

From: Firm Managing Partner, Firm Administrator

To: Firm Everyone

Subject: The First 15 -- PLEASE READ!

Good morning,

It brings me great pleasure to announce a new program [FIRM] will be starting effective [DATE]! It is called “**The First 15.**”

One of our biggest **responsibilities/commitments** at [FIRM] is to support the personal growth of each and every individual that spends their days with us. We feel like one way for each of us to grow is to **read** a little bit every day. That is why we are asking that the first thing you do every day is read a **good non-fiction book** for the first 15 minutes. It is important that we all start our days the right way. **So, please read for 15 minutes before you turn on your computers, check your voicemails, check your e-mails, interact with each other, and take on your day.**

This program has been researched, tested, and successfully piloted by CPAs, and has shown to have a considerable impact on participant’s lives, including **increased happiness and an improved outlook personally and professionally.**

Program Details:

- This is paid time that should be coded to “Reading” for a .25 hour each day. This time code has been implemented in our timekeeping system. Please be respectful of everyone’s reading time. If you see them reading, check back later.
- We ask that you only read Non-Fiction books (actual books NOT e-readers). Non-fiction includes self-help, business, management, leadership, and spiritual.
- Newspapers, magazines, and technical reading **are NOT** a part of this program...books only.
- We will be providing a library of our recommended readings for your **FREE use**. We only ask that you return them when you are done reading so that someone else can benefit from the book. Most books will be available [DATE] and we will continue to keep our library fresh.
- Let [NAME] know if you have a book you would like to see added to our selection.
- **Please e-mail [NAME] as you complete each book. In your e-mail please include the title, author, and number of pages. We also ask that you keep a spreadsheet of your readings. We will report monthly on total pages and books read to track our progress together as a firm.**

Statistics – because who doesn’t love numbers:

- The average person reads between 200 and 300 words per minute, or 3000 to 4500 words each day.
- The average non-fiction book is between 40,000 and 60,000 words.
- You will end up reading an average of **1 book per month** or **12 books per year**, which is incredible! **Imagine the impact!**
- As a Firm we will read over [X] **non-fiction books a year** or between [YY] & [ZZ] **words!**
- It is often said that you become an expert on a subject matter if you read 3 books on it. **How many more experts would we have in our Firm?**

Trying to figure out how you’ll find 15 minutes a day to read? Please feel free to e-mail me if you have any questions. We know there are special situations and circumstances that will need to be accommodated for everyone to get their reading time in. We will work together to figure out the **HOW** to make it happen.

There is a direct correlation between people who read and the success and happiness they have in their life! There is an amazing world out there available to each and every one of us. All we have to do is make the CHOICE to pursue it. We are asking you to make that CHOICE and support this new program.

Have a great day!

