

Motivation Email to Team

Hello team,

You have all been working incredibly hard these past few weeks. Your effort is showing and I really appreciate it. You are hitting most of your milestones and we are on budget. Thank you so much for that.

Over the next few weeks, you are going to start hearing about expanding our responsibilities. Everyone knows how busy we are already. Once again, I'm going to have to ask you to step up and show the commitment that you have shown so well.

We will be adding two new projects to our portfolio and, unfortunately, with the current staffing and budgeting situation, we can't add any extra staff. Of course, I'm going to continue to push for more help but the truth is that even if we could bring someone on right now, it would take them some time to get up to speed and we need to have these projects done in the next few weeks.

These projects are critical for the Kinderblue launch in the Fall. As you all know, that product line is expected to bring in substantial revenue and to increase the value of our brand and our company by at least 10-15%. It's already getting buzz in the press and a lot of that is because of your efforts and I'm not the only one noticing that.

Once again, thank you for all your hard work. You're an amazing team. Even with how hard we are working there isn't a group of engineers and marketers that I would rather work with. Thank you for the opportunity. Together, you are all making history at our company.

Sincerely,
Beth