

Pre-Launch Communication eMails

Email #1: To be launched January 7th 2019

The Year Ahead...

Dear,

As we kick-off 2019, we want you to know that we're excited for the year ahead. Working side-by-side, we're hoping that this will be a year to remember—one that's filled with happiness, personal growth and success.

With this in mind, one of our most important development priorities for the upcoming year directly involves you.

Working together, we want to make 2019 the year that we discover—and harness—both our individual and collective sense of purpose. Without question, when we're all confident about our purpose at work—and understand why what we do matters—there's little that can stop us.

With this as the driving motivation, over the course of the next several weeks we've created some exciting, fun and meaningful opportunities to help us all not only better-understand our own unique sense of purpose, but to put it into practice as well.

Be sure to watch for next week's email! In it, you'll find the complete schedule of assessments, exercises and activities. Rest assured, it will be a fun, informative and meaningful experience.

Thanks for all you do—let's make 2019 the best year yet.

Stay tuned!

[Signature]

Email #2: To be launched January 14th, 2019

One Week And Counting!

Greetings all!

Beginning next week, we will be rolling out the first of four specific activities designed to help us all get a better handle on harnessing own unique sense of purpose.

Specifically, next Monday you will receive an email with a link in it. When you touch on the link, you will be redirected to a site where you will be given access to an assessment that will allow you to both quantify and capture your own unique purpose!

Brief in nature, the assessment will take you only about 5-8 eight minutes to complete. When you are finished, you'll gain access to your scores and a downloadable PDF report that will provide some very meaningful insight and guidance. Be sure to download your report!

Thanks for your attention—watch for the email next Monday morning! Once you receive it, log on and get started. This exercise will be well worth your time!

Thanks again for all you do! Have a terrific week.

[Signature]