

# What communications should I send with Curations by Big Think+?

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*This article provides a suggested communications calendar and email templates that can be used for any leadership development program.*

When launching a Leadership Development Program, thoughtful communications to your program's participants, as well as to their managers and your company's senior leadership team, can help boost engagement and lead your program to success.

The below communications calendar offers suggested timeframes and templates for your communications. Before sending, review and revise the email templates to match your company's brand, voice, and tone.

## Leadership Development Program Communications Calendar

<b>Awareness &amp; Endorsement</b>	<u>1</u>	4–6 weeks before kickoff	Senior Leaders	Build awareness & gain advocacy	Empowering Our Leaders of Tomorrow	Program Sponsor / HR
	<u>2</u>	4–6 weeks before kickoff	Managers of Participants	Prep managers for role in supporting participants	Supporting Your Team's Leadership Development	Program Team
	<u>3</u>	3–4 weeks before kickoff	Participants (Invitees)	Invite to enroll	You're Invited: [Company] Leadership Development Program	Program Team
<b>Pre-Program Engagement</b>	<u>4</u>	2–3 weeks before kickoff	Participants (Confirmed)	Prepare for kickoff	Get Ready for Your Leadership Journey	Program Team

	<u>5</u>	2-3 weeks before kickoff	Managers of Participants	Align on expectations, prep for support	Preparing to Support [Participant Name] in the Leadership Program	Program Team
<b>Program Launch</b>	<u>6</u>	Kickoff week	Senior Leaders	Reinforce importance & visibility	Thank You for Championing Leadership Growth	Program Sponsor
	<u>7</u>	Kickoff week	Participants	Energize participants at start	Your Leadership Journey Begins Today	Program Team
<b>Mid-Program Engagement</b>	<u>8</u>	Midpoint	Participants	Keep momentum strong	Keep Building Your Leadership Edge	Program Team
	<u>9</u>	Midpoint	Managers of Participants	Encourage mid-program check-in	Checking in on [Participant Name]'s Leadership Journey	Program Team
	<u>10</u>	Midpoint	Senior Leaders	Reinforce engagement and recognition	Your Role in Shaping Leadership Growth	Program Sponsor
<b>Program Conclusion</b>	<u>11</u>	Final week	Participants	Celebrate completion & guide next steps	Congratulations on Completing the Leadership Program!	Program Team

	<u>12</u>	Final week	Managers of Participants	Provide guidance on debrief & reinforcement	Supporting [Participant Name] After Program Completion	Program Team
	<u>13</u>	Final week	Senior Leaders	Recognize success & impact	Celebrating Leadership Growth Together	Program Sponsor
<b>Post-Program &amp; Long-Term Impact</b>	<u>14</u>	2–4 weeks after program	Participants	Encourage reflection & ongoing development	Your Leadership Growth: What's Next?	Program Team
	<u>15</u>	2–4 weeks after program	Managers of Participants	Sustain growth through coaching & stretch opportunities	Sustaining Leadership Growth on Your Team	Program Team
	<u>16</u>	2–4 weeks after program	Senior Leaders	Share overall impact & organizational value	Leadership Development Impact Update	Program Sponsor / HR

### ***Email Communication Templates***

## **Awareness & Endorsement Phase**

### **Email 1: Senior Leaders (4–6 weeks before kickoff)**

Subject: Empowering Our Leaders of Tomorrow

Dear [Leader's Name],

We're excited to announce the launch of the [Company] Leadership Development Program - an investment in our people and in the future of our organization. This program is designed to prepare our [emerging leaders/managers] with the skillset, mindset, and toolset to drive growth and innovation.

Your advocacy is critical. By visibly supporting this program, you'll help reinforce its importance and inspire participants to fully engage. We invite you to share your encouragement with your teams and recognize the commitment of those taking part.

Thank you for championing leadership development at [Company].

Sincerely,  
[Program Sponsor / HR]

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**Email 2: Managers of Participants (4–6 weeks before kickoff)**

Subject: Supporting Your Team's Leadership Development

Dear [Manager's Name],

We're pleased to share that members of your team have been invited to join the [Company] Leadership Development Program. This experience will strengthen their leadership skills and expand their ability to contribute at higher levels.

As their manager, your role is essential in reinforcing learning and creating space for growth. Over the coming weeks, we'll provide you with tools and guidance to best support your participant(s) before, during, and after the program.

Thank you for investing in the development of your team.

Best,  
[Program Team]

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**Email 3: Participants (Invitees) (3–4 weeks before kickoff)**

Subject: You're Invited: [Company] Leadership Development Program

Dear [Participant's Name],

Congratulations! You have been selected to participate in the [Company] Leadership Development Program. This program is designed to accelerate your growth and prepare you for greater leadership responsibilities.

Please confirm your participation by [insert date] using [link/next steps]. Once confirmed, you'll receive additional details about the program schedule and expectations.

We're excited to have you on this journey!

Best regards,  
[Program Team]

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**Pre-Program Engagement Phase**

#### Email 4: Participants (Confirmed) (2–3 weeks before kickoff)

Subject: Get Ready for Your Leadership Journey

Dear [Participant's Name],

Your leadership development journey is about to begin! The program kicks off on [date], and we want to ensure you're set up for success.

Here's what you can do to prepare:

- Block time on your calendar for program sessions.
- Review [Four Key Principles for Effective Delegation](#).
- Reflect on your leadership goals and areas of growth.
- Share your upcoming participation with your manager and team.

This program is an investment in you - we can't wait to get started.

Warmly,  
[Program Team]

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#### Email 5: Managers of Participants (2 weeks before kickoff)

Subject: Preparing to Support [Participant Name] in the Leadership Program

Dear [Manager's Name],

[Participant Name] will soon begin the [Company] Leadership Development Program. Your support will play a critical role in helping them apply new skills and maximize their growth.

Here are a few ways to prepare:

- Encourage [Participant] to dedicate time and focus to the program.
- Begin discussing opportunities to apply what they'll be learning.
- Plan a check-in during the program to hear about their progress.
- Review the attached [Leader as Coach Guide](#) .

Thank you for empowering your team's development.

Sincerely,  
[Program Team]

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## Program Launch Phase

### Email 6: Senior Leaders (Kickoff week)

Subject: Thank You for Championing Leadership Growth

Dear [Leader's Name],

This week we officially launch the [Company] Leadership Development Program. Your continued advocacy helps reinforce the importance of investing in our people and sets the tone for growth across the organization.

Please join us in recognizing and encouraging participants as they embark on this journey. Together, we are shaping the future of leadership at [Company].

Thank you,  
[Program Sponsor]

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### Email 7: Participants (Kickoff week)

Subject: Your Leadership Journey Begins Today

Dear [Participant's Name],

Welcome to the [Company] Leadership Development Program! Today marks the start of your journey toward expanding your leadership impact.

Throughout the program, you'll gain insights from thought leaders, practice new skills, and build connections that will support your growth. Remember: the more you invest in this experience, the greater the return for you and your team.

We're excited to see all that you will accomplish.

Best,  
[Program Team]

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## Mid-Program Engagement Phase

### Email 8: Participants (Midpoint)

Subject: Keep Building Your Leadership Edge

Dear [Participant's Name],

You're halfway through the Leadership Development Program - congratulations! Take a moment to reflect on what you've learned so far and how you've applied it in your role.

As you enter the second half, stay focused on stretching your skills and engaging with your peers. The momentum you've built will carry you toward even greater growth.

Keep going - you're doing great.

Best regards,  
[Program Team]

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### **Email 9: Managers of Participants (Midpoint)**

Subject: Checking in on [Participant Name]'s Leadership Journey

Dear [Manager's Name],

Now that [Participant Name] is halfway through the program, this is an ideal time to check in. A short conversation about what they've learned and how they're applying it can significantly reinforce their development.

Suggested check-in questions:

- What new ideas or skills have you gained so far?
- How can we apply these to our team's work?
- What support do you need from me?

Your partnership makes the learning stick.

Sincerely,  
[Program Team]

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### **Email 10: Senior Leaders (Midpoint)**

Subject: Your Role in Shaping Leadership Growth

Dear [Leader's Name],

As our participants reach the midpoint of the Leadership Development Program, your role in reinforcing the importance of this initiative remains vital.

By recognizing participants' efforts and encouraging ongoing learning, you send a powerful message about [Company]'s commitment to leadership excellence.

Thank you for continuing to champion this important work.

Sincerely,  
[Program Sponsor]

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## **Program Conclusion Phase**

### **Email 11: Participants (Final week)**

Subject: Congratulations on Completing the Leadership Program!

Dear [Participant's Name],

Congratulations on completing the [Company] Leadership Development Program! You've invested time and energy into strengthening your leadership skills which is an achievement worth celebrating.

As you look ahead, we encourage you to continue applying what you've learned and to share your insights with your team. Growth doesn't end here - it builds from this foundation.

We're proud of your accomplishment and excited for what comes next.

Best wishes,  
[Program Team]

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### **Email 12: Managers of Participants (Final week)**

Subject: Supporting [Participant Name] After Program Completion

Dear [Manager's Name],

As [Participant Name] completes the Leadership Development Program, your role in reinforcing their growth is more important than ever.

Ways you can help:

- Debrief with them on key takeaways.
- Provide opportunities to apply new skills on the job.
- Recognize their progress and encourage continued growth.

Thank you for supporting lasting leadership development.

Sincerely,  
[Program Team]

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### **Email 13: Senior Leaders (Final week)**

Subject: Celebrating Leadership Growth Together

Dear [Leader's Name],

This week we celebrate the successful completion of the [Company] Leadership Development Program. The commitment of our participants and your advocacy has strengthened our leadership pipeline and our future as an organization.

Thank you for your ongoing support in making leadership growth a shared priority.

With gratitude,  
[Program Sponsor]

## Post-Program & Long-Term Impact Phase

### Email 14: Participants (2–4 weeks after program)

Subject: Your Leadership Growth: What's Next?

Dear [Participant's Name],

Now that you've completed the Leadership Development Program, it's time to put your learning into action.

Reflect on:

- What key insights are you committed to applying?
- How will you continue growing as a leader?
- What support do you need from your manager and peers?

Leadership is a continuous journey and this is just the beginning.

Sincerely,  
[Program Team]

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### Email 15: Managers of Participants (2–4 weeks after program)

Subject: Sustaining Leadership Growth on Your Team

Dear [Manager's Name],

Sustaining leadership growth requires consistent reinforcement. Now that [Participant Name] has completed the program, you can help by:

- Identifying stretch opportunities for them to practice new skills.
- Providing regular feedback and recognition.
- Encouraging continued learning and reflection.

Thank you for ensuring that leadership development translates into lasting impact for your team and for [Company].

Best,  
[Program Team]

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### Email 16: Senior Leaders (2–4 weeks after program)

Subject: Leadership Development Impact Update

Dear [Leader's Name],

We're pleased to share the early impact of the [Company] Leadership Development Program. Participants are reporting increased confidence, stronger leadership skills, and greater readiness for future roles.

Your advocacy made this possible. By continuing to champion leadership development, we'll sustain momentum and strengthen our culture of growth.

Thank you for your partnership in shaping the future of leadership at [Company].

Sincerely,  
[Program Sponsor / HR]

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