



February 13, 2023

Mr. Ivan D. Butts
President
National Association of Postal
Supervisors
1727 King Street, Suite 400
Alexandria, VA 22314-2753

Dear Ivan:

In correspondence dated January 11, you were notified that as part of the "Delivering for Main Street" strategy, the Postal Service was redefining the employee engagement lead generation programs into LEADing Together, a program designed to educate and motivate all Postal Service employees to support small businesses across the country.

Employees will receive a letter from Postmaster General Louis DeJoy and a letter from Vice President of Marketing, Sheila Holman endorsing the program.

Copies of the employee letters are enclosed.

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink that reads "James Lloyd".

for James Lloyd
Director
Labor Relations Policies and Programs

Enclosures

LOUIS DEJOY
POSTMASTER GENERAL, CEO



ALL EMPLOYEES

SUBJECT: LEADing Together Program Launch

A key objective of the Delivering for America plan is to better serve the public and all our customers, while growing our business at the same time. Since our plan was announced in March 2021, we have made many improvements in our performance and in the products and services we offer, delivering value to American commerce and communities every day.

I am proud of our accomplishments; but, working together, we can do more. We can more fully connect local businesses to their communities and beyond with shipping and mailing solutions tailored to their markets. We offer a wide diversity of products and services for businesses of all sizes, from micro to large—and we can continue to leverage the United States Postal Service network to better meet customer needs. This is particularly true in our support of our small-business customers.

As part of Delivering for America, I am pleased to announce that it is now easier for any employee—in any sector of the Postal Service—to support the nation's small businesses. With the launch of our new one-stop LEADing Together program, you can easily provide leads for our Sales team to work with small businesses and show them how our mailing, shipping, and advertising options could help them.

LEADing Together combines the six existing employee lead-generation programs (Business Connect, Clerks Care, Customer Connect, Mail Handlers, Rural Reach, and Submit a Lead) under one umbrella, and one online portal.

Along with this letter, you will find details of how you can help grow business for the Postal Service. Please take the time to read the welcome message from Marketing Vice President, Sheila Holman and check out the enclosed materials.

I am excited about this new program and its part in helping us Deliver for America. By LEADing Together, we can all make a difference.

Sincerely,



Louis DeJoy

Attachment

SHEILA B. HOLMAN
VICE PRESIDENT, MARKETING



ALL EMPLOYEES

SUBJECT: Welcome to LEADing Together!

Thank you for your dedication to our customers, and in all you do to serve our nation. I'm very excited to share with you details of our new LEADing Together lead-generation program, which will help us serve our customers—particularly our small business customers—even better.

As described by Postmaster General Louis DeJoy in his introductory letter, LEADing Together is a one-stop program that lets you enter customer leads. You can also follow your submitted leads online as they progress through the sales process.

While on the clock, all employees are encouraged to talk to local small businesses about the value of USPS mailing and shipping services and ask if a salesperson can contact them to explain the details. If the customer approves, submit a lead through the LEADing Together portal.

To ensure all employees can participate and follow their leads, you can access the LEADing Together portal in several different ways.

- For carriers using the mobile delivery device (MDD scanner): While on street mode, use option "U" or Lead Card.
- For those with access to the USPS network through a postal computer, smartphone or other mobile device: Click on the LEADing Together link on the Blue page under the "Featured Topics" section or through the "Connecting with Customers" Blue page.
- For those without access to a postal computer, smartphone or other mobile device: Click on the LEADing Together link on the main page of the employee website LiteBlue (liteblue.usps.gov) under the featured topics tab. You will need your 8-digit employee ID number to log on.
- For C360 users: Access the LEADing Together site through the platform under the "my tools" section.

A paper lead card can still be completed manually and provided to your supervisor or manager to enter for you.

For more information on LEADing Together, visit the Connecting with Customers page on Blue (for those with access to the USPS computer network) or email SmallBiz@usps.gov.

Thank you again for your commitment to the Postal Service and our customers.

Sincerely,

A handwritten signature in black ink, appearing to read "Sheila B. Holman".

Sheila B. Holman
475 L'ENFANT PLAZA SW
WASHINGTON, DC 20260-5003
WWW.USPS.COM