

LEAN IN

# 5 Step Guide: How to Launch a Company Circles Program



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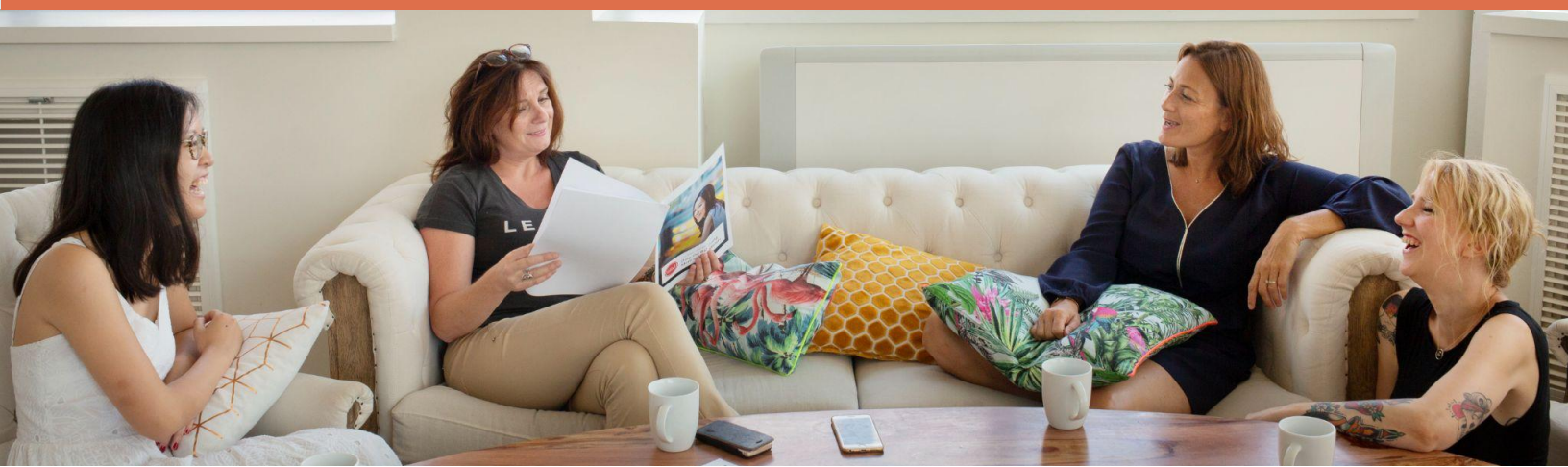
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## Introduction

**Lean In Circles** create a space for employees to come together to learn new skills, give and get advice, and encourage each other to take action. Circles offer a powerful combination of structured **leadership training** combined with ongoing **peer mentorship**, that fosters both individual growth and a strong sense of belonging at work.

Circles are active in over +180 countries and more than 3,000 companies—including P&G, Amazon, Coca-Cola, and Airbnb. Many of the world's largest organizations, including Airbnb, Procter & Gamble, and Walmart, run successful Circles programs.

## The impact of Circles

Whether your goal is skill development, retention, or mentorship at scale, you can tailor your Circles program to complement your existing career development and inclusion efforts—here's how our free Circles program can help you achieve your organizational goals.

- **Career development:** 94% attribute a positive change at work to their Circle, such as getting recognized as a leader or receiving a higher performance rating. Circles empower members to achieve their personal and professional goals: two-thirds of members in Circles have taken on a new challenge since being in their Circle. members in Circles are more confident and ambitious.
- **Skill building:** 99% of Circle members say their Circle helped them strengthen their skills. Circle members have access to research-backed skill-building lessons designed to propel their careers and build stronger teams—from navigating bias, mastering negotiation, combating burnout, to becoming a transformational leader.
- **Mentorship:** Circles encourage members to discuss new ideas and practice new skills together. Members also benefit from the insights and expertise of their peers, which have the power to be just as effective as traditional mentor-mentee relationships. In addition, members who are part of Circles are more likely to offer to mentor a colleague.
- **Leadership:** Circles build better leaders—with moderators gaining valuable facilitation and management experience. Additionally, 73% of members in Circles feel equipped to be better leaders from being part of a Circle.
- **Community & Belonging:** 98% of members in Circles have experienced a positive change—for example, they have a stronger network at work, believe their organization is more invested in their success, or plan to stay at their company or organization for longer.



## How Circles work at companies:



### Small groups built to scale

Lean In Circles bring together groups of 8 to 12 members around shared goals and experiences, fostering connection, growth, and belonging. With Lean In's accessible resource library, any employee can lead a Circle, making it simple to get started and empowering them to make Circles their own. This self-led approach creates a scalable, inclusive program that engages members across all roles, backgrounds, and identities—helping them thrive and support one another at every level.



### Monthly meetings - virtual or in-person

Circles meet monthly for 60 to 90 minutes and can be held virtually, allowing employees from different locations—even across countries—to join together. This approach helps employees expand their networks and connect across the organizations.

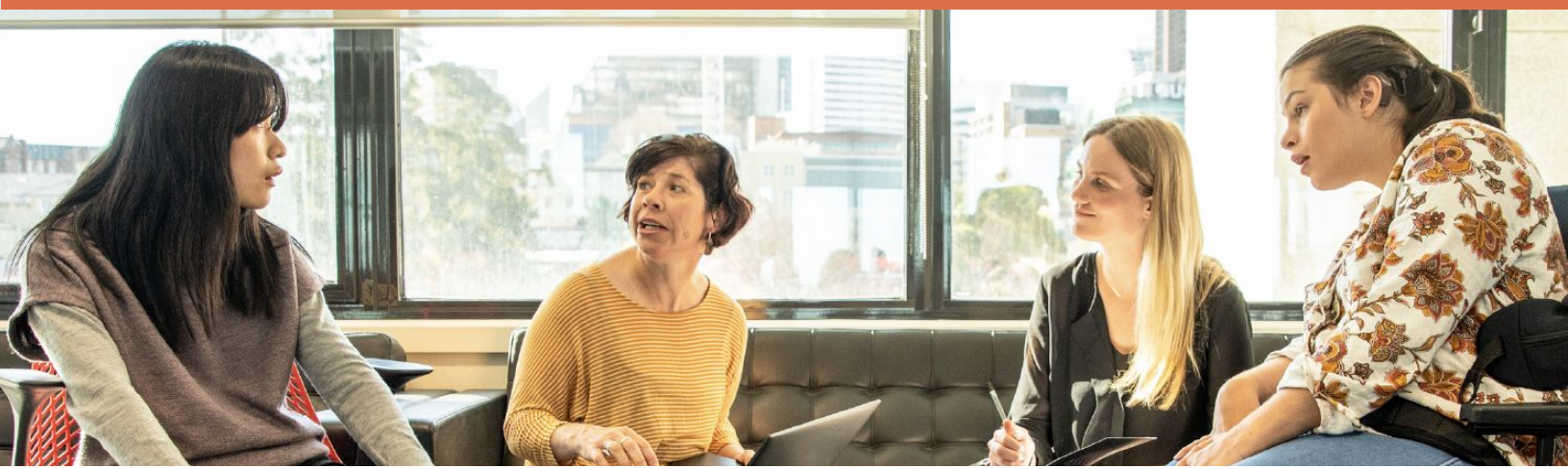


### Skill building and peer mentorship

Circles provide a safe space to openly share workplace challenges, explore solutions, and learn from one another. Our [education library](#) features more than 100+ leadership resources for Circles covering a broad range of topics focused on helping women advance and all employees become more empathetic and inclusive leaders.

## Lean In Circles can complement your existing initiatives

Lean In Circles can exist as a standalone initiative, or fold into your existing mentorship, leadership, and networking initiatives for employees. The peer-to-peer Circle format is a great way to engage existing ERG members, providing an always-on engagement plan to complement any large-group or 1:1 initiatives you already offer. You might also think about integrating Circles into existing events and training, such as new-hire orientation and your summer internship program. Having a group of peers to lean on is a great way to help new hires feel supported.



## This guide will walk you through five simple steps to roll out Lean In Circles at your company:

1. Plan out your Company Circles Program
2. Create a Lean In Network to manage your Circles Program
3. Host a Circle Launch Event to promote your Circles program
4. Recruit and train Circle Leaders
5. Open your Circles for registration

You will also find in this guide:

- Marketing materials and email templates
- Self-serve presentations and trainings
- Answers to common FAQs

### **TIP:** The LeanIn.Org team is here to help

If you have not done so already, we encourage you to attend a training session run by the LeanIn.Org team on “How to Bring Lean In Circles to your Company.” We’ll guide you through the steps laid out in this guide, give you the opportunity to experience the power of Lean In Circles, and answer any questions you have. Please visit our Lean In Events page [here](#) for details on upcoming training sessions.

## STEP 1:

# Plan out your Company Circles program

## Coordinating your Lean In Circles program

Identify a leader or group of leaders to manage your Circles program. We call this leader the Partner Champion, and they can come from any department or level and be a single individual or a small group of employees. Partner Champions just need to have the passion and resources to support the program. Key responsibilities include:

- Introducing and promoting Lean In Circle Program to employees
- Hosting a Circles Launch Event and Circle Leader Training
- Encouraging and supporting Circle Leaders to continue to meet regularly

## Support for your Lean In Circles program

Recruit senior leaders to support the program. If you have not yet, enlist stakeholders like the CEO or other senior leaders to advocate for the program and encourage employee participation —this demonstrates leadership support for workplace fairness and equality. It also helps to get vocal and respected co-workers at all levels of your organization to participate in your Circles program.

See our full [FAQs](#) for more guidance.



## STEP 2:

# Create a Lean In Network to manage your Circles program

We call a group of Circles linked to the same organization a Network. Setting up a Network on the Lean In Circles website only takes a few minutes and makes it easy for you as the Partner Champion to oversee the growth of your program and engage members.

Your Network page on LeanIn.Org will allow you to:

- View all your Circles and members in one place. You can download the list of members at any time via your Network dashboard.
- Employees can join the Circles Network with a few clicks, and you can track the program's growth online. With the right approvals, any employee can start or join a Circle in your Network.
- In addition, Circle Leaders can use the website to find videos, discussion guides, and other materials to help them run effective meetings.

How to register your Network:

1. [Click here](#) to create your Network in a few simple steps. You'll be asked to input:

- Your email (you'll be prompted to register for an account if you don't already have one)
- Location of your Lean In Network
  - We recommend you enter the city and country where you and most of your potential Network/Circle leaders are based. This can be updated at any time.
- Who will be in your Network (select 'people in my company' and add your company name)
- The name of your Network - this is up to you!
  - Here are some company Network examples for inspiration:
    - [Lean In Circles at Metlife](#)
    - [P&G Leans In](#)
    - [LeanIn@KPMG](#)

2. You can edit your Network profile anytime by clicking "Update Profile" on your Network Dashboard.

You now have your unique Company Network URL link to share with employees so they can create their Circles.

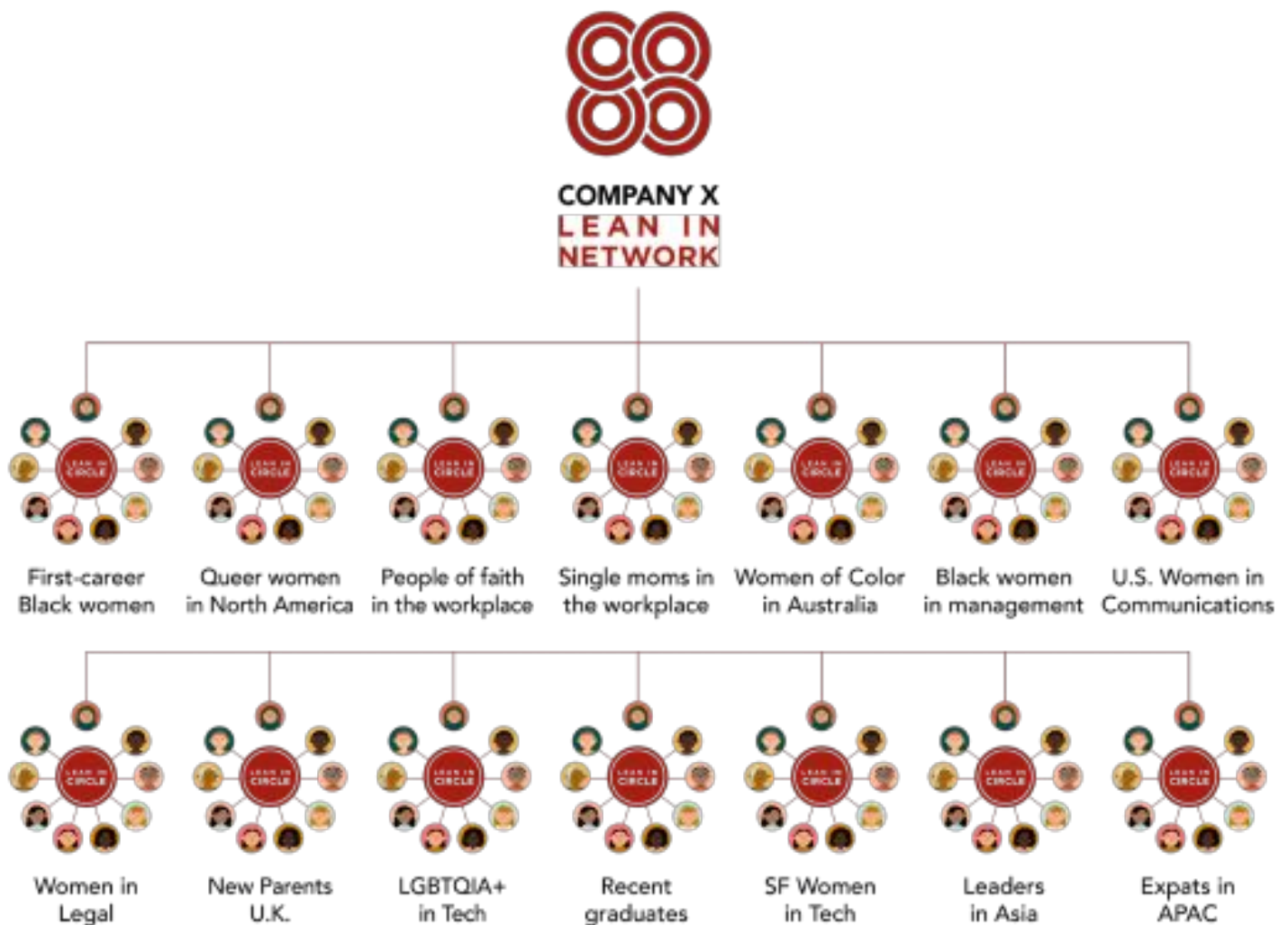
Alternatively: If you prefer to manage your Network and Circles membership on another platform (e.g. your company's intranet), you are welcome to do that, too. If you choose to do this, we would love to hear how many Circles you set up! Please share with the Lean In Team by emailing [partners@leanin.org](mailto:partners@leanin.org).

## STEP 2:

# Create a Lean In Network to manage your Circles program (cont.)

Here's an example of what your Network may look like, once all your Circles are set up (after Step 4):

- Each Circle will be led by a Circle Leader or co-Lead and made up of 8 to 12 members.
- Circles typically form around a common thread such as level (senior executives), function (sales), or common thread/background or identity (working moms). You can see a real life example of Circles at one company below.
- As your Circles program continues to grow you will be able to add more Circles under your Network page, this program is designed to scale!



### STEP 3:

# Host a Circles Launch Event to promote your Circles Program

After your Lean In Network is set up, you are ready to share more broadly with employees and encourage them to join or start a Circle. Many companies have had success hosting a Launch Event to introduce the Circles program to their organization and identify potential Circle members and leaders.

#### Circles Launch Event overview:

- Purpose: Introduce Lean In Circles and get employees excited to lead or join a Circle. The Launch Event also includes a 15-minute Circles simulation to give people a chance to experience the power of Circles for themselves!
- Target Audience: Anyone at your organization who wants to learn more about Circles.
- Duration: 60 minutes

#### Before the Launch Event:

- Invite employees: Promote the Circles Launch Event via email, your company newsletter, or other internal channels. We have a Circles Launch email template you can use in this guide.
- Review the [Circles launch deck](#) and tailor as required for your organization.
- Prepare to deliver the session by reviewing these speaker notes so you know what you're going to say. Our speaker notes guide you through the presentation step by step.

**TIP:** This event works well for both in-person and virtual formats. If you are hosting a virtual Circles Launch Event, note that for the Circles simulation you'll need to put attendees into breakout rooms to experience the power of small group discussions. We recommend hosting your meeting via Zoom or a similar platform that provides breakout room functionality.

#### After the Launch Event

- Identify who wants to lead a Circle (and invite them to attend Circle Leader training—see Step 4)
  - At the end of the event ask people to identify whether they want to start or lead a Lean In Circle (launch a poll in virtual meetings or share a sign-up form)
  - Send a post event survey: Alternatively, send out a short survey to attendees that includes the following questions (and any others relevant to your organization):
    - Relevant employee personal information: Name, Email, Location
    - Confirm if participants would like to:
      - Lead a Circle
      - Join a Circle as a member
- Send follow up email. Send this follow-up email to everyone who registered for this event (including survey link to express interest in starting or joining a Circle)

## STEP 4:

# Recruit and train Circles Leaders

Great Circle Leaders are vital to the success of your program. Circle Leaders are responsible for scheduling meetings, helping the group select discussion topics, and facilitating group discussions. Some companies rotate the role of leader in their Circle every month or have co-leaders share responsibilities.

## Recruiting Circle Leaders

- Hopefully you've identified some prospective Circle Leaders through the Circles Launch Event, as well as individuals who couldn't attend the Launch Event but are still interested in learning more.

## Circle Leader Training

Once you have identified your Circle Leaders, we recommend hosting a Circle Leader Training to make sure they are set up for success.

- Purpose: Provide guidance for new Circle Leaders on how to get their Circles up and running, from deciding on their Circle's name and purpose and recruiting members right up to hosting their first meeting.
- Target Audience: Anyone who has expressed interest in leading a Lean In Circle.
- Duration: 60 mins

**TIP:** Circle Leaders can come from any department or level and no prior facilitation experience is required. Our pre-prepared Circle meeting guides will provide step-by-step guidance to help leaders moderate their Circle meetings.

## Before the event:

- Invite employees: Promote the Circle Leader Training via email, your company newsletter, or other internal channels. You may use the Circle Leader Training [email template](#).
- Review the [Circle Leader Training deck](#) and tailor as required for your organization.

## After the event:

- Send this [follow-up email](#) to attendees with instructions on how to register their Circles under your Lean In Network page.

**TIP:** LeanIn.Org also hosts monthly public Circle Leader Trainings for new Circle Leaders. Circle Leaders from your organization are welcome to attend. They can sign up via the Lean In Events page [here](#). Alternatively, you may want to attend the training to pick up some best practices for when you host your own internal Circle Leader Training.

## STEP 5:

# Open your Circles for registration

Once the Circle Leader Training is complete and Circle Leaders have registered their Circles under your Network page, it's time to open up your Circles program to all employees so they can join Circles as members.

## Here are some ideas to promote your Circles Network:

- Share your Network URL within your organization. You can paste it into employee emails, post it to your company intranet, or share it via an internal messaging platform—whatever works for you! [Here's an email template](#) you can use to encourage employees to join Circles in your Network.
- Follow up with employees who expressed an interest in joining a Circle after your Launch Event using this [email template](#).
- Circle Leaders can also directly invite colleagues to join their Circle using this [email template](#).

**TIP:** It's okay for Circles to start small. We recommend Circles have a maximum of 8 to 12 members, but it's okay to start with four or five people and grow from there.

# Managing your Circles Program:

Here are some ideas to support your Circles program ongoing.

## Connect and support your Circle Leaders

We recommend you have a space where your Circle Leaders can connect with one another to share best practices and ask questions. Facebook Workplace, Slack, or Whatsapp teams would work well for this—or any other intranet platform that works for you. We recommend that you check in with your Circle Leaders at least once a month to get a pulse check on how their Circles are going, and encourage them to share regularly with one another.

## Connect your Lean In Circles Network

We've seen it work well to bring together your Network of Circles together for larger events, workshops, or networking two or three times a year. This is in addition to individual Circles hosting their monthly meetings to provide an ongoing source of peer-to-peer support and mentorship.

## Celebrate your Circles program

Some companies decide to run their Circles program in cohorts for a set amount of time (e.g., six to 12 months), while others let the Circles decide how long they want to run. Either way, many companies have found it beneficial to host an annual or bi-annual event to bring their Circles Network together to hear stories from each other and celebrate their Circle Leaders and members. These events are a great way to recognize the contributions of those who have participated in the program, as well as provide a platform to recruit your next cohort of Circle Leaders and members.

## Celebrate your Circles program

Track the impact of your Circles program by surveying your Circle Leaders and members on an annual or bi-annual basis. Use the goals you laid out when you launched your program to help you decide what questions to ask and measure the success of the program.

## Stay up to date on the latest news and updates from LeanIn.Org:

- Sign up for our newsletter [here](#)
- Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#)
- Join our [Lean In Company Leaders LinkedIn page](#) to connect with other Company Partner Champions.

# FAQs

## **Is there a cost involved with partnering with Lean In or running a Circles program?**

No. All the resources we provide are free and there is no charge to register your organization as a Lean In Partner or use the Lean In website to manage your Circles Network.

## **My organization is outside of the United States. Can we still launch a Circles program?**

Yes. We have partner organizations around the world. More than 120,000 Lean In Circles have been started in over 180 countries.

## **Is it necessary to recruit senior leaders to support my program?**

That depends! In some organizations, this is a crucial first step, but in others, it is not necessary. Where possible, we encourage you to ask your CEO or another senior leader to be an advocate for the program and encourage employees to sign up. You may also want to ask these executives to meet with or mentor your Circles. Further, if they participate in a Circle, it provides a way for them to offer mentorship at scale, by mentoring eight employees in one hour rather than eight over eight hours.

## **What goals should I focus on with Lean In Circles?**

This depends on what your organization's goals are with regard to inclusion and belonging. You can tailor Lean In Circles around these goals and support any existing initiatives you may be running.

## **Can the Circles program be scaled to our organization offices in different countries?**

Absolutely! Circles are a great way to connect employees across different markets and build a more connected global workforce. Virtual Circles provide a great way for employees to build relationships with colleagues in different teams or geographies and form a strong, global support network at work.

## **How have other companies used Circles to achieve belonging and inclusion goals and what impact have they seen?**

Thousands of companies have implemented Lean In Circles to complement their belonging and inclusion efforts. Below are some examples of how different organizations have tailored the program to achieve a specific organizational goal:

- Gartner integrated the Circles program with its existing women's employee resource group to provide skills development.
- Intel leveraged the Circles model to retain talent and help women build deeper connections with one another and with senior women leaders at the organization.
- MetLife created an official mentorship structure with Circles, which employees can join annually.
- Walmart has integrated Circles into its career development programs to support mentorship and develop inclusive leaders in co-ed Circles.

# FAQs (cont.)

## How many employees should be part of our Circles Program?

Circles are typically made up of eight to 12 people, so depending on how many participants you have, you can end up having lots of Circles. Some companies such as Walmart have over 1,000 Circles across their organization in multiple countries. You can open up your Circles to all women (and men) in the organization or consider recruiting people to join through your employee resource groups. Employees at every level of your organization can benefit from the power of peer-to-peer support and mentorship.

## Do Circles usually have one Leader, or more?

A single Leader can run a Circle as a “manager” (sending information and updates, scheduling meetings, etc.), but Circles can also have co-Leaders to share responsibilities. When you recruit for Leaders, you can share these options and let each Circle choose the model that works best for them. In addition, after Leaders have started a Circle, they can decide later on if they want to change the Leader model and share more responsibilities.

## Should I encourage Circle Leaders to set a goal for their Circle?

We recommend that each Circle sets goals of its own. We encourage Circle Leaders to start a Circle that is focused on something they are personally interested in, with others who share a similar interest (for example, people at similar career levels, life stages, or who have similar hobbies/interests). Being specific about the goal helps employees select a Circle that aligns with their personal interests, gives moderators a road map for choosing meeting topics, and helps keep the Circle on track. All of this is covered in our Circle Leader Training.

## Are Circles open to all employees?

Yes, Circles have always been self organizing and open to all employees. Several of our largest Circles partners operate co-ed Circles including Walmart, GSK and Natwest.

- In some Circles, women gather together to accelerate their careers. For these Circles, we offer the [Women at Work Collection](#), a leadership curriculum tailored for rising women leaders.
- In other Circles, employees of all genders, gather to learn to be better people leaders or discover ways to strengthen their teams. For these Circles, we offer [curated resources](#) on topics from how to be an empathetic leader to best practices for giving and receiving feedback.

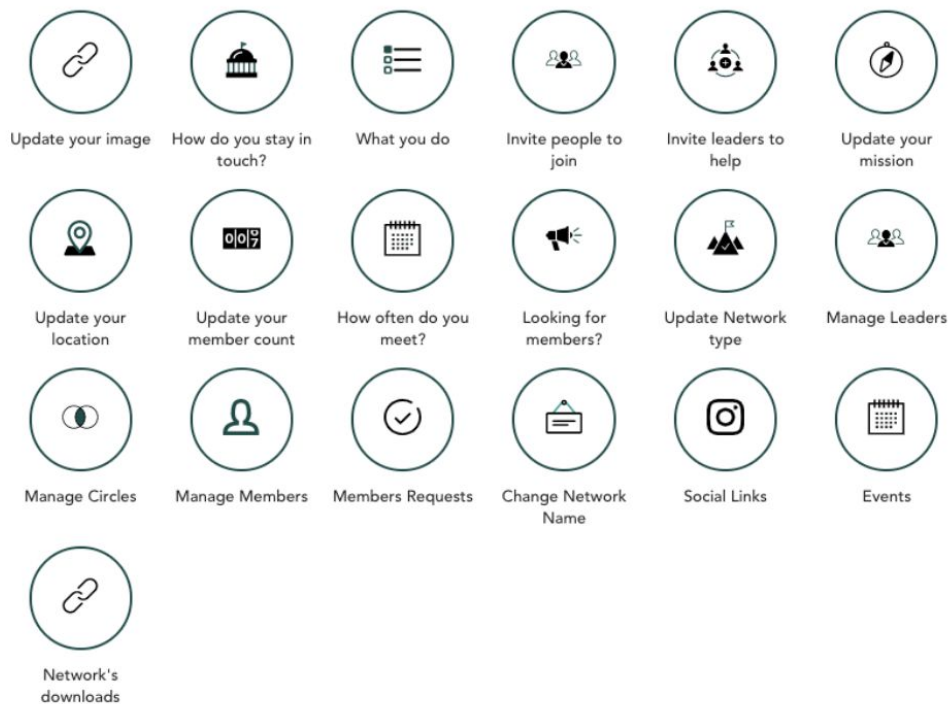
Circles are a great vehicle for continuing to support women’s advancement while also fostering a culture where all employees feel included

# FAQs (cont.)

## What functionality does the LeanIn.Org website offer for my Network?

Once your Network and Circles are registered, you can log in at LeanIn.Org, click on the “Lean In Circles” tab on the website, and scroll down to click on “Your Circle Dashboard.” Through your Dashboard, you can manage your Network, including:

- Make updates to your Network name, description, and mission
- Send invites to other Leaders to help run your Network (they would have administration responsibilities to help you accept Circles and members to your Network and have access to your Dashboard)
- Download a list of your members



## How else can I partner with Lean In?

Join our **Women in the Workplace** study. It is the largest comprehensive study of the state of women in corporate America. LeanIn.Org and McKinsey & Company have published this report annually since 2015 to give companies the information they need to advance women and improve gender diversity. Over the past ten years, we have collected information from almost 600 organizations employing more than 20 million people. Read our latest report and express your interest in participating in a future Women in the Workplace study [here](#).

Please contact the Lean In team at [partners@leanin.org](mailto:partners@leanin.org) for any further questions you have.

# Company Playbook

Here, you'll find everything you need to promote your Lean In Circles and get employees excited and engaged. This includes linked marketing assets, such as logos, images, and email templates in this document.

## Logo & Digital Flyers

- [Circles and Lean In logo guidelines](#)

## Program Information

- General short-form (i.e. Slack)

## Email Templates

- Circles Launch event
- Circles Launch event invitation email
- Circles Launch event follow up email

## Circle leader training

- Circle Leader Training invitation email
- Circle Leader Training follow-up email

## Circles open enrollment (invite members to join)

- Circles Program announcement email
- Circle Leader email to prospective Circle members

## Monthly outreach

- Start of month reminder email

## Circle Launch Event short-form copy

*A short-form message that you can send via your organization's internal communications platform to announce the launch of Lean In Circles at your company. Please update the information in red before sending.*

[COMPANY NAME] is excited to be partnering with LeanIn.Org—the nonprofit organization founded by Sheryl Sandberg—to roll out Lean In Circles. Circles are small groups of 8 to 12 people who meet regularly to share advice, build leadership skills, and support one another. Circles create space for real connection and growth in the workplace.

Circles combine a world-class leadership curriculum with the power of camaraderie and community. 99% of Circle members say they've strengthened their skills, and 97% say they've experienced a positive outcome – from greater belief in their own abilities to feeling empowered to take more risks.

Join us to learn more here about how to get involved in a Circle at [COMPANY NAME]

[ADD EVENT DETAILS]

please RSVP by [insert information]

## Circles Launch Event Invitation Email

*An email to send to your employees to invite them to the Circles launch event to learn more about what Lean In Circles are, and to encourage them to get involved. Please update the information in **red** before sending.*

**Subject line:** Be part of a Lean In Circle at **[Company Name]**!

**Pre-header:** Support, skill-building, and mentorship.

Dear **[NAME]**,

**[COMPANY NAME]** is partnering with LeanIn.Org—the nonprofit organization founded by Sheryl Sandberg—to launch Lean In Circles, which combines the benefits of leadership training with the power of peer mentorship.

### How do Circles work?

Circles are small groups of 8 to 12 people who meet regularly to share advice, build leadership skills, and support one another. Whether you gather in person or online, Circles create space for real connection and growth. Each month, your Circle explores a new topic using Lean In’s leadership training resources to kick off discussion.

### The results?

99% of Circle members say they’ve strengthened their skills, and 97% say they’ve experienced a positive outcome – from greater belief in their own abilities to feeling empowered to take more risks.

### What to expect

Join us on **[DATE]** to learn more about:

- What Lean In Circles are all about
- How being part of a Circle can help you achieve your personal and professional goals
- How to boost your leadership skills by leading a Lean In Circle
- And, you’ll even have the chance to experience the power of Circles for yourself!

### When:

Date/Time: **[insert information]**

Virtual conferencing link: **[insert information]**

Please RSVP by **[insert information]**

Best regards,

**[SENDER’S NAME]**

## Circles Launch Event Follow Up Email (to all registrants)

A follow-up email to send to anyone who registered for the Circles launch event. We recommend you include a link to a short survey to gather information from employees on whether they would like to lead or join a Circle. Please update the information in red before sending.

**Subject line:** Are you ready to lead a Lean In Circle?

Dear [NAME],

Thank you to those of you who were able to join our Lean In Circles Launch Event!

*[In case you missed it, catch up on a recording from today's event here [\[insert link\]](#).]*

As a next step, we're looking to identify who would like to lead a Lean In Circle. This opportunity is open to all at [COMPANY NAME], regardless of role, level, or background/experience. We'll provide training and all the resources you'll need to lead monthly Circle meetings.

Please complete this short survey [[INSERT SURVEY LINK](#)] by [date] and select from one of the following options:

- **I want to lead a Circle:** Leading a Circle is a great way to develop your leadership skills, build your network across the organization, and drive positive change for yourself and others. Circles members say they feel equipped to be better leaders as a result of being in a Circle. *If you select this option we'll invite you to our upcoming Circle Leader Training.*
- **I want to join a Circle as a member:** Participate in monthly Circle meetings to learn new skills and gain valuable peer- to-peer mentorship from colleagues across the organization. 97% of Circles members credit their Circle with a positive change in their lives. *If you select this option we'll be in touch when the Lean In Circles are open for you to join.*

Best regards,  
[SENDER'S NAME]

## Circle Leader Training Invitation Email

Once you have identified who would like to lead a Circle, use this email to invite them to attend a Circle Leader Training. Please update the information in *red* before sending.

**Subject line:** Invitation to a Lean In Circle Leader Training

Dear [NAME],

Thank you for your interest in leading a Lean In Circle. We're excited to have you on board! As a next step, we invite you to attend a Circle Leader Training on [ADD DATE].

**What to expect:**

At this training, you'll learn how to get your Circle up and running as well as tips and best practices to guide you along the way—from deciding on your Circle's purpose, recruiting members, to picking monthly discussion topics and facilitation best practices. You'll also have a chance to connect with other Circle leaders at [COMPANY NAME] for inspiration and support.

**When:**

Circle Leader Training Date: [insert information]

Time: [insert information]

RSVP link: [insert information]

We are so grateful for your leadership and look forward to seeing you there.

Best regards,  
[SENDER'S NAME]

## Circle Leader Training Follow Up Email

A follow-up email to send to all attendees for the Circle Leader Training session. Include the sample from the following page. Please update the information in *red* before sending.

**Subject line:** Let's get your Lean In Circle started!

**Pre-header:** We have everything you need.

Dear [NAME],

Thank you for joining the Lean In Circle Leader Training. We are thrilled to have you as a Circle Leader at [COMPANY NAME]!

Below are some key resources to help you get started and set your Circle up for success.

[NOTE: USE THE FOLLOWING STEPS IF YOUR NETWORK IS REGISTERED ON THE LEANIN.ORG WEBSITE. IF YOU USE YOUR OWN PLATFORM, REPLACE THIS WITH THE RELEVANT INSTRUCTIONS.]

First, follow the steps below to register your Circle under our Lean In Network:

1. Visit our Network profile at [INSERT NETWORK PAGE URL FROM LEANIN.ORG]
2. Click on “Start a Circle in this Network” and follow the prompts to start your Circle
3. Update your Circle description, image, and meeting location via your Circle dashboard

Please finish setting up your Circle by [date] so we can open up the Circle Network for people to join. You can also invite colleagues to join your Circle using the sample invitation email below.

Get ready to host your first meeting by reading through the [kick-off meeting guide](#) or selecting from our [resource library](#) for your individual topics you plan to use in meetings with your Circle.

Best regards,

[SENDER'S NAME]

—  
[COPY AND PASTE THE SAMPLE EMAIL AT THE BOTTOM OF YOUR EMAIL FROM THE NEXT PAGE]

## Circle Leader Training Follow Up Email (contd)

### Sample Email for Circle Leaders to invite members

*Below is a sample invitation email for you as Circle Leaders to use to invite individuals to join your Circle. Please update the information in red before sending.*

**Subject line:** I'm starting a Lean In Circle—and I'd love for you to join!

Hi [NAME],

I just started a Lean In Circle—a small group of peers with some common background (similar experiences, caregivers, etc) who meet once a month for peer-to-peer mentorship, support, and leadership skill-building.

Our Lean In Circle will be a space for [ADD WHO YOUR CIRCLE IS FOR, e.g., professionals in Paris] to [ADD VISION/GOAL FOR YOUR CIRCLE HERE].

We'll meet for at least six months, and at each meeting, we'll dive into a different topic, from [transformational leadership] to [finding sponsors to accelerate your career]. Lean In has teamed up with leading experts to create videos and activities that will guide our discussions.

I think you'd be a wonderful addition to the group, and I hope you'll consider joining us.

[SENDER'S NAME]

## Circles Announcement Email Invite To All Employees

*Once the Circle Leaders have set up their Circles on LeanIn.Org—use this email to send a company wide announcement to all employees to let them know that Circles are now open for them to join. Please update the information in red before sending.*

**Subject line:** We just launched Circles at [COMPANY NAME] and invite you to join us!

**Lead-in text:** Build new leadership skills, navigate bias, and accelerate your careers.

Dear [NAME],

[COMPANY NAME] is excited to be partnering with LeanIn.Org—the nonprofit organization founded by Sheryl Sandberg—to launch Lean In Circles, and you’re invited to join us!

Lean In Circles provide a space where employees at [COMPANY NAME] can come together in small groups across roles and levels to give and get peer-to-peer mentorship, find support, and build new skills with a world-class leadership curriculum.

At each monthly Circle meeting, you’ll dive into a different topic, ranging from confidence building to combating bias to being an ally for others at work. Lean In has teamed up with leading experts to create videos and discussion prompts to guide your discussions.

To join us, please visit our Lean in Circles Network page [INSERT NETWORK PAGE URL FROM LEANIN.ORG] and request to join one of our active Circles.

If you don’t see a Circle that’s right for you, why not start your own? Let us know you’re interested by replying to this email and we’ll help you get started.

Best regards,  
[SENDER’S NAME]

## Circle Leader Email To Invite Circle Members To Join

*Sample invitation email for Circle Leaders to use to invite individuals to join their Circle directly. Please update the information in red before sending.*

**Subject line:** You're invited to join my Lean In Circle — [CIRCLE NAME]

Hi [NAME],

I just started a Lean In Circle as part of [COMPANY NAME] Lean In Circles Network, and I would love to have you as a member.

Lean In Circles combines a world-class leadership curriculum with the power of peer to peer mentorship-coming together to learn new skills and support one another.

Our Lean In Circle will be a space for [ADD WHO YOUR CIRCLE IS FOR i.e. Black women in Sales] to [ADD VISION/GOAL FOR YOUR CIRCLE HERE].

We'll meet for at least six months and at each meeting, we'll dive into a different topic, from [transformational leadership] to [finding sponsors to accelerate your career]. Lean In has teamed up with leading experts to create videos and activities that will guide our discussions.

I think you'd be a wonderful addition to the group and hope you'll consider joining us.

[SENDER'S NAME]

## Beginning Of Month Email To Circle Leaders

*Email reminder for the program coordinator to send out to all Circle Leaders at the start of every month. Please update the information in **red** before sending.*

**Subject line:** Reminder: Get ready to host your **[MONTH]** Circle meeting

Dear **[NAME]**,

Thank you for your continued commitment to our Circles program and for leading a Circle.

Reminders for the month ahead:

1. **Make sure your Circle meeting is scheduled** for this month and all members are invited. If you are struggling to find a time that works for everyone, we encourage you to go with a time that works best for the majority of people.
2. **Send out a link to the video and discussion guide** you will use at this month's meeting so Circle members can review in advance.

Please don't hesitate to reach out with any questions.

Best regards,  
**[SENDER'S NAME]**