



Birkman Enterprise Communication 3: Introduction to Organization

Suggested Implementation order	Audience	Suggested Sender	Communication Purpose and Description
3	All participants being introduced to Birkman Enterprise	Organization Leader/Sponsor of Birkman Enterprise	Introduce Birkman Enterprise to your organization. Explain the benefits and how it ties into your leadership and organization goals. Generate excitement and instruct them on how to get started and what to expect. 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:

<<[Insert organization’s name or Sponsor’s name](#)>> is excited to announce a new initiative to support our organization’s <<[insert leadership and organizational development goals](#)>> – Birkman Enterprise. We believe this is a transformation tool that will improve our organization’s communication, engagement and collaboration. By learning more about ourselves and one another and using the MyBirkman tool in our day-to-day interactions, we will be able to build stronger relationships and increase productivity.

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 [What is MyBirkman Kick-off 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. **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>>>