**INTRODUCTION EMAIL TEMPLATE FOR MANAGERS**

**To**: Managers

**From**: Internal Sponsor

**Subject**: Fierce Conversations for Managers!

**Body**:

Hello!

As you’ve heard, we’re very excited to launch Fierce Conversations <next month>. I’m personally excited in large part because I believe that Fierce Conversations is going to really support you, our people leaders. Studies find time and again that your ability to communicate clearly, build relationships, and coach your team is truly what divides *good* companies from *amazing* companies. **You make the difference.**

With managerial advocacy, Fierce Conversations will provide you and your teams greater confidence and skill in one of the most critical success factors in any organization: communication.

Employees will elevate their ability to communicate effectively whether working on collaborative work projects, solve their own problems and increase accountability, and better handle difficult conversations. We've found that organizations who have embraced Fierce Conversations have created a culture that allows for candid, motivating conversations and healthy, actionable feedback that have built stronger, more cohesive teams.

**“But how?! How can Fierce Conversations do all this!” you ask.** It’s a fantastic question. To partially answer, please take a moment to watch this [Introductory video to Fierce Conversations](https://fierceinc.com/about/why-fierce/) (1 min). Cool, right? Yes, it is.

**BUT, we need your help!**

Fierce Conversations will provide us the new epiphanies and tools to get started, but to sustain success, we need all employees to engage and apply their newfound learnings. As managers there are three things you can do.

**STEP 1: Get savvy!**

* Log into your Fierce Digital Platform and start getting familiar with all the learning content.
* Explore the Fierce Conversations Overview 1-pager (attached) to answer any questions your team may have about this program.
* Connect with your internal sponsor <name> with any questions you may have.

**STEP 2: Attend a Fierce Conversations Introductory Presentation**

We will be scheduling some short, 30-minute introductory presentations if you would like to learn more about Fierce Conversations.

[date] - Fierce Conversations Overview for Leadership

[date] - Fierce Conversations Overview for Leadership

**STEP 3: Get your team excited!**

* Please communicate with your team both in-person and by email about why Fierce is going to make work life better for your department/team in concrete ways. (see: Introduction Email Template for Employees)
* Please connect with your team by [2 weeks prior to launch]. Reach out to me at [contact info] or your own manager if you aren’t sure how Fierce Conversations is going to improve your team specifically.

**TIMELINE**

Here’s our anticipated timeline. This is subject to change.

[1 week] - Email your team about Fierce (See Introduction Email Template for Employees)

[2 weeks] - Add *“Fierce Conversations Overview*” to your next all-team agenda. Talk through expectations, program overview, and answer any questions that may come up. Write down any questions you can’t answer

[3 weeks] - Fierce Conversations Digital Platform goes live!

[4 weeks] - Complete your first course with Fierce [instructor led or on demand]: Fierce Foundations

[TBD] - Complete additional courses with Fierce [instructor led or on demand]: Team, Coach, Delegate, Feedback, Accountability, Confront, Microaggressions, Graciously Assertive

[ongoing] - Practice the new Fierce Conversation tools and encourage team to experiment with them.

On behalf of the entire executive team, thank you for everything you do to enable and support your team. I know that change is challenging, but we’re here to support you, and I know that you’re going to love how much Fierce Conversations makes your life as a leader richer, more impactful, and more rewarding.

If you need something, don’t hesitate to reach out.

Stay Fierce,

[Internal Sponsor]