

Email template for Exec leader to endorse the pilot and to request participation

This is a REPLY ALL EMAIL following the pilot launch email

RE: Pilot Launch: Time to test-drive some industry primers! (action needed)

Hi Team,

I'm excited to endorse the Primerli pilot program and encourage everyone to participate.

As you know, investing in your professional development is crucial to our firm's success. Primerli offers a unique opportunity to expand your industry knowledge and enhance your skills.

Speaking the client's language is a key strategy for us across all teams, and I've personally reviewed the primers and found them to be engaging, informative, and highly valuable.

Don't miss out on this chance to elevate your career, and importantly we need your thoughts on this! So, please get involved.

Thanks!