

Subject: Become a workplace of “CHOICE”

Hello [FirstName],

I hope all is well with you and your team. I wanted to reach out to you regarding our new [DEInamics™](#) software. I noticed you clicked on a few of the links we've been sending you.

Would your organization be interested in viewing a demo of our product? A demo usually takes 15-20 minutes plus time for questions for a total of about 30 minutes. We are confident you will see the value of leveraging data analytics to promote meaningful change within your organization's Diversity, Equity & Inclusion initiatives.

A little more information about the use of our DEInamics™ software...Once your organization runs their first assessment to establish a baseline, you will receive actionable feedback that will ENGAGE your company and ignite meaningful change allowing your organization to EVOLVE as we guide you through change, eliminating guesswork and articulating where improvements need to be made. For peace of mind all participant information is completely confidential with no identifying factors involved.

If you are interested in creating an inclusive company culture, increasing employee engagement and team collaboration, becoming a workplace of “choice”, and increasing your talent pool allowing for recruiting of more women and minorities, then DEInamics™ is an excellent fit for your organization. After demoing, if you decide to partner with us, I am happy to offer you a second-year subscription for free. (This includes the same number of users and maintenance that you originally sign up for in the first year.) I will be your point of contact and account manager. I hope you consider my offer and come aboard to join the #DEIMovement. I look forward to hearing your thoughts and feedback. Have a wonderful day.

All my best,

Jennifer Chappell

Group Business Manager

Liderança Group, Inc



(866) 864-8200 | (408) 846-8200 | info@deinamics.com
DiversityEquityInclusion.com • deinamics.com

©2020, All rights reserved. Diversity, Equity, & Inclusion is a division of Liderança Group, Inc.

