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***Wowing with Words: Writing to Drive Employee Engagement (*Dec. 15, 2017)**

***Exercise 1a: Create an engaging subject line for this email.***

I’m unhappy about the decline in sales again. Many of you are shying away from the three new products that generate the most commission. You all should seek out a mentor—a senior salesperson to go on the calls with you—and give up a portion of the commission in order to increase your revenue. Please let me know if I can recommend a specific mentor for you.

***Exercise 2a: Revise this email to get employees to embrace the upcoming changes by focusing on their WIIFMs (What’s in it for me?).***

At times, the organization needs to make changes critical to its long-term success. Effective April 1, this region will be restructuring. That means many of you will need to learn new roles quickly. The company sees this as an essential move to streamline operations. We’re confident that you’ll all make the required adjustments and become comfortable with the new processes.

Employees’ WIIFMs

* *Increase personal productivity*
* *Improve job satisfaction*

***Exercise 2b: Revise this email so it helps convince supervisors to enroll in your mentorship program. Feel free to add facts relevant to your organization.***

As a supervisor, you’ve been identified as someone who can serve as a mentor for newly promoted first-line managers. This will enable these individuals to gain more confidence in their leadership abilities and produce better results for their teams. We invite you to register for this voluntary mentorship program and help us develop dynamic new leaders!

**Exercise 3a: Revise this email to “show” employees that you value their feedback. Feel free to add information to support your message.**

After researching several new accounting programs, we’re launching the CBZ system, so please start using it by February 1. Your feedback is welcomed.