

## 06. Post-Launch EDM: Coaching

**Send date:** One week after Intellect Launch Webinar/Event

**How to use:** Make a copy of the editable template or copy the text below, and attach the provided image as an email banner. Edit the text in red and switch to black once done. Send through email to your whole organisation.

**Subject line:** Need Some Support? Coaching Can Help.

**Images:** [Coaching Email Banner \(editable to add code\) and Image](#)

**Coaching Guide:** [Coaching Guide \(Do not edit\)](#)

**Editable Template:** [Google Doc](#)



The banner is split into two main sections. The left section has a blue background with the text "Hey there, can you relate?" at the top. Below it are four thought bubbles: "Want to have better habits?", "Feeling unmotivated?", "Need a boost of motivation?", and "Not sleeping so well?". An illustration shows a man in a dark shirt and white pants sitting in a chair, holding a small blue heart, while a woman in a white shirt and grey pants sits opposite him, looking thoughtful. The right section has a light blue background with the text "Get connected with a professional to get 1:1 support on your...". Below this are four icons: a thumbs up (Confidence), a head with a brain (Stress & Anxiety), a heart (Health & Lifestyle), and a question mark in a speech bubble (...and much more!). At the bottom right is a QR code with the Intellect logo and a list of instructions: "Select 'I'm new here' then 'With your organisation'", "Enter the access code: CODE", and "Select your language, then sign up using your work email address".

[Greeting],

上星期，我們推出了新的員工健康福利 Intellect。想知道 Intellect 可以怎樣幫助你嗎？

有時，在面對生活挑戰的同時管理情緒並努力成長，就好比一場艱辛的攀山競爭。

指導可以幫助你學習管理專業和個人挑戰，並提供你所需的支持，以提升你的職業生涯和人際關係。

### 立即開始指導

透過我們與 Intellect 的合作，你可以免費享受與你所選的私人教練進行一對一指導課程。按照上圖指示登入 Intellect 應用程式，然後參考附件指南開始進行指導。

如果你在考慮指導是否適合你，請查看以下要點，了解指導如何幫助你：

## Coaching can benefit anyone and everyone!



Intellect's hand-picked coaches are trained to motivate and work with you in a safe space, so that you can scale obstacles in your daily life and thrive.



### Be More In-tune with Yourself

Gain clarity and self-awareness through coaching by exploring your thoughts, feelings, values, and behaviours.



### Proactively Manage Stress

Identify your stressors and create an action plan to effectively manage stress and regulate your emotions.



### Strengthen Your Resilience

Build confidence and readiness for unexpected challenges, and turn setbacks into forward momentum to achieve your goals.

[Sign-off]

<Attach Coaching Guide PDF>