Welcome email from CEO

In the first week, ideally on day one or two after the manager's welcome. For high-volume hiring, send one cohort email per start date or per month.

INDIVIDUAL NEW HIRE

Subject: Welcome to [Company], [First Name]

Hi [First Name],

Welcome to [Company]. I'm glad you're here.

We exist to [one-sentence mission, in plain words]. As [Job Title] on [Team Name], you'll be part of that from your first week, [specific link between their role and the mission, e.g. every claim you process gets a family paid faster].

Three things I hope you'll do in your first month: ask a lot of questions, tell your manager what looks odd to fresh eyes, and get to know people outside your team.

If you ever have an idea or a concern you think I should hear, my door and inbox are open: [CEO Email].

Welcome aboard,
[CEO Name]
[Title], [Company]

MONTHLY COHORT

Subject: Welcome to the [Month] starters

Hi everyone,

This month [Number] people joined [Company] across [Number of Sites] locations, from [Role Example 1] in [Location] to [Role Example 2] in [Location]. Welcome.

A quick word on what we're focused on this year: [Priority 1] and [Priority 2]. Whatever your role, you'll see both in your work within a few weeks.

I'd like to meet you. Our next new-hire session with the leadership team is [Date and Time], [Location / Link]. Come with questions; nothing is off-limits.

Welcome,
[CEO Name]
[Title], [Company]

FRONTLINE AND HOURLY TEAMS

Subject: A welcome from [CEO First Name]

Hi [First Name],

Welcome to [Company]. I know your first few shifts are full of training and new names, so I'll keep this short.

The people on our [front line / floor / phones] are the company as far as our customers are concerned. What you do on every [call / order / shift] is what they remember.

If something gets in the way of doing the job well, tell your supervisor, and if it doesn't get fixed, tell me at [CEO Email or Feedback Link]. I read every message.

Thanks for joining us,
[CEO Name]

SENIOR HIRE

Subject: Welcome, [First Name]

[First Name],

Welcome. I'm glad we got this done.

I've asked [Assistant Name] to put 30 minutes on our calendars in your first two weeks. Before then, two things worth reading: [Document 1] and [Document 2].

I'd also like your honest first impressions after 30 days, before you get used to how we do things.

[CEO Name]

SUBJECT LINE IDEAS

- Welcome to [Company], [First Name]
- A welcome from [CEO First Name]
- Welcome to the [Month] starters
- Glad you're here
- A note from our CEO
- Welcome, [First Name]

SMS / WHATSAPP VERSION

Hi [First Name], this is [CEO Name], [Title] at [Company]. Welcome to the team. If anything gets in the way of doing your job well, tell your supervisor or message me at [Feedback Link]. Glad you're here.

Placeholders to replace: [First Name], [Job Title], [Team Name], [Company], [CEO Name], [CEO First Name], [CEO Email], [Feedback Link], [Month], [Number], [Number of Sites], [Date and Time],

[Assistant Name], [Title]