

Create an executive/leadership statement designed to deliver an announcement to your employees/internal stakeholder group. Please apply the concepts covered in Week 1 and Week 2.

Note: I've highlighted the collaboration and close management central to **high-influence/high-interest stakeholders**, as this email is communicating with Spotify's employees.

Subject: Introducing the Future of Music Discovery: Spotify AI DJ!

Hi Team,

We're excited to announce the launch of a new feature on Spotify that will change the way you experience music. Introducing: Spotify AI DJ!

This technology uses artificial intelligence to create a personalized music stream for each user. It's like having a friendly DJ who knows your taste in music better than anyone, discovering new tracks, and creating a seamless listening experience.

Here's a sneak peek at what AI DJ offers:

- Personalized Music Selection: AI DJ learns your listening habits and preferences, creating a custom radio experience that evolves with your tastes.
- Seamless Transitions: No more awkward silences between songs. AI DJ blends tracks flawlessly, keeping the music flowing.
- Expert Commentary: Get insights into the artists and tracks you love, adding a deeper dimension to your listening experience.

We believe AI DJ has the potential to revolutionize the music industry. It could further personalize music discovery and connect listeners with artists in even more meaningful ways.

As a valued Spotify employee, we'd like your input as we roll out AI DJ; **your collaboration is key to this success**. We'll be scheduling meetings with your teams to delve deeper into the technology and explore opportunities for integration with your current projects. We will also be hosting collaborative workshops and surveys to gather your insights.

In the meantime, feel free to explore the AI DJ feature on your own Spotify app and share your initial thoughts. We're excited to embark on this journey together!

Best regards,
Executive Leadership