

Dear Owner, Manager, Board of Directors,

This letter is from your employees, to request your help. No workplace is perfect, and it's no secret that we've hit a few speed bumps along the way. We're writing because we think there's **a better path**, and we'd like everyone onboard for the ride.

Company culture plays a large role in a business's success, and many companies are making it a business priority. Culture can be an **advantage over competition** in any industry because of the **PR perception**, as well as the **positive impact on productivity**. If left unchecked, culture can also be destructive.

We can't afford to neglect our culture any longer.

We've found a community of **Culture Curators** that would **benefit our company's bottom lines**. This membership includes a variety of tools, resources, and recommendations from **experienced business owners, executives, and culture champions** around the world, on how to put our company culture to work for us.

About the Culture Curators Membership ...

Membership includes daily, weekly, monthly, and yearly benefits to keep us **focused, inspire success, and yield results**. For a little over \$1 a day we'll have instant access to strategies and insights for us to implement:

- Checklists, tip sheets, & resources such as ROI Turnover Calculator, leadership development tips, executive coaching advice, and culture recommendations to grow everyone in the office—both professionally and personally—leading to a **smoother workflow and fewer conflicts**
- Live-streaming & pre-recorded webinars centered around behavioral patterns, needs, and motivations that make it **easier to collaborate with coworkers**
- Daily ongoing access to professionals via live and online calls and chats via Facebook and LinkedIn, available to help by **answering corporate culture, engagement, and human resources (HR) questions**
- Personal phone call with Shelley Smith once a month! Take advantage of 4 decades of experience with all things culture-related when you **speak to the Culture Whisperer herself**
- FREE copy of Shelley's latest e-book **How to Avoid Culture Big Fat Failures (BFF)**
- Discounts on any Culture Inquiry, Predictive Index, Keynote Speaking, or Coaching services from Shelley's business consulting firm, **Premier Rapport**

When cultivated thoughtfully, culture can **improve efficiency, reduce turnover, increase profits, and improve workplace morale**.

To the team, this membership is an exciting opportunity to **stand up, step up, and do better**. We hope you agree, and look forward to growing the company, the team, and the profits in the coming years.

**Transform Turnover into Retention.
Work With Culture, Not Against It.**

Sincerely,

—Your Team