# Template 2

## Email To All Staff: Organization-wide Message

### *From the Top (CEO/EXECUTIVE)*

I strongly believe that our people are ​[COMPANY]​’s greatest asset. We need to engage all the best talent to​ [STATE COMPANY GOAL/MISSION HERE]​. Our workforce is becoming more diverse and I want to ensure that we evolve as a company to provide a workplace that is inclusive and enables every one of us to contribute to our full potential. While inclusion can be a difficult concept to measure, discuss, and manage, we are committed to this work.

We have engaged Pulsely, a Diversity, Equity and Inclusion (DEI) analytics platform to diagnose what is getting in the way of​ [COMPANY]​ being as inclusive as possible. What we measure, we can improve. We are confident that the scientific knowledge embedded in Pulsely’s diagnostic tools will provide the expert guidance we need. This DEI project will begin with a company-wide employee survey.

This survey measures something very different from others we have conducted in the past and I am asking every one of you to participate. Because this survey is thorough, it is also lengthy and thus I am asking you to prioritize the 15-20 minutes needed to complete it. Inclusion is about everyone and each of you has a valuable perspective that can help shape our path forward.

We will examine the patterns of responses from various demographic groups across levels​ [and departments]​ and use the survey results for three purposes:

1. To celebrate and replicate our strengths;
2. To evaluate and prioritize challenges that specific employee groups encounter in our company and address them with specific action plans;
3. To establish baseline metrics that allow us to monitor our progress and hold ourselves accountable.

The survey is being managed by our external partner, Pulsely, which will host the survey and collect your responses online. All responses will remain strictly confidential. Please be thoughtful, honest, and candid when you complete the survey.

I assure you that your responses to the survey are confidential. No one inside [COMPANY] will know or be able to figure out how you responded. As a third-party, Pulsely will analyze the data and only report by groups larger than 6 employees. If we are to make the workplace inclusive for everyone, we need to assess the experiences of different demographic groups. By choosing to self-identify on the demographic questions in the survey, you are enabling us to address challenges you and others like you may be experiencing. I promise to honor your trust by committing to specific actions based on our findings.

Here is a broad overview of what you can expect:

* [date] - [date] ​Survey goes out to employees
* [date] ​- Leadership team will meet to review the findings and prioritize our goals
* [date] ​- High-level results and areas of focus will be shared
* [date]​ - Action planning from the results will start
* [date]​ - Email and [All Hands/Off-site/Team Meetings] to review:
  + the relevant survey findings
  + the plan for addressing them
  + metrics and accountability for the plan
  + how you can contribute.

The survey results will be acted upon. Overall,​ [COMPANY NAME] ​will be a better place to work.

We would like to get 100% participation in order to ensure that each and every employee's voice is heard. When you receive the survey request​ [LATER THIS WEEK]​, please give it your prompt attention.

Thank you for devoting your time and providing candid input.