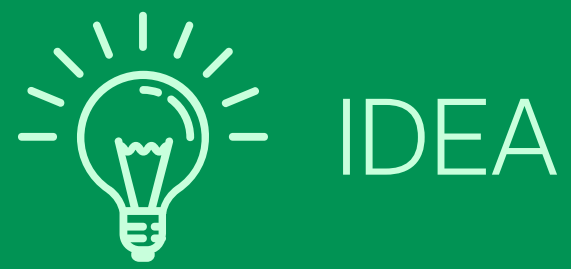


I hope this email finds you well.

employees' well-being - the measure of your
success





I hope this email finds you **well.**

"I hope this email finds you well"
How the email found me:



It is a generic and common greeting at the beginning of business emails. The question is, does this email **REALLY** find the employee well? This is an important issue nowadays, because companies have to face the negative impact that pandemic might have on employees.

It's time for HR professionals and leaders to not only **HOPE** but also **DO** for **employee well-being**. Why? Because the well-being and performance of the employees are closely related. Satisfied and healthy employees are more efficient, creative and productive.

Leave the meaningless, uninteresting phrases. Let's make the business language more humane within the company, and boost internal communication. Take it seriously, ask from your employee and be interested in the answer:

Does this email find you well?



...finds you well.

The pandemic has changed our lives and has surfaced the social, workplace, and human weaknesses. In a way, the uncertainty provides a **possibility to review important things** in our lives such as the priority of human well-being.

Pandemic raises problems in people like:

- depression
- lack of motivation
- isolation
- insecurity, etc.

The employer is required to review these problems and the related needs, and has to **take actions to solve** them. The world never will be the same, but the International SOS Foundation helps you in continuous learning.

Employees well-being - the measure of your success



Find the way to...

...those, who can take actions

Primary
target
group

HR professionals
HSE/Risk
C-suite/business leaders

Secondary
target
group

Workforces - changes triggered by their needs

...reach the goal

To open the eyes of the primary target group: Empty phrases won't make changes. In the post-pandemic 'never normal world' the workforce needs support more than ever. Reduce the risk, raise the level of well-being. Our trainings give the key for that.

Target groups

Goal



Topic:

Business language in internal communication

I hope this email finds you well.

- How do you feel when you read this?
- How important/motivating is the feedback for you?
- How important are spoken and written words in internal communication?

Expected outcomes

Today, it is no longer enough to have an empty phrase, asking the employee, "how are you doing?" and then walking away. Employees need quality (internal) communication and actions to feel important and be well in their workplace. A company like this is much more attractive to them and they prefer to work there long-term.



This campaign will make you feel well

The results of our research draw important conclusions, forward-looking tasks and thoughts for employers.
We target relevant media platforms and channels with the results of the research.



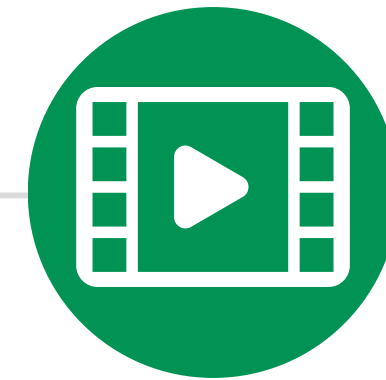
Press release

Based on the **results**
of the **research**.



Expert

Involvement of an
**industrial-
organizational
psychologist** and an
expert (linguist) who
is specialized in
business language.



Video

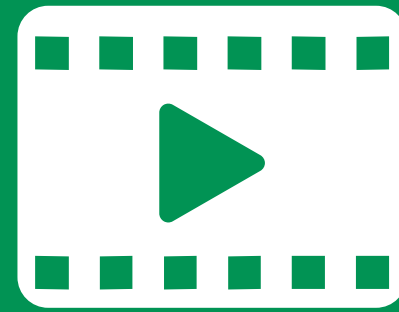
Create a **video**
to support message
to reach and improve
social media
presence.



Event

Present the results of
the research at **HR
conferences**.
Organize a **round
table discussion** with
experts.

"It finds me..." video



We propose to produce a creative video involving volunteers, supporting the research-based press release in visuality and improve social media presences.

Video concept:

It's built on the main question behind the disinterested phrase: How does this e-mail find you in real?

We show people in different situations when they receive their e-mail - in the car, during the workout on their watch, behind the desk, after waking up in bed, etc. These **personal stories** will grab our target audience's attention and initiate thoughts. At the end of the video, SOS text will come up and close with our call to action:

International SOS Foundation will help you improve your employees' well-being. Take a look at our trainings!



#findsyouwell

Hashtag campaign

We **address and activate** our target groups with the LinkedIn hashtag campaign. In the launched discussion we expect **negative and positive thought** on workplace well-being.

We believe that employees can attract changes by their voice. The leaders and HR professionals have to see the bottom-up needs. This will be the starting point for change.

Answer to our questions and use our hashtag:

What does it take for our email to find you well?

What do you think about the empty phrases?



ONE YEAR, ONE MISSION

We suggest a one year timescale for the campaign. The preparation period should be minimum half of the scale and around 5 months is needed for the creation and distribution of the visual and textual materials.

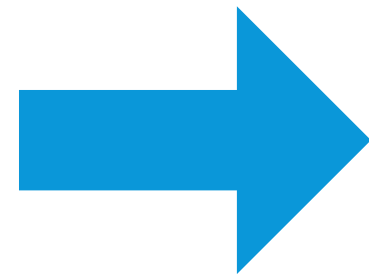


2 months	5 months	1 month	4 months
Preparations	Research	Video creation	PR activities, Hashtag campaign



Building awareness potential industry impact

In our campaign, we highlight a lack of actions behind empty business phrases like: "I hope this email finds you well." Nowadays well-being is more important than ever. With the campaign, we build awareness and needs in the business sector to reach the maximum level of well-being in the company with the help of the International SOS Foundation.



International SOS
Foundation

