



Birkman Enterprise Communication 1: Introduction to Champions

Note: Some organizations will choose to communicate information about Birkman Enterprise to a specific “champion” population first to generate excitement and provide a foundation of support.

Suggested Implementation order	Audience	Suggested Sender	Communication Purpose and Description
1 (optional)	Champions	Organization Leader/Sponsor of Birkman Enterprise	Introduce Birkman Enterprise to the key stakeholders that will become champions for the program. Explain their role in the adoption of the program, the benefits of Birkman Enterprise and expected next steps before it’s launched across the organization. Tailor content and attach the Birkman Enterprise Getting Started Guide .

Instructions: Tailor this communication to fit your organization’s brand, voice and established development goals. Edit and attach the [Birkman Enterprise Getting Started Guide](#).

Email Template:

You have been selected as a key stakeholder in <<[Insert organization’s name or Sponsor’s name](#)>> effort to transform our organization’s communication, collaboration and engagement through Birkman Enterprise. This effort will support our organization’s goals of <<[insert leadership and organizational development goals](#)>> by providing a deeper understanding of our strengths, needs and interests using The Birkman Method®.

We have chosen you to be a Birkman Enterprise “Champion”. In this role, you receive training and access to this transformation tool before it’s offered organization wide. In turn, we seek your assistance with communicating and demonstrating the benefits of using the insights and resources to others.

Learn more about The Birkman Method® in this [video](#).

Next steps

1. [Review the attached Birkman Enterprise Getting Started Guide](#). Learn how to get started using Birkman Enterprise and some ways in which you can apply it in your work.
2. [Take the Birkman Method Questionnaire](#). You will receive an email birkmanquestionnaire@birkman.com with a link to complete this powerful assessment. The results will help you understand yourself and the people around you so that you will be able to communicate better and drive performance.
3. [Register for MyBirkman](#). After completing The Birkman Questionnaire, you will receive a second email from support@birkman.com instructing you to register for the MyBirkman platform. This digital platform is accessible on smart phones and computers. You will be able to view the data from your questionnaire and those of your colleagues including insights into one another’s Usual Behaviors (strengths), Needs (expectations of others) and Interests (motivators).

4. [Complete 2-minute survey here](#). This survey's purpose is to learn more about your work experience so that Birkman learning solutions can best help our organization.
5. [Attend the Introduction to Birkman Enterprise Workshop](#). This workshop will prepare you to answer questions, use tools on-the-job and generate excitement and adoption in our organization.

Your participation is appreciated and will help us successfully launch Birkman Enterprise throughout our organization.

Questions?

Refer to the attached *Birkman Enterprise Getting Started Guide* or contact <<<[Insert your organization's Birkman Enterprise contact person](#)>>>