

Email template to send to Exec Leadership

Primerli: A Potential Game-Changer for Our Firm

Dear [Executive's Name],

I hope you're well.

I'm writing to introduce a new learning initiative that I believe has the potential to significantly enhance our firm's competitive edge: a pilot program for **video-based Industry Learning Primers by Primerli**.

These primers are a proven resource, widely used by top consulting and technology firms worldwide (McKinsey, BCG, Workday, ServiceNow etc). They offer a concise and engaging way for professionals to acquire essential industry knowledge in under an hour. By equipping our teams with this expertise, we can strengthen our industry-focus & develop stronger client relationships.

To illustrate the effectiveness of Primerli, I've included a brief (3-minute) example of a primer:

 [Telecom Industry Overview - Major Industry Trends](#)

To gather valuable feedback on this pilot program, we're seeking exec-level support. It would be great if you would try a primer out and share your thoughts. Your feedback will help us determine the future of this initiative and its potential impact on our firm. We'd love to have your support when we roll out a broader pilot across the teams - as it will help drive engagement for a thorough evaluation.

What to do:

1. Please visit our Primerli microsite: <https://www.primerli.com/pilot-page/capgemini-011024>
2. Select an industry primer relevant to your area of interest or expertise.
3. Create an account and complete the chosen primer.
4. Share your feedback through the short survey at the end.

I am confident that Primerli can contribute significantly to our firm's strategic goals, hence me asking for your support :-)

Thanks so much for your help!