**From the Initiating Leader in the organisation**

**Dear….**

My colleagues and I on the leadership team are embarking on a game-changing effort in our organisation, and we’d like you to play a critical role in it.

As you know, we have asked our staff to complete an anonymous survey about our organisation's behaviours, practices, and policies related to gender-based violence. The survey results suggest that we are doing well. But when it comes to this issue, “well” is nowhere near good enough! We are committed to making our organisation a model for good practices and policies on GBV.

To translate this commitment into action, we decided to organise 30-Day Challenges aimed at significantly improving our performance on GBV-related issues, one behaviour, one practice, and one policy at a time. We will start by focusing on \_\_\_\_\_\_. But this is just the start. Once we demonstrate that we can move the needle on this issue in 30 days, we will go after other behaviours, practices, and policies where we are falling short of the ideal that we are aiming for.

So, where do you fit into this picture?

In organising these 30-Day Challenges, we will follow a well-proven process designed to inspire intense teamwork, rapid innovation, and disciplined implementation. However, like sports teams, 30-Day Challenge teams perform better when they have great coaches. **We are asking you to be the 30-Day Challenge Team Coach.**

The 30-Day Challenge Team members are listed in the Annex. Your role will be to coach them on setting their goal, developing their work plan, and implementing their plan in 30 days! We chose you for this role because you are a good listener, a naturally gifted facilitator, and because you enjoy helping others succeed.

You will benefit from a structured guide on facilitating and coaching 30-Day Challenge teams. To get you started on your learning journey, it is critical that you participate in an orientation Zoom call on \_\_\_\_ from \_\_\_ to \_\_\_. You will get invitation details from a “World of Impact” email in the next day or two. Please confirm your availability to participate.

Thank you in advance for stepping into this critical role. I look forward to working with you in the coming weeks and months.

Sincerely,

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