The following is suggested email text for announcing the Customer Focus Café. Feel free to customize the invitation for your organization. For any bracketed text […], insert text appropriate to your organization and the Café you plan to offer.

**Customer Focus**

Subject: Harvard ManageMentor Customer Focus Café

As managers, we know that customers need to be front and center as we carry out our tasks and responsibilities. For some of us, our focus is primarily on our external customers. For others, our primary customers are those we serve within our organization. Whoever our customers may be, they are the reason we exist. To stay competitive, we must understand and satisfy our customers’ needs—sometimes before those customers even know what they want.

To increase your team’s effectiveness in serving your customers, please join us for a Customer Focus Café session, a learning opportunity sponsored by [sponsor] and based on material from Harvard ManageMentor. The Café will be led by [facilitator name and job title]. This hour-long session is scheduled for [date, time, web conference information or location]. The Café will provide an opportunity for you to discuss how to build a customer-focused team, learn about your customers, and deliver additional value to them.

Before attending the Café, please complete the following four lessons and the assessment in the Harvard ManageMentor Customer Focus topic [LINK to Harvard ManageMentor Customer Focus topic]:

* What Is Customer Focus?
* Learn About Your Customers
* Deliver Additional Value
* Build a Customer-Focused Team

Feel free to contact [sponsor] if you have any questions about the Café session.

Thank you. We hope to see you on [DATE], [NAME OF PERSON OR GROUP SENDING THE EMAIL]