Automated Welcome Email

DataGivesBack
Created by: Joel Harrison

From: Joe Lyons-Rising (DataGivesBack)

Subject: Thanks for Joining Us

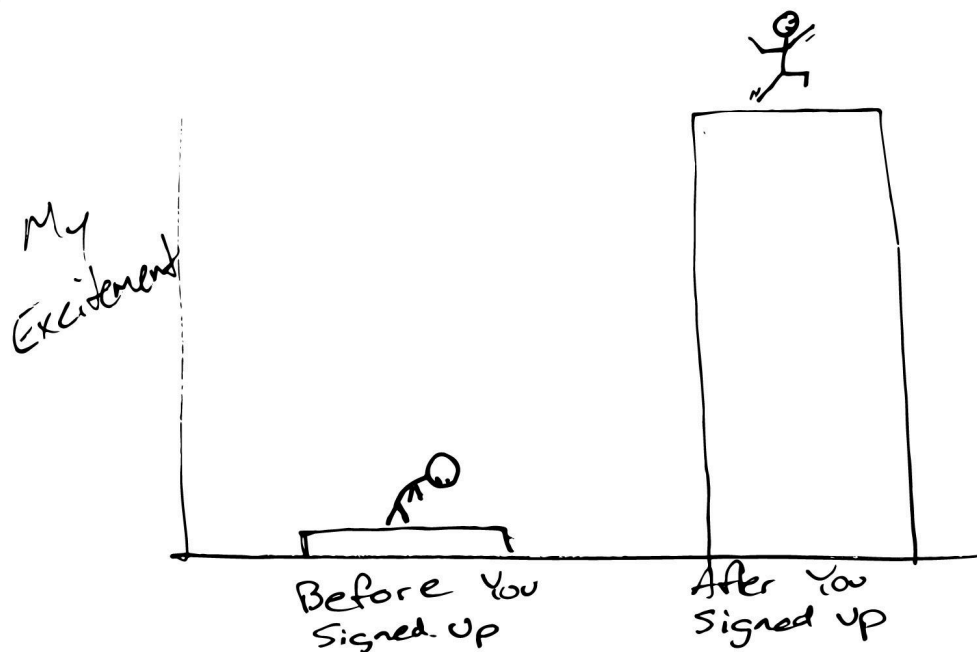**Content:**

Hi [First Name],

When's the last time you read an email that made you laugh?

What about one that made you cry?

This email will do none of that. It will be incredibly boring. The MOST boring - because it is automated.

But that shouldn't stop us from trying to have some fun anyways. One of the lessons I've learned over my 15 years as an insights professional is that we don't have to take ourselves seriously!

I mean, just look at this beautifully detailed graph I made for you:

Data doesn't have to be boring. Work doesn't have to be boring. One time I even dressed up as Batman to do a quarterly report presentation. (a story for later...)

I'm not suggesting everyone needs to get a Batman mouse pad to enjoy their job, but through this monthly Insights Insider email I will share:
- Practical training to build your confidence as an insights professional, category manager, or team leader.
- Soft skills to navigate the workplace, your own stress and anxiety, and manage a team.
- The knowledge to advance your career twice as fast as I did.

And with all of that comes the confidence and the knowledge to show up at work, for your teams, for your colleagues, and ENJOY it with less stress.

So until the next edition comes out, I would love to get to know you. Would you share with me where you're at in your career?

Talk soon,

Joe Lyons-Rising
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