

EXECUTIVE GHOST WRITING
EMAIL MESSAGE TO EMPLOYEES
NEW CEO ANNOUNCEMENT [PART OF CHANGE MANAGEMENT STRATEGY]

Dear colleagues,

I am writing this letter to share the news that [NAME XXXXX], the current president of [COMPANY NAME], will assume the role CEO of our combined companies, following an initial integration period. I have been offered the opportunity to assume leadership of [NEW COMPANY NAME].

I will work with [NAME] for the next few months to ensure that the transition is coordinated and minimize any disruptions to the business, as well as provide continuous, consistent support to our employees.

I know this type of organizational change is not easy. However, I also know the impressive team of people that I have had the privilege to work with for the past four years. You hold a level of professionalism and commitment to our very important work, which transcends any structural transitions.

Our achievements during my tenure are testaments to your willingness to step outside of your comfort zones and step up where needed to exceed our customers' expectations and support one another.

As I reflect on this time, I am proud of the challenges we have overcome and milestones we have reached. I am continually impressed by your abilities to dig deep to solve issues as well as your resolve to not settle for the easy solution but to innovatively develop the best solution. I am truly grateful for your loyalty and your support.

As we embark on a new and exciting chapter of our company and join the [COMPANY NAME] family, please offer the same dedication and support to [NAME] that you have demonstrated during my tenure.

Thank you team,

XXXX XXXXX, President & CEO