**COMPANY WIDE FIERCE PROGRAM INTRODUCTION EMAIL TEMPLATE**

**To:** All Employees

**Subject:** Bringing Fierce Conversations to [company name]

**From:** VP of HR/CEO

**Body:**

At <company name> we are investing in resources to support employee development at every level of our organization. We are excited to announce that we have partnered with Fierce, Inc. to enhance our culture of communication.

We’re particularly excited about Fierce Conversations because its award winning training will help us address some of the valuable feedback you’ve shared with us, including [need for more transparency, pain points for performance conversations, difficulty with silos and lack of collaboration, better managerial support for professional growth, higher levels of accountability, creating a culture of learning, need for more consistent and valuable feedback, etc.].

Fierce Conversations provides [on-demand, blended, and live workshops] to help accelerate your ability to lead effectively and make an impact on business results. Fierce Conversations delivers powerful workshops in the following topics:

*(Only introduce the specific modules your organization will utilize)*

* In Fierce Foundations, you’ll understand the intellectually and emotionally compelling context concerning the role and impact of conversations in our lives. This core content provokes the first of many epiphanies throughout your learning journey.
* Fierce Coach will help identify the most important topics at hand. It’s a question-based approach that empowers you to realize your own solutions and potential.
* Fierce Team is all about inclusivity — you’ll learn how to leverage the diversity of your team and invite ALL perspectives to the table, as well as make your own voice heard.
* In Fierce Delegate, the term ‘delegation’ is no longer a dirty word. More than anything else, this program empowers you to collaborate and take an active role in your own professional development.
* In Fierce Accountability, you’ll learn how to make your inner context work for you to achieve the results you want – and influence your team to do the same.
* In Fierce Feedback, you’ll take performance conversations to the next level, learning techniques to both ask for and deliver direct feedback, in the moment.
* Fierce Confront takes the fear out of addressing conflict by changing the way you think about confrontation. You’ll walk away with a new approach that strengthens your working relationships.
* Fierce Resilience is about empowerment, so you can take control and be proactive with your stress response cycle. Resilience doesn’t necessarily remove the stressors in our lives, but helps us better navigate them so that we bounce forward and grow from those events.
* Fierce Negotiations is not about compromise. It’s about how individuals can gain the most value and meet their needs while enriching the relationship — steering negotiations to favorable outcomes that lead to success, both personally and professionally.

* Microaggressions (On Demand only): Ending microaggressions is about approaching the subject with honesty and openness. With this bite-sized learning, you can help your team dismantle bias by tackling the root causes of microaggressions head-on in the safety of a virtual space.

* Graciously Assertive (On Demand only): These interactive scenarios teach why “assertive” doesn’t need to be a bad word and how being assertive can and should be a good thing. It’s all about learning how to stand up for yourself in the right way.

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 All Employees
* [date] - Fierce Conversations Overview for All Employees

Keep an eye out for further communication in the coming weeks and get ready to revolutionize your conversations.

Stay Fierce,

[CEO/Executive Sponsor]