# Template 4 - Invitation with Survey Link

## When

**On the day of survey launch.**

## 

## Why

This message to your employees with the survey link **either comes from your system or from the Pulsely system**, based on decisions made previously according to Privacy Policy (Guide 4). The message should be short and sweet since sufficient explanation has been provided in advance.

## What - Template 4

*[USE THIS PARAGRAPH IF YOU ARE SENDING THE SURVEY LINK THROUGH YOUR INTERNAL SYSTEMS]*

As we mentioned in our message last week, we are requesting participation of all [COMPANY] employees in our Diversity and Inclusion Survey. The purpose of this survey is to ensure that we evolve as an organization 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.

*[USE THIS PARAGRAPH IF PULSELY IS SENDING THE SURVEY INVITATION]*

As [COMPANY] mentioned earlier, Pulsely is sending this Inclusion survey to all employees to better understand inclusion at [COMPANY].

**What do I need to do?**

Please set aside [*ICA ONLY:*  **5-10 min**; *WID ONLY*: about **15 minutes**; *BOTH WID+ICA* **15-20 minutes**] to answer the questions thoughtfully. We are asking you to share your agreement or disagreement with a variety of statements.

*[USE IF ONLY LAUNCHING THE INCLUSION COMPETENCIES ASSESSMENT* We all come from different backgrounds and have different perspectives on this sensitive topic. This survey will enable us to understand how our individual approaches to inclusion impact our organizational culture and where we can improve. —]

*[USE IF ONLY LAUNCHING THE WORKPLACE INCLUSION DIAGNOSTIC* The first part focuses on your experiences and interactions in the workplace; *—]*

*[USE IF BOTH WID AND ICA* The first part focuses on your experiences and interactions in the workplace. The second part asks about your individual beliefs and attitudes. We all come from different backgrounds and have different perspectives on this sensitive topic. This survey will enable us to understand how our individual approaches to inclusion impact our organizational culture and where we can improve. —]

The survey will also ask you to self-identify for some demographics you may not have shared with your employer before. We are asking you to trust that this data will only be used to your benefit. Because your response is confidential, your answers to demographic questions cannot be connected with your employee record.

As a reminder, your responses are CONFIDENTIAL and can NOT be associated with you personally. Your authentic responses are the beginning of a safe and important dialogue.

*[INCLUDE THIS PARAGRAPH ONLY IF USING INCLUSION COMPETENCIES ASSESSMENT* At the end of the survey, you will receive your personal report that categorizes your personal approach to inclusion. The report will also describe your key traits and outline areas for personal growth. No one else will know the results of your assessment; the organization only receives composite data. —]

Please contact askpulsely@pulsely.io for technical questions about the survey or reply to this email if you have any other questions.

Thank you in advance for your participation.

*(This is your unique link. Do NOT forward to others.)*

Click ​HERE​ to access the survey