

Include your “pitch” when you’re reaching out by email to someone you don’t know, to make yourself interesting/worth responding to

Subject: Referred by Helen Smith, re: HR people analytics

Dear Susan,

Helen (copied on this email) suggested that I reach out to you because she knows of both my HR leadership background and your cutting-edge work in people analytics. I also read your fascinating profile in CLO; congratulations on all you’ve achieved at YourCo.

As an HR Director most recently at MyCo, I’m beginning a search for new opportunities in the Tech sector. Given all of you’ve accomplished in this sector, I would greatly appreciate 20 minutes your time to gain your perspective on my search (I will not be expecting any job openings). If interested, I would be happy to share insights gained from my industry-recognized work on performance management, or introduce you to people in my extensive network.

Pitch

Some background: with 15 years of HR leadership experience, I’ve led initiatives focused on retention, performance management and talent acquisition. Highlights:

- Increased retention by 63% for top performers
- Transformed approach to performance management, improving employee engagement by 15%
- Created a national award-winning leadership development program
- Improved recruiting through new marketing channels and branding, e.g. increased web traffic by 40%

My LinkedIn Profile is www.linkedin.com/in/myname for your additional information.

I would be grateful for a few minutes of your time. Would you have 20 minutes available to talk?