BIRKMAN

Birkman Enterprise Communication 2:
Introduction to People Leaders

Note: Some organizations will choose to communicate information about Birkman Enterprise to their People Leaders before announcing to the entire organization to prepare them to answer questions and generate excitement and support for the initiative.

Suggested Implementation order	Audience	Suggested Sender	Communication Purpose and Description
2 (optional or combine with #1)	People Leaders	Organization Leader/Sponsor of Birkman Enterprise	Introduce Birkman Enterprise to your people leaders to create buy-in. 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:

To all people leaders:

<<Insert organization's name or Sponsor's name>> is excited to announce our investment in a new initiative to support our organization's <<insert leadership and organizational development goals>> – Birkman Enterprise. We will be announcing this to the entire organization on <<insert date and method (meeting/email, etc) >> and seek your support with communicating the importance of this transformation tool and encouraging your team's adoption.

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 with your team and as a leader.
2. Take the Birkman Method Questionnaire. At a later date, everyone in the organization will receive an email from 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 among your team. Please remind your team to take the assessment.
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. This tool will allow you to gain great insights into how the people on your

team are motivated, what their strengths are and their communication preferences. We encourage you to use this tool in meetings and when delivering feedback other others.

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 MyBirkman* workshop**. We will be offering workshops for the organization and individual teams on how to use Birkman Enterprise and the MyBirkman platform to accelerate team performance and leadership development on-the-job. Please participate and encourage your team to register. OR Join us on <<Insert date>> to learn more about this program and the powerful tools available to transform the way you work and your relationships. To register <<Insert details>>.

Questions or want to learn more?
Refer to the attached Birkman Enterprise Getting Started Guide or contact <<<Insert your organization's Birkman Enterprise contact person.>>>