

Milena Fajardo

De: Nicholas Stanforth <nick.stanforth@progressfactors.com>
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Para: Milena Fajardo; Mercy Karina Correia Moreno; Pablo Sgalla
CC: Martin Weisskirchen
Asunto: Win With 5x and ALTA
Datos adjuntos: Lets Win With 5x ESG @Progress Factors - Challenge - Share - Celebrate.pdf; Win With OKR Hero - Innovate – Accelerate – Deliver.pdf

Einige Personen, die diese Nachricht erhalten haben, erhalten nicht oft eine E-Mail von nick.stanforth@progressfactors.com.
[Erfahren Sie, warum dies wichtig ist](#)

Dear Milena, Mercy and Pablo,

thank you so much for finding the time for us this morning/afternoon. Martin and I thoroughly enjoyed our conversation and were super impressed to hear a little more about ALTA's most recent success stories.

Win With 5x

I'm happy to attach an **introduction to our Win With 5x program**. As you can see [in this short 3 minute film, which we showcased at IATA's SAF Symposium, Win With 5x is a gamified program](#), in which 5 teams of 5 people are in sporting competition for 5 months to deliver the most environmental and social impact in their area.

The 5 teams could be from 5 different companies such as ALTA, an airline, an airport, a baggage-handling service provider... or 5 teams from different parts of one company.

The good news is **Win With 5x doesn't just deliver real financial returns along the way, it also creates great content for social media**, feeding employer-branding posts and proving that our clients are doing way more for the environment than just greenwashing their websites.

A little more about Progress Factors and Win With OKR

At Progress Factors, everything we do is designed to help people achieve more of what's important to them. We don't believe in just training people and then leaving them to swim alone – so we always support and coach our clients to help them overcome any hurdles after visiting our workshops, making sure they achieve their goals. We also have an extensive online support portal with e-learning libraries, best-practice films, target setting software and all the online tools required to adopt the Win With mindset.

Win With 5x is based on our **Win With OKR program**, which we have trained to thousands of people and successfully implemented in many well-known companies.

The attached **Win With OKR.pdf** explains how Win With OKR helps and in this short film, [one of TUI's B2B Board Members shares her OKR experience](#).

Win With 5x@ALTA

ALTA's purpose is built on the three pillars of safety, efficiency and environment, whilst Progress Factors helps organisations deliver their triple-bottom-line results, so it was no surprise to see how well aligned we are. It would be fantastic to help all your members improve their safety, efficiency and environmental performance in 2024.

We very much look forward to meeting Hose Ricardo Botelho in our next conversation and exploring how we can make this opportunity work best for everyone.

I will send out two alternative invites proposals on Monday for our next call.

Wishing you a great weekend from Martin and myself,

Kind regards,
Nick

Nick Stanforth
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