



As promised, here's our done-for-you communication rollout plan for the Happiness at Work Toolkit, to help you help your people increase their happiness at work incrementally over time.

International Happiness at Work Week 2021 takes place from 20 - 26 September, so we've given you two options for your campaign rollout:

1. Use this toolkit as a campaign specifically for International Happiness at Work Week 2021
2. Roll out the toolkit over a longer period of time according to your own campaign

Here's how to make the most of these two options:

1. Take a look at the plan below to see which resource should be sent out to which audience within your organisation.
2. Click the applicable link to access the email template and set it up in your email browser.
3. Click the link to access the relevant attachment, add it to the email, and send it off.

OPTION 1

Timing	Resource	Target Audience	Key message/outcome	Links
Monday, 20 September	Video: The Science of Happiness	All staff	It's possible to increase your happiness at work. Here's how.	Email Template Video
Wednesday, 22 September	The Gratitude Game The Gratitude Visit	All staff	Now that you understand the theories and practices proven to build happiness, why not try the following two activities to make sure that knowledge translates into real change.	Email Template Attachment 1 Attachment 2
	Video: Leading with EQ	Mid to Senior Management staff	Learn how to empower your teams.	Email Template Video
Friday, 24 September	Video: Emotional Contagion, Goblins, and Empathy: An Encouragement for Leaders	Mid to Senior Management staff	Leaders need a more human-centric leadership approach and exercising empathy is a big part of it.	Email Template Video
	The ABCDE Technique	All staff	How to promote more effective thoughts and responses.	Email Template Attachment



OPTION 2

Timing	Resource	Target Audience	Key message/outcome	Links
Campaign start date	Video: The Science of Happiness	All staff	It's possible to increase your happiness at work. Here's how.	Email Template Video
1 week after the start date	The Gratitude Game The Gratitude Visit	All staff	Now that you understand the theories and practices proven to build happiness, why not try the following two activities to make sure that knowledge translates into real change.	Email Template Attachment 1 Attachment 2
	Video: Leading with EQ	Mid to Senior Management staff	Learn how to empower your teams.	Email Template Video
2 weeks after the start date	Video: Emotional Contagion, Goblins, and Empathy: An Encouragement for Leaders	Mid to Senior Management staff	Leaders need a more human-centric leadership approach and exercising empathy is a big part of it.	Email Template Video
	The ABCDE Technique	All staff	How to promote more effective thoughts and responses.	Email Template Attachment