**COMPANY WIDE DIGITAL PLATFORM INTRODUCTION EMAIL TEMPLATE**

**To**: All Employees

**From**: Internal Sponsor

**Subject**: Announcing Fierce Conversations Digital Platform

**Body:**

Hello!

You may see that you are enrolled in learning items in the future.  The Fierce Digital Platform offers a variety of learning experiences such as:

* **On-Demand:** Learners have individual access to Fierce training at their own speed and schedule. This self-directed training — available on laptop, desktop, tablet, and mobile — is filled with videos, knowledge assessments, interactivity, reflection, and practical application exercises, all designed to take the learner from knowledge to action.
* **Blended**: Learners engage in self-paced online learning and then come together in-person or virtually for an instructor-led application session. Once in the virtual or in-person classroom, they review key concepts learned in the on-demand course and practice the conversation model with peers.
* **3D Simulations:** Learners can easily and quickly resolve their most challenging business problems, boost learning engagement, and ensure long-term knowledge retention. You will interact in real world scenarios, explore emotional responses, get immediate feedback, and reflect on their own performance in a safe environment.

We’re particularly excited about the Fierce Digital Platform because its employee-centric design and features will help us address some of the valuable feedback you’ve shared with us, including [need for on demand - self-paced learning paths, challenges entering conversations related to microaggressions, lack of professional growth opportunities and coaching, etc.].

Our anticipated timeline is as follows:

* [date] - Launch Fierce Benchmarking survey
* [date] - Begin scheduling Instructor-Led and Blended Learning Sessions
* [date] - Fierce Digital Platform Access is Initiated! You’ll access Fierce via <https://learning.fierceinc.com/>

Frequently Asked Questions:

* **What do I need to do now?**
  + Explore the Fierce Digital Platform. Click on your invitation to access your coursework and begin browsing the variety of courses available to you.
* **Will someone show me how to use the Fierce Digital Platform?**
  + Yes! Fierce is going to improve a lot of what we do around here at [Company], so we want to help you start out on the right foot! We have a [Fierce Digital Platform Quick Start Guide](https://go.fierceinc.com/fierce-digital-platform-guide) to get you comfortable. Stay tuned for details, and thanks in advance for your patience as we get everything ready for you!
* **How can I support my employees if I'm a manager or leader?**
  + You can get comfortable with the Fierce Digital Platform by getting familiar with the platform yourself! That way you can help answer any questions that crop up for your teams. Learning retention is increased up to 70% when managers and leaders engage their employees in the new skills through 1:1 conversations, check-ins, and providing feedback whenever they recognize the employee has tried a new skill they've recently learned.
* **How do I gain access?**
  + You will receive an automated email from [LMSSupport@fierceinc.com](mailto:LMSSupport@fierceinc.com) with your log-in credentials. You will be able to access the platform at <https://fiercelearning.com> and login using your organizational email address and assigned password.

Please reach out with any questions or concerns. We’re working hard to make this a smooth launch for everyone, and your patience and support is truly appreciated!

Stay Fierce,

[Internal Sponsor]