# New initiative seeks postal employees’ input

*April 9, 2019* — Behind the Eagle, the latest #PostalProud initiative to showcase USPS employees, began April 1.

#PostalProud, an ongoing effort to [***celebrate employees***](https://blue.usps.gov/corpcomm/uspstv/postalproud/) and their efforts to serve customers, is part of the organization’s core strategies to engage, equip and empower employees and to deliver world-class customer experiences.

Like [***Peek into Peak***](https://link.usps.com/2018/11/23/peek-preview/) and [***Inside Blue***](https://link.usps.com/2019/02/06/true-blue/), two recent initiatives under the #PostalProud banner, Behind the Eagle features images of employees with first-person accounts of their work.

“Our employees are at the center of every customer experience. When each of us are engaged with our work environment, we have a sense of purpose and provide the best customer experience,” said Customer Experience Vice President Kelly Sigmon.

To participate, employees are asked to respond to the question, “What makes you proud about the work you do every day?” and email their response — along with a high-resolution image of themselves — to ***PostalProud@usps.gov***.

Selected responses will be published on Behind the Eagle pages on LiteBlue and Blue; the Lead to Win, Engage Weekly, Link and Area Updates publications; Informed Facility screens; the Postal Service’s social media sites; and a display at USPS headquarters in Washington, DC.

“With these positive messages, we will make the connection between engagement and the customer experience,” Sigmon said.