The following is suggested email text for announcing the Strategy Planning and Execution 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.

**Strategy Planning & Execution**

Subject: Harvard ManageMentor Strategy Planning and Execution Café

No matter what role you play in the organization, you are a part of its strategy. Strategy is the unique way our organization carries out its purpose—and separates itself from the competition. Each team in turn needs its own strategy to ensure that its day-to-day activities help move the organization in the right direction. Whether you initiate a strategic planning process for your unit or contribute to the organization’s overall strategic plan, you’ll benefit from knowing some basics about strategic planning.

To develop your strategic planning skills, join us for a Strategy Planning and Execution 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 practice performing a SWOT analysis, identifying priority issues for your unit to pursue, and developing high-level action plans to address the priority issues.

Before attending the Café, please complete the following five lessons and the assessment in the Harvard ManageMentor Strategy Planning and Execution topic [LINK to Harvard ManageMentor Strategy Planning and Execution topic]:

* Understand Strategy
* Develop a Strategic Plan
* Create Detailed Action Plans
* Execute Strategic Plans
* Evaluate and Reward Performance

Feel free to contact [sponsor] if you have any questions about the pre-work assignment or the   
Café session.

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