# Tool 4.2 Project Kick-off Email

Source: Brain Traffic

Hi Jane,

It was great to talk with you today about the Intranet Content Overhaul project.

OR

I’m John Doe, Employee Communications Manager in the Communications Department. I’m working on a project to overhaul the content on our intranet.

OR

I’m John Doe, Employee Communications Manager in the Communications Department. I’m working with Meghan Casey from Brain Traffic on a project to overhaul the content on our intranet.

**Project Overview**

The purpose of the project is to make our content easier to find and easier to understand and act upon. We’ve found that employees spend 30 minutes per week looking for content, and a lot of them end up calling support because they didn’t get the answer they needed. That’s costing us a ton in productivity and support center costs.

**Your Involvement**

I’m hoping you can participate in our strategic project kick-off because you have a good sense of the kinds of calls employees contact support about, and also because your team is skilled at writing support content scripts—we could use to write better intranet content.

**The Workshop**

We’ll be inviting a representative from each business area that provides information for employees on the intranet, leaders from HR and Employee Communications, and the manager of the team that runs the site.

The goal of the workshop will be to identify the objectives for the project. So, we’ll be asking about business goals, employee needs, and challenges/barriers.

I’ll send an invitation separately—you can expect the meeting to be approximately four hours with a couple breaks. Thank you in advance for your participation. I know that this is just one more thing to add to your list and I really appreciate you making it a priority.

Best,

John