[NAME]

[ADDRESS]

[CITY, STATE, ZIP CODE]

[DATE]

**Subject: Notification of Strategic Business Pivot**

Dear [Stakeholder’s Name/Valued Stakeholders],

I am writing to share an important update regarding the future direction of [COMPANY NAME]. After careful consideration and a thorough assessment of market conditions, customer feedback, and growth opportunities, we have decided to pivot our business strategy to focus on [*new strategic focus, e.g., “developing AI-powered solutions tailored for SMB contract management”*].

**Why the Change?**

This strategic shift aligns with [*specific reasons, e.g., “emerging market trends,” “customer demand,” or “competitive insights”*] and positions us to deliver more value to our customers while driving sustainable growth. Over the past [TIME PERIOD], we have identified significant opportunities in [*specific area, e.g., “automating legal workflows for small and medium-sized businesses”*], which we believe will enable us to make a more profound impact in the market.

**Implications**:

1. [*Specific impact on stakeholders, e.g., “Our core services/products will remain unchanged during this transition,” or “You may notice updates to our offerings in the coming months as we roll out new features aligned with this strategy.”*]
2. [*Details on ongoing commitments, e.g., “Existing contracts, agreements, or projects will continue to be honored as planned.”*]
3. [*Call to action for stakeholder engagement, e.g., “We encourage you to reach out with any feedback or questions as we navigate this change together.”*]

**Our Commitment**:

We remain committed to [*core values, e.g., “delivering exceptional service,” “fostering transparent communication,” or “building innovative solutions”*] and to maintaining strong relationships with our stakeholders. This pivot is a step forward in ensuring that we are well-positioned to meet your needs and expectations for years to come.

**Next Steps**:

We will be hosting a [meeting/webinar/Q&A session] on [date/time] to provide more details about this strategic pivot and address any questions you may have. Details for participation are included below:

* [Meeting Link/Location]
* [Time Zone]

If you have any immediate questions or concerns, please contact [Name, Title] at [Email Address/Phone Number].

Thank you for your continued support and trust in [COMPANY NAME]. We are excited about this new chapter and look forward to working closely with you as we embrace this opportunity for growth and innovation.

Yours sincerely,

[NAME]

[TITLE/POSITION]