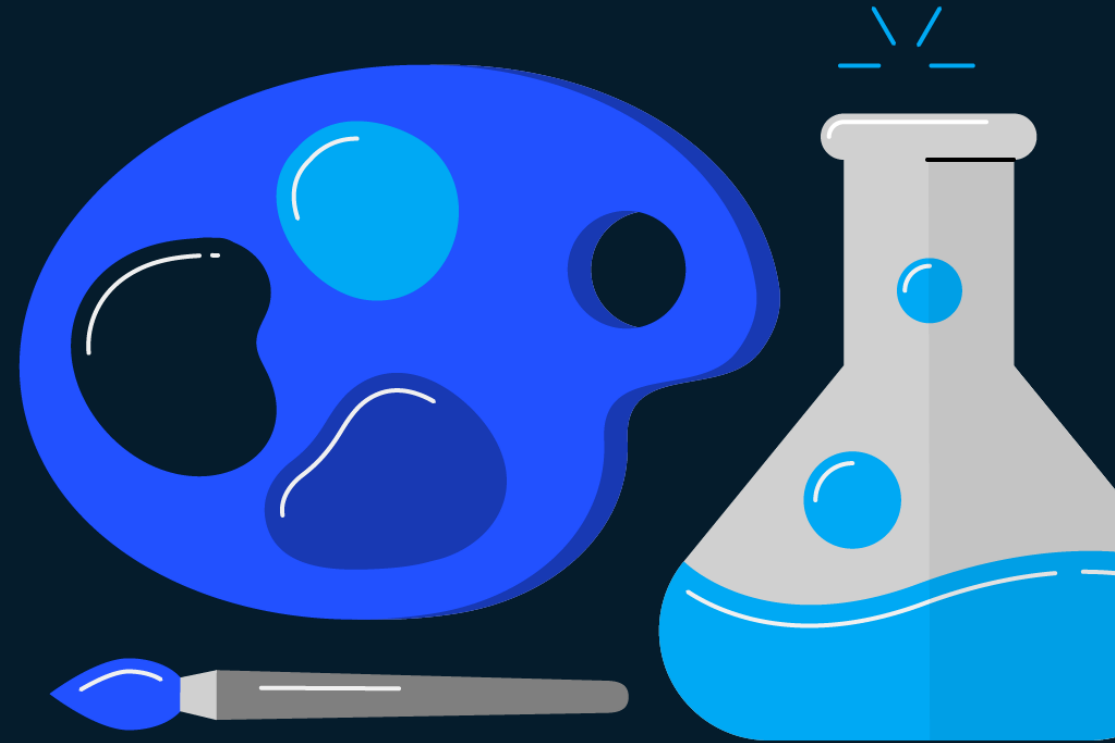


# Craft inspiring communications: MODA email

Communicating for Impact



# MODA email

## Illustrative example

---

**Dear MODA colleagues,**

Hope this note finds you well. Last month Kobi Badu, President and CEO, announced the start of our five-year Digital Transformation journey.

On behalf of the Transformation Team, I will be sharing an update on our progress to date and what we can expect going forward. First, I believe in this Transformation as an opportunity for us to come together as an organization and find new ways to collaborate on exciting initiatives.

When our team first started ramping up for this Transformation, it reminded me of my current training for an upcoming paratriathlon. Even with the best training, the toughest part isn't physical, it's mental. There are going to be highs and lows. I believe that as long as we can work together to identify the ups and downs, we will be able to move forward on our priorities with ease.

We are currently in the process of defining a 3-, 6-, and 12-month plan and will be working closely with each department head to align on required support. In parallel, our team is assessing the revenue potential of several initiatives and will be narrowing in on our biggest bets for the next year.

We'll be setting up bi-weekly lunch-and-learns in each respective region to address any questions or suggestions.

**Thank you all for your dedication and support,**

**Aaliyah**