Play 22 – inspire\_leaders-1– subject line: 3 reasons great leaders at < Company Name> celebrate employees’ careers

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<title>3 reasons great leaders at {{ CompanyName }} celebrate employees’ careers</title>

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<p style="font-size: 16px; line-height: 20px; text-align:left">Discover what the best leaders know:</p>

<ul>

<li>20% more employees feel strongly that “my company cares about me” when that organization celebrates careers</li>

<li>Average retention goes up by 2.9 years</li>

<li>89% would recommend their organizations as a great place to work </li>

</ul>

<p style="font-size: 12px; color: #BC347C; line-height: 18px; text-align:left; padding-top: 0px; padding-right: 0px; padding-bottom: 15px; padding-left: 0px;"><strong>Don’t miss the chance to build employees’ connection, commitment, and pride. When it comes to celebrating milestone anniversaries, make some noise!</strong>

</p>

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Play 22 – inspire\_leaders-2– subject line: < CompanyName> Leaders: We need your help making Yearbook™ a success

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<title> {{ CompanyName }} Leaders: We need your help making Yearbook&reg; a success</title>

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<p style="font-size: 16px; line-height: 20px; text-align:left">Yearbook<sup style="font-size: 55%; line-height: 20%;">&reg;</sup>, designed to honor employees’ anniversaries, amplifies the value of a career celebration by enabling leaders, teammates, family and friends to add their congratulations. Here’s how you can help: </p>

<ul>

<li>When you receive an email inviting you to add your comments, do so. Studies show that 83% of employees feel valued by their leader as a result!</li>

<li>Add email addresses for other team members, friends and family right away so they’ll have time to respond. They will then be automatically invited to add their own unique comments. (Important: You must enter email addresses in the field provided. Do NOT simply forward your email to others.)</li>

</ul>

<p style="font-size: 12px; color: #F5B833; line-height: 18px; text-align:left; padding-top: 0px; padding-right: 0px; padding-bottom: 15px; padding-left: 0px;"><strong>Take advantage of this opportunity to encourage and inspire the team members you lead.</strong>

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Play 22 – inspire\_leaders-3– subject line: A handy leader checklist for celebrating employees’ careers at <CompanyName>

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<title>A handy leader checklist for celebrating employees’ careers at {{ CompanyName }}</title>

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<p style="font-size: 16px; line-height: 20px; text-align:left">When a team member has a big service milestone, don’t miss the opportunity to build engagement, trust and pride. Make some noise!</p>

<ul>

<li>Set a date and time for a short gathering. Best practice: on the anniversary itself</li>

<li>Send email invitations in advance. Set up dial-in access for remote team member</li>

<li>Invite a few key individuals to speak</li>

<li>{{When you receive an email inviting you to add your Comments as leader to the employee’s Yearbook&reg; take a moment to write a short note}}</li>

<li>{{Invite team members and others to comment in Yearbook by adding their email addresses in the Invite Peers field}}</li>

<li>Kick off the in-person celebration by sharing a story, highlighting career contributions or describing the qualities you value most in your honoree</li>

</ul>

<p style="font-size: 12px; color: #31A796; line-height: 18px; text-align:left; padding-top: 0px; padding-right: 0px; padding-bottom: 15px; padding-left: 0px;"><strong>Keep it simple. Make it personal. Show your appreciation for a great career!</strong>

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