



# EMAIL TEMPLATES

## LAUNCHING

Subject: How was your day at (company name)?

Hi everyone,

Have you seen the device by the door? It's called Celpax and is an easy way to check how we are feeling at work.

As you go home today: Just press the green or red button to answer the question: **How Was Your Day?** After you hit the button, the lights show how the rest of our team felt.

This kind of data helps all of us know how we are feeling at work, and over time, shape our workplace and culture to increase engagement and happiness. And who doesn't love being happy?!

We can all sign up to check our results on [celpax.com](https://celpax.com). We look forward to finding out together how we can have greener days.

Kind regards,

X

Ps. I'm attaching the FAQ

# YOUR FIRST EMAIL

- **Send within 10 days** (establish a good rhythm so people continue pressing)

Subject: Thanks for telling us how you feel at work!

I just wanted to thank all of you for pressing the green and red buttons.

We need to measure during more days to get a statistically 'stable' mood result and we are thrilled by your positive response to this new project.

What makes us press green or red? Let the conversations start!

Subject: What's our first employee mood results like?

## 1. If your results are higher than you thought:

XX % of us pressed the green button so far, wow!

Although we need to measure during more days to see if this is a 'stable' result, we are thrilled and hope we continue this positive streak. Feel free to share any suggestions on how we can get even MORE 'green' days.

Together we can improve our workplace, let's keep pressing!

Ps. Signup to check results on [celpax.com](http://celpax.com)

## 2. If your results are on target:

XX % of us pressed the green button so far

Although we need to measure during more days to see if this is a 'stable' result, we notice that there's room for improvements. Feel free to share any suggestions on how we can get even more 'green' days.

## 3. If your results are lower than you expected:

After two weeks of measuring how we feel at work, we've found that XX percent of us press the green button so far.

Although we need to measure during more days to see if this is a 'stable' result, we think there's plenty of room for improvements. Let's start talking about how we can get more 'green' days.

Together we can improve our workplace, by everyone pressing red and green we can find a way.

# FINDING OUT WHAT MAKES PEOPLE PRESS GREEN/RED

Subject: What makes us press green here at (company name)?

Hi everyone,

Breakfast is on us this Friday! We have divided our team into 4 groups to start the conversation about what makes us feel good at work.

This is the first of many sessions to come. The goal is to listen, learn and find out how you think we can improve.

Thanks for pressing red or green to show us how you feel!

Ps. Signup to check results on [celpax.com](http://celpax.com)

## SENDING SMALL UPDATES

- Celpax sends the administrators a weekly email update; you can re-use these messages



Subject: Our Celpax results for May

Hi everyone,

Just to let you know that last week/month/quarter XX% of us pressed green, which is more or less the same as the month before.

Please feel free to share why you think we have green or red days. Maybe there is some thing we should act on *now*, to prevent future issues? Or something – or someone! - we didn't celebrate enough? Let's keep the conversations going.

Thanks for pressing red or green to show us how you feel!

Ps. Signup to check results on [celpax.com](http://celpax.com)

# AFTER ACTIONS & EVENTS TO IMPROVE

## 1. If your results didn't go up

As you hopefully noticed, last week we tried to improve our mood by offering free fruit in the kitchen.

As we checked the employee mood results we came to the conclusion that this didn't make more people press the green button, so we take it you want us to improve in other ways. Thanks for pressing red or green to show us how you feel – it matters!

Wishing you a green-button day,

## 2. If your results went up

Last week we tried to improve our workplace by offering free fruit in the kitchen.

Our Celpax mood results went up XX% so we take that it you appreciated it! Hence we have decided to get fruits baskets delivered every Tuesday. Thanks for pressing red or green to show us how you feel – it matters!

# WHEN YOU'VE TAKEN ACTION BASED ON THE RESULTS

Subject: You gave us feedback – we listened and took action

Hi everyone,

We saw red mood results after communicating X / the event X, and realized we had to do something/clarify Y. Based on your feedback, we made/will make the following changes... resulting in X and Z.

As always I'm here if you have any comments, we will also talk about it at the All-Staff meeting next Friday. Thanks again for pressing red or green to show us how you feel at work.

# HOW TO RESPOND WHEN NEGATIVE or POSITIVE RESULTS

## 1. If the results go down one day/week/month/quarter...

Subject: Plenty of red pulses last month / Ouch, we only got XX% green yesterday

Hi everyone,

Last month only XX percent of us pressed the green button.

We think this might be down to X and Y. What do you think?

I want you to know that we are listening to your feedback and are trying hard to find a solution to this.

If you have any suggestions or comments I would be happy to listen, we will also talk about it in our inter-departmental focus groups starting Friday.

Thanks for pressing green or red to show us how you feel.

Ps. Sign up to check results on [celpax.com](https://celpax.com)

## 2. If the results go up one day/month...

Subject: Hey, we reached XX% green yesterday / last week!

Hi everyone,

Last month XX% of us pressed green. That's 15% better than the month before! / XX percent of us pressed the green button yesterday, great that you liked the X event!

We feel this is thanks to X and Y and I just wanted / to say thanks for Z / give a special thanks to A and B who made this possible.

Thanks for pressing red or green to show us how you feel!

Ps. Sign up to check results on [celpax.com](https://celpax.com)

# GOAL SETTING

## 1. Announcing a goal

Ideally you involve your team in the goal setting, i.e. discuss together what number they would like for your team to be at?

Subject: Together we can reach XX% green!

Imagine how much better our work climate would be if more of us had 'greener' days. Last month we had XX% green. I think our team has potential to improve. **Can we make it to XX% green before Easter?**

What can we as a team do to make this happen? As for me, I will focus on X and Z.

I know we're busy with X and Y and there's a lot of stress. We appreciate your efforts.

If you have any suggestions or comments I would be happy to listen. We will also discuss it at the All-Staff meeting next Friday. Thanks for pressing red or green to show us how you feel.

Ps. Sign up to check yesterday's results on [celpax.com](http://celpax.com)

## 2. Sending regular updates around your goal:

Subject: We're closer to our goal of reaching XX% green before Easter!

As you know, our goal is to reach XX% green before Easter. Last month we had XX% green, that's X% closer to our target!

*(Use texts from "How to respond when positive news" for inspiration)*

Subject: Still a bit to go to reach our goal of XX% green before Easter!

As you know, our goal is to reach XX% green before Easter. Last month/quarter we had XX% green, meaning we are slightly further away from our goal.

Join our focus groups where we talk about what makes us press green!

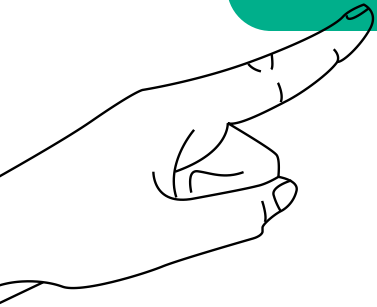
*(Use texts from "How to respond when negative news" for inspiration)*

### 3. When you reach your goal

Subject: Yay, we reached our goal of XX% green!

Great news everyone: We've reached our goal of XX% green. Let's meet in the lobby at 17h for a HotDog celebration!

Although the last couple of weeks have been really demanding I think we have come together nicely as a team, pulling more and more in the same direction. Thanks EVERYONE for making this happen!



# COVER IMAGE CONTEST

Subject: Submit a photo for our Celpax!

Hi everyone,

We figured it would be nice to change the photo on our Celpax (our green/red button!).

Feeling inspired?

Send your ideas or images to **X before next Friday**. We will print and put all of them on the wall so everyone can vote. The most popular will be printed on our Celpax!

*Your Name*

PS: The higher resolution the better!

## Need inspiration for an email that isn't here?

Drop us an email and we'll help you out 😊

