

Making the Case

A Simple Script for Investing in Your People Through Technology



Introduction

Use this to kick off a conversation with a decision-maker.

"Hi [Leader's Name], I wanted to flag an opportunity that could help us improve performance, engagement, and retention by investing in our people with a tech-enabled solution that fits how we already work."

The Challenge and Opportunity

"We're doing great work in [mention specific achievements], but I've noticed some areas where we could improve. [Choose 1-2 points most relevant to your company]:

- **Turnover:** "We're losing great people, and replacing them is draining time, money, and momentum." (Have a data-loving leader? Add this: [Losing your best employees costs you .5-2x their salary](#))
- **Communication:** "With the pace we're moving, it's tough to ensure alignment and support across teams. We risk slipping into reactive mode."
- **Performance Development:** "Our leaders are technically strong, but we're not consistently supporting them in growing their people leadership skills." (Have a data-loving leader? Add this: [The major gap for Employee Value Proposition is not compensation but management](#))
- **Opportunity Cost:** "We're having lots of 1:1s, but we may be missing valuable trends and coaching moments that could drive performance and innovation."

Solution: Introducing Monark

"After exploring a few tools, I came across **Monark**—a Leader Relationship Management (LRM) platform that uses AI to power better 1:1s and people development. It's built for busy leaders and designed to scale."

Key Benefits

"Here's why I think Monark is a smart investment:

- **It's a tech solution that addresses a people problem:** "Monark supports our digital transformation by investing in our greatest asset: our people."
- **It elevates leader effectiveness:** "Leaders get AI-powered coaching, actionable insights, and nudges to run better 1:1s and drive performance."
- **It boosts employee engagement and retention:** "Better conversations and coaching mean people feel supported, heard, and less likely to leave."
- **It's efficient and scalable:** "Monark's platform integrates into existing workflows, making it easy to implement and scale across the organization."

Addressing Concerns

"I understand that investing in new tools requires careful consideration. Here are some points to address potential concerns:

- **Cost:** "Yes, it's an investment, but the ROI through reduced attrition, better performance, and higher engagement will more than pay off."
- **Adoption:** "It's designed to be intuitive. No new logins, no training sessions—just better outcomes baked into what leaders already do."

Call to Action

"I'd love to schedule a 15-minute chat to walk you through how Monark works and explore how it can benefit our team. Would you be open to that?"

Example Email

New Message

To: Joseph Parker

Subject: Are We Equipping Our Leaders for Success?

Hi Joe,

I wanted to flag an opportunity that could help us improve performance, engagement, and retention by investing in our people with a tech-enabled solution that fits how we already work.

We're doing great work in moving project Blue Lightning along, but I've noticed some areas where we could improve. With the pace we're moving, it's tough to ensure alignment and support across teams. We risk slipping into reactive mode.

After exploring a few tools, I came across **Monark**—a Leader Relationship Management (LRM) platform that uses AI to power better 1:1s and people development. It's built for busy leaders and designed to scale.

Here's why I think Monark is a smart investment:

- Monark supports our digital transformation by investing in our greatest asset: our people.
- Monark's platform integrates into existing workflows, making it easy to implement and scale across the organization.

I understand that investing in new tools requires careful consideration. Here are some points to address potential concerns:

- Yes, it's an investment, but the ROI through reduced attrition, better performance, and higher engagement will more than pay off.
- It's designed to be intuitive. No new logins, no training sessions—just better outcomes baked into what leaders already do.

I'd love to schedule a 15-minute chat to walk you through how Monark works and explore how it can benefit our team. Would you be open to that?

Best,
Rob Anderson

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