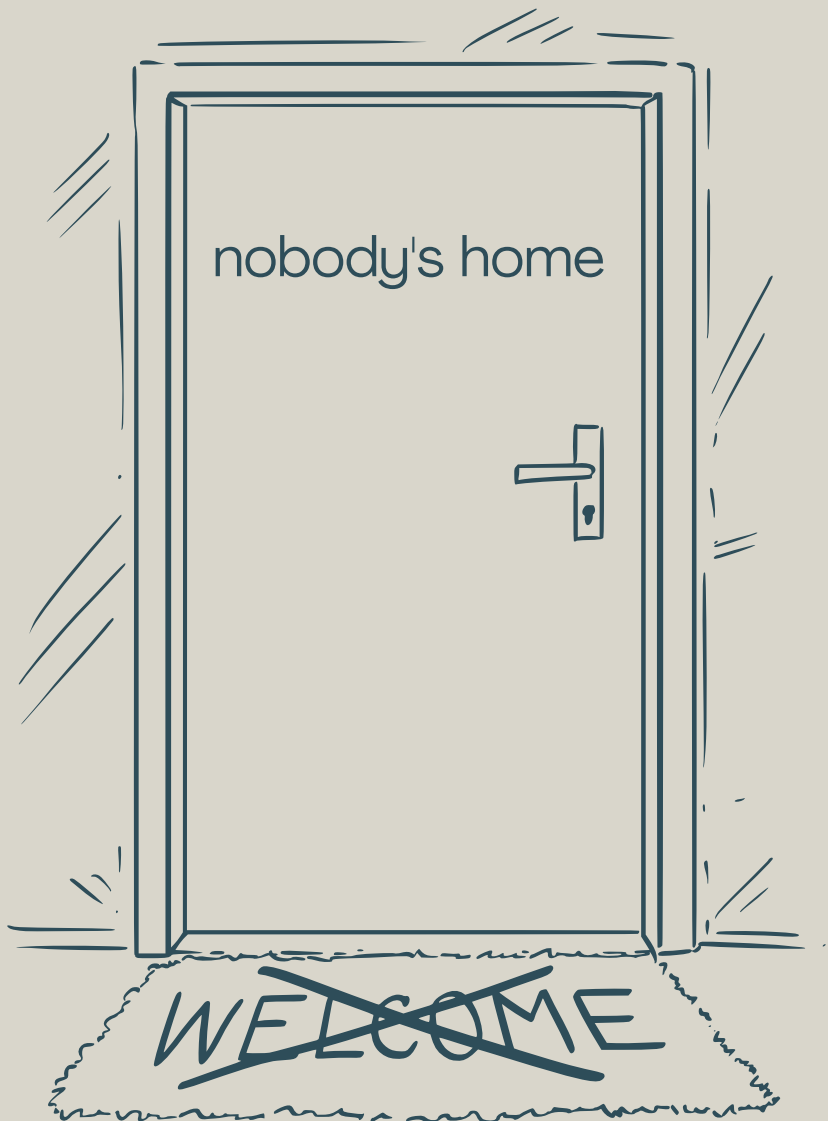
Heather Carrier Hunt, Global Head of L&D at IDEO

*OOO: out of the office



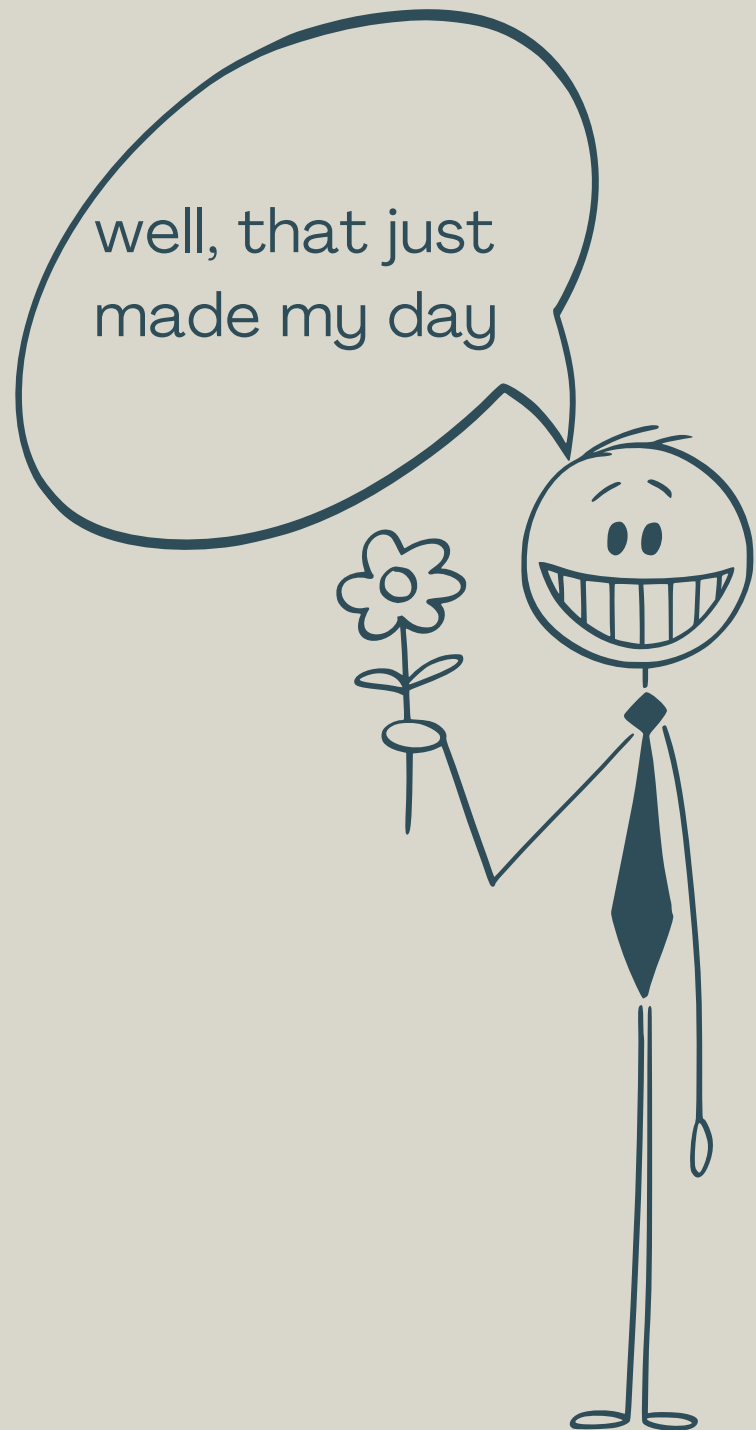
the why

from one of scarcity



the why

to abundance



the how...



the how

the **typical** OOO formula



the how

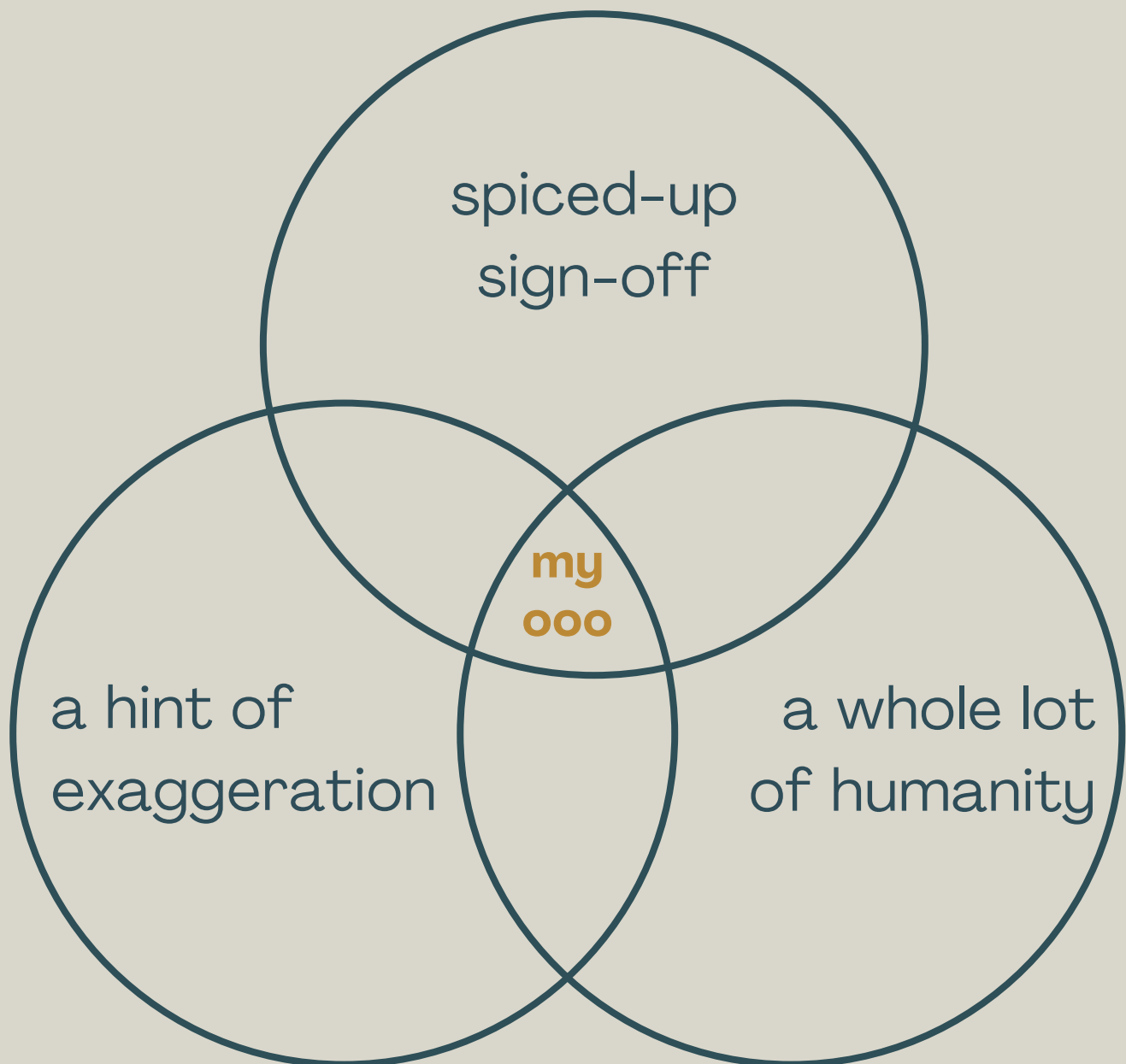
typical OOO message

I am out of the office until Tuesday, August 1st. If you need immediate assistance, please contact...



the how

the **atypical** OOO message



the how

unexpected OOO message

Oh hello! I am backpacking in the Sierra Nevada without cell service through September 22.

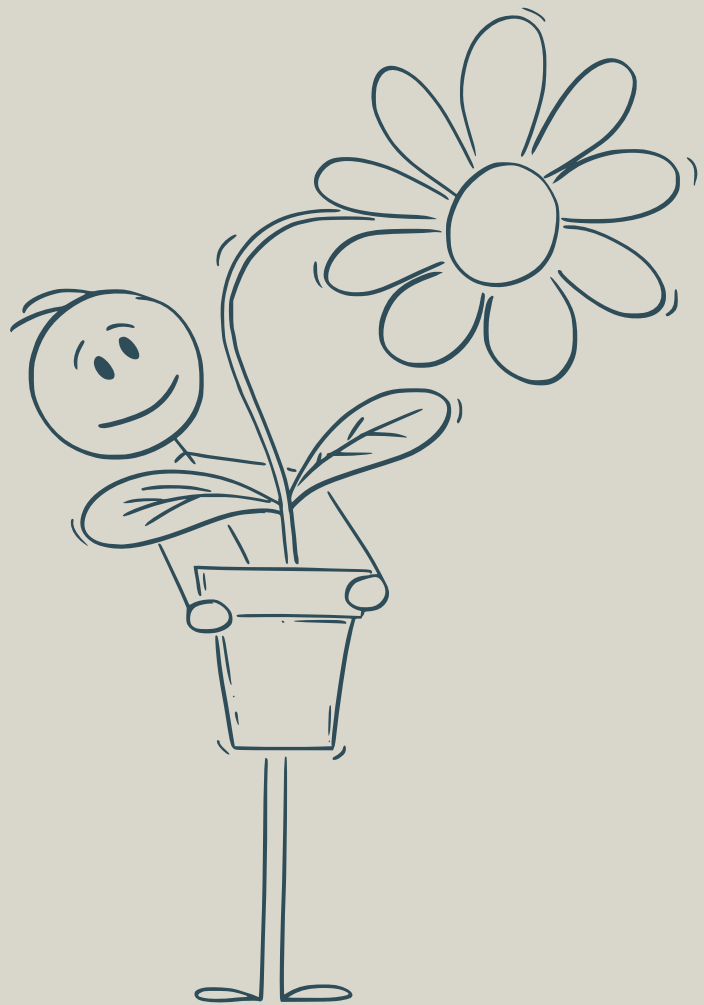
Yours will be my favorite email to respond upon my return.

*With love (and favoritism),
Peter*



the how

or if you want to go all in...



the how

all in OOO message*

I am abroad with the most inconsistent wifi I've ever experienced. It's the substantiation of mindfulness, the invitation to a million moments paused in the belligerent now.

I will pick up with you again on August 1st when I am back in New York where the data flows like a subterranean stream and the hours are neither here nor there. Thank you for your patience in the meantime

*by Heather Currier Hunt, Global Head of L&D at IDEO



the what



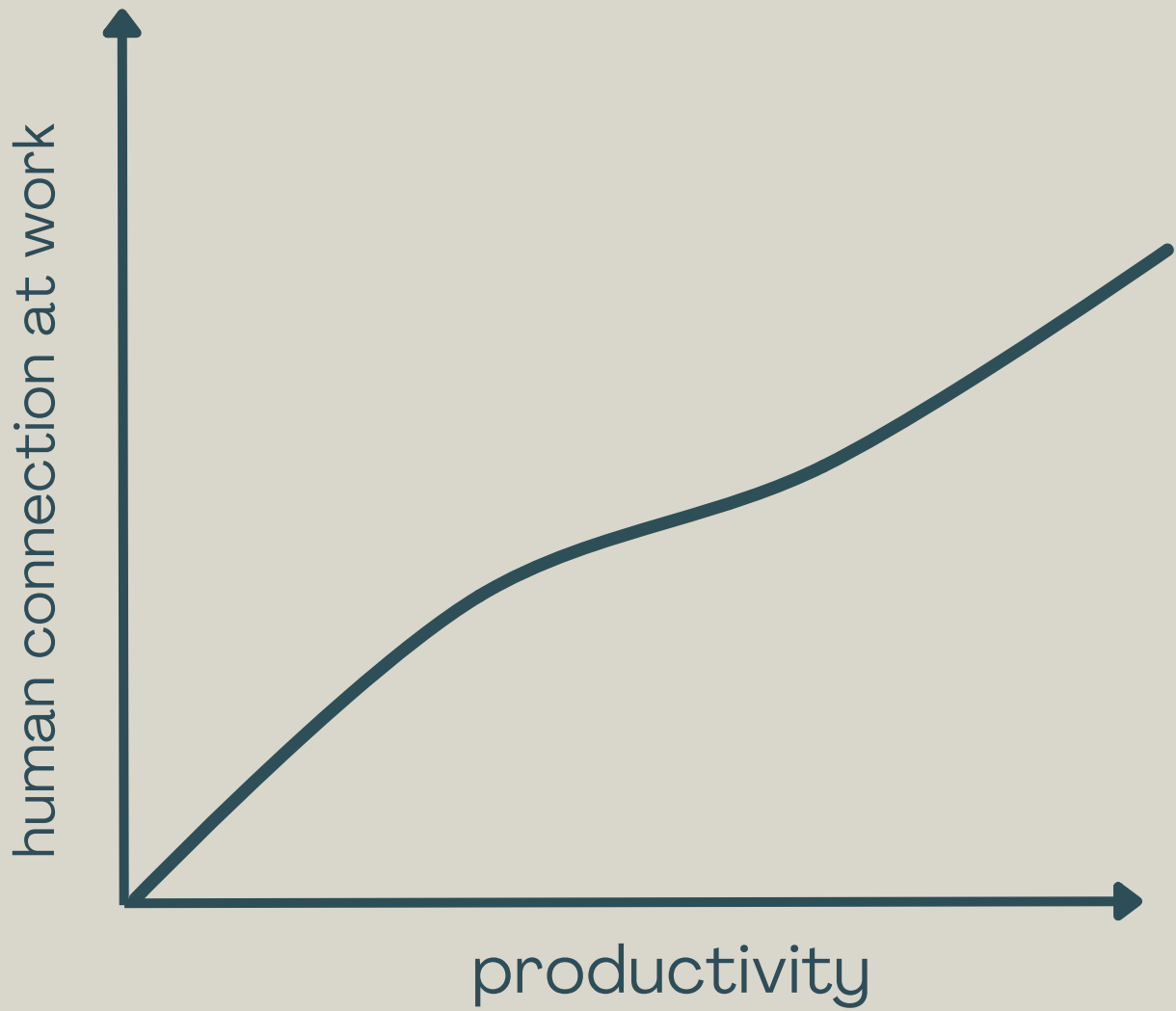
the what

you'll

- > receive amused responses
- > connect with colleagues
- > make people feel seen
- > make someone's day
- > feel human



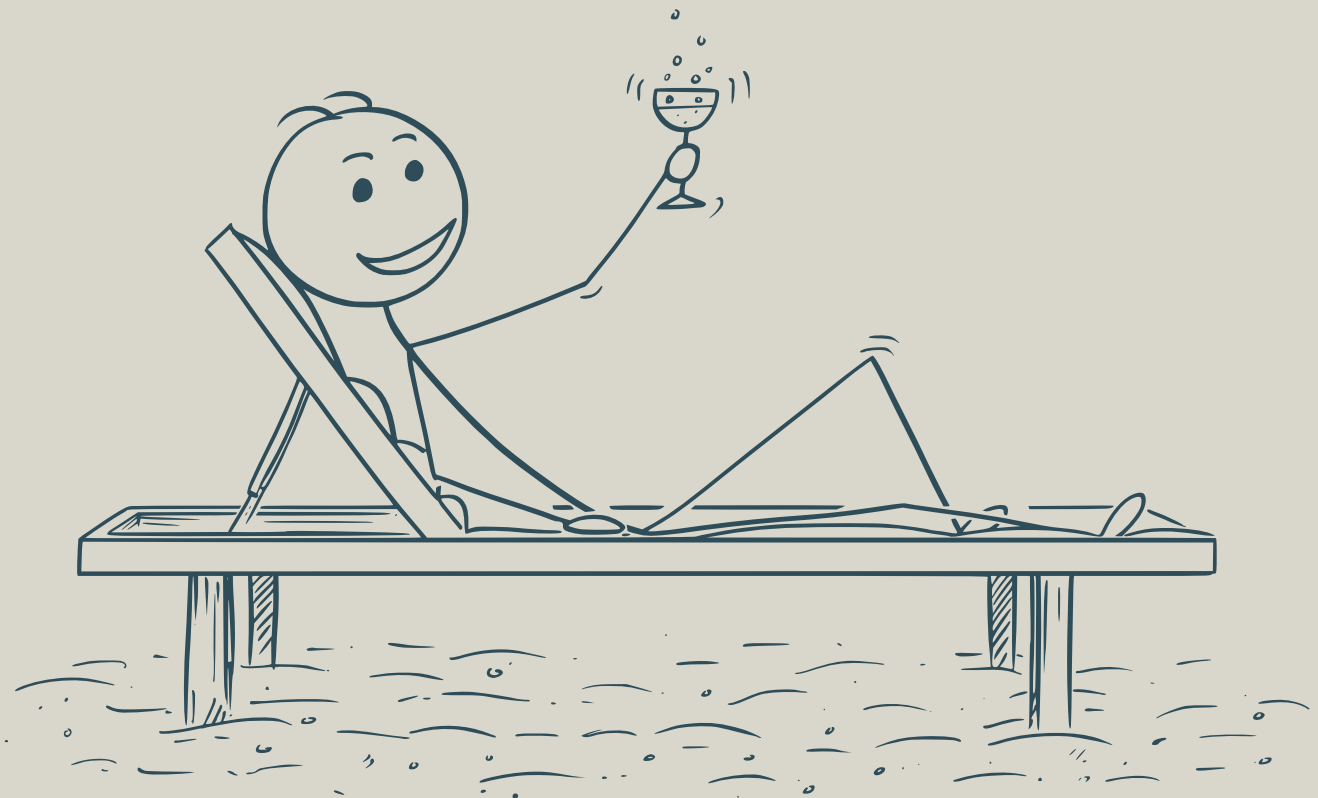
the what



the result

good busy:

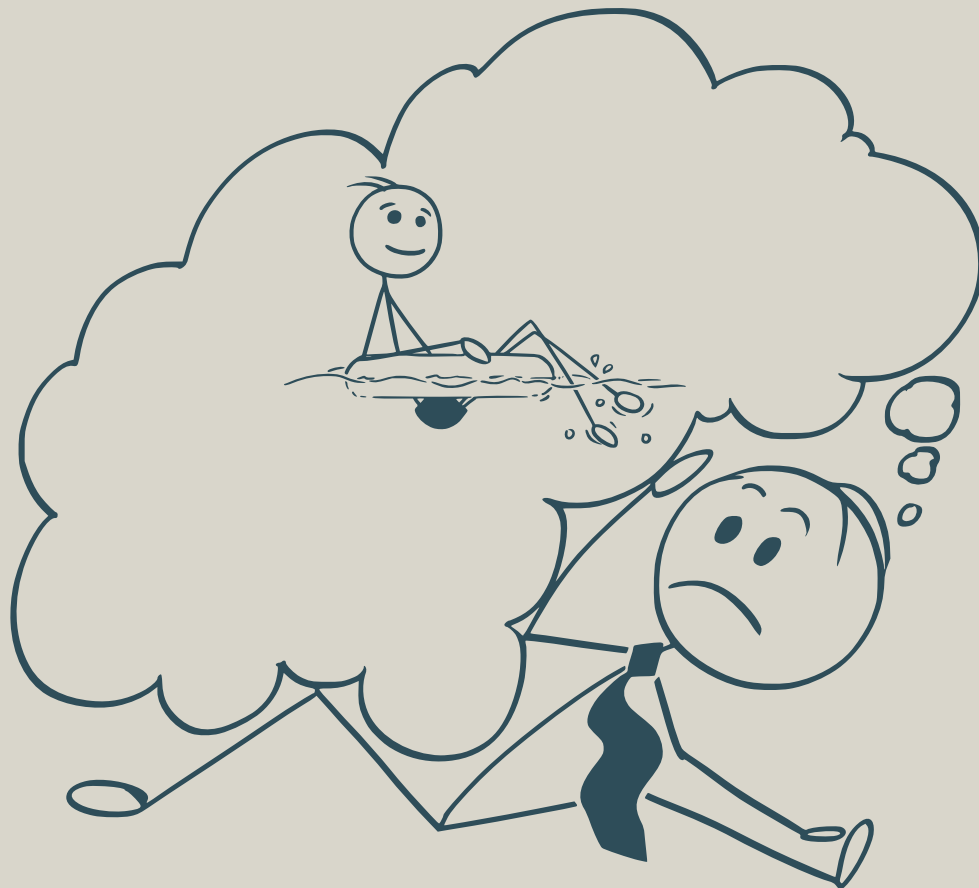
enjoying good life at work and your
well deserved time off



the alternative

bad busy:

feeling like a robot and
demotivating others



wisdom of the day

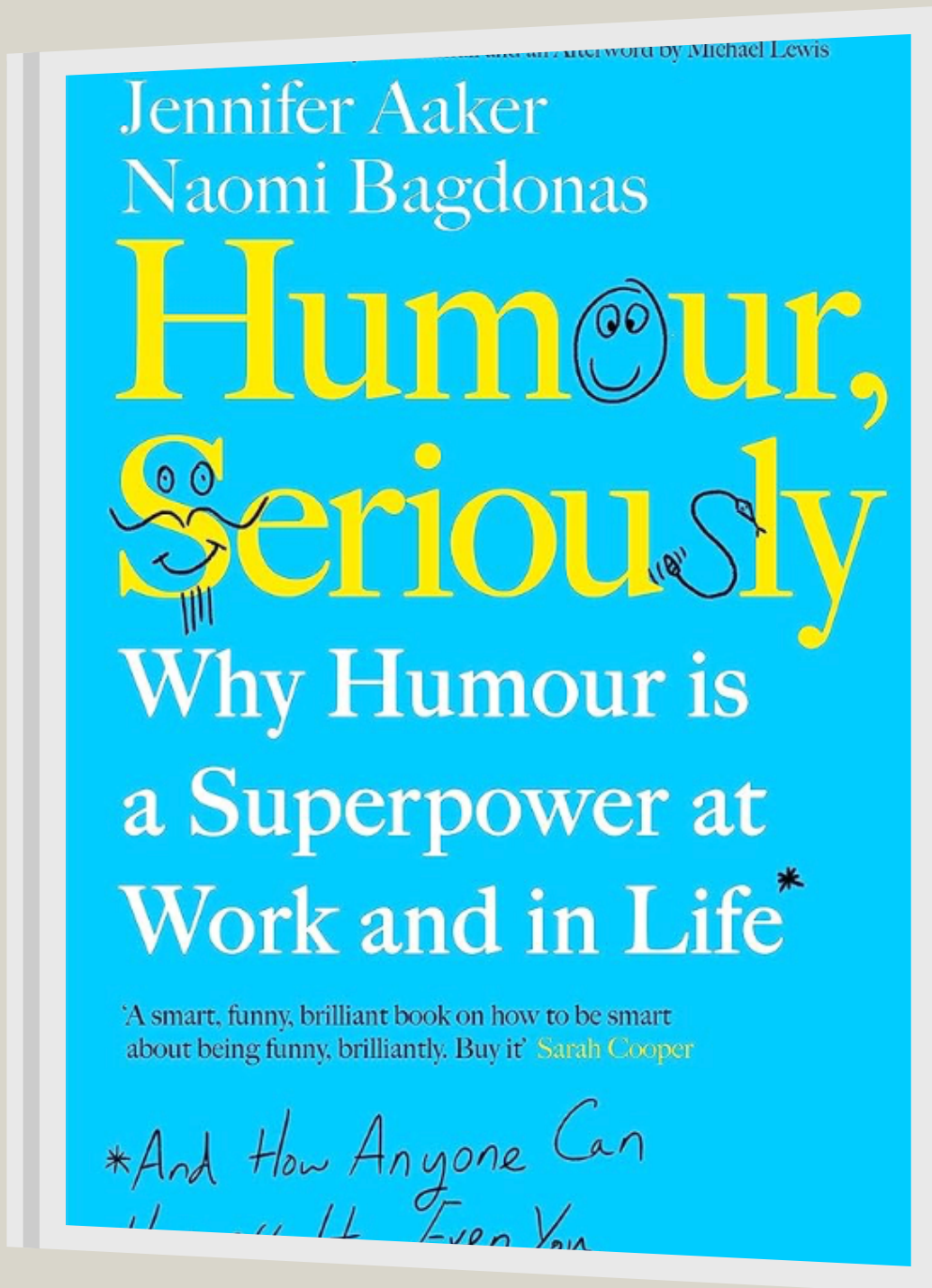


a spoon full of sugar helps
the medicine go down

Mary Poppins



based on the humorous advice



PS: repost if this is useful 



curious for more?

Hi, I'm Kate

Humour at work makes me more productive.
Sharing the secrets with you.

What do I do?

I optimize and reclaim time for busy
team leaders.



Kate Sotsenko
#thegoodbusy