

Internal Comms Announcing Project

Template 1 – Email to Line Managers/Leaders

From the Top (CEO/EXECUTIVE)

When

One week before organizational/team announcement.

Why

One of the greatest hurdles to successful Diversity and Inclusion progress is what is commonly referred to as the “Frozen Middle.” If you wait until you’ve developed a DEI strategy to **get your front-line managers on board**, there is time for potential skepticism, fear, and resistance to develop. Bring them in at the beginning of this process so they understand how the process can benefit them and how they can support the leadership team. They, in turn, will become advocates and spread the message to encourage participation among their teams. This email should go out one week before the all-staff email with the opportunity for managers to ask questions of your internal Pulsely project manager.

Please choose the correct template by clicking on the buttons below.

Which of these assessments are you currently conducting?

- **Only ILA** (Inclusive Leadership Assessment)
- **Only DEID** (DEI Diagnostic)
- **Both ILA and DEID** at the same time

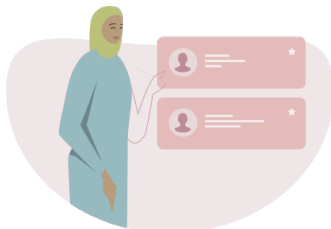
(If you're not sure, please address your concern with your Pulsely project manager.)

ILA for a
Leadership Team

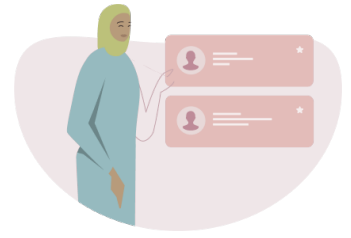
ILA for an
Organization or
Department/Unit

DEI Diagnostic

Both ILA and
DEI Diagnostic



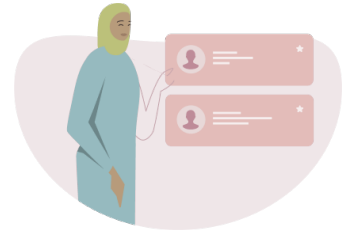
ILA for a
Leadership Team



N/A

Since communications for this project will be limited to the Leadership Team only, there will be no communication needed at this stage. Please skip to Template 2.

ILA for an
Organization or
Department/Unit



Dear <insert name>,

To deliver on our commitment to build an inclusive workplace, we are launching a Culture Survey in two weeks. Inclusive culture can be difficult to assess and this tool will enable us to identify any blind spots and improve our collective ability to build a workplace where everyone feels welcome.

The purpose of this survey is to promote self-awareness for each employee and provide actionable insights to enhance inclusiveness – a key factor in reaching [YOUR BUSINESS GOAL].

I have great respect for each of you as leaders in this company and appreciate all your efforts to develop our people and achieve results. Your participation is crucial in shaping a workplace where everyone has the opportunity to fulfil their potential.

The survey will ask us to share our personal beliefs about inclusion. The data will provide actionable guidance for creating an inclusive workplace but even more importantly, this approach has the demonstrated ability to facilitate constructive conversations about inclusion.

At the end of the survey, each of us will have the option to receive our own personalized Inclusion Report. Your report will indicate which of three common Inclusion Perspectives is reflected in your answers, some primary characteristics of that group, and ideas for how to support inclusion in the workplace. I am eager to receive mine and to explore the insights and I hope you, too, take advantage of this opportunity for self-reflection. We can then encourage our teams to become curious about their own perspectives, too.

The information from the survey will be confidentially collected by our third party partner, Pulsely, the expert in this area. NO ONE ELSE WILL HAVE ACCESS to either how you answered or to your personal report, which is for your reference only. Findings will be reported in aggregate and results will only be analyzed by groups larger than 5 employees. They will be proactively used to inform focused action plans and solutions that benefit us all.

In summary, I am asking you to:

- Encourage your teams to complete the survey and receive their own personalized Inclusion Report;
- Reassure employees of the confidentiality of the process;
- Be open-minded and positive about the process;
- Complete the survey yourself – your views are key to this initiative;
- Allow your staff sufficient time to complete the questionnaire;
- Provide consistent and positive responses to your team's questions;

Thank you for your commitment to this initiative.

Our success relies on our engaged teams. Don't hesitate to reach out to me or our Survey Internal Team at [INSERT EMAIL of PERSON RESPONSIBLE FOR DEI PLANNING AT ORGANIZATION] with questions before our company-wide announcement.

DEI Diagnostic



Dear <insert name>,

To deliver on our commitment to build an inclusive workplace, we are launching a Diversity and Inclusion (or you may prefer to call it a Culture of Inclusion) Survey in two weeks. Inclusive culture can be difficult to assess and this tool will enable us to identify any blind spots and improve our collective ability to build a workplace where everyone feels welcome.

The purpose of this survey is to highlight the bright spots of inclusion, identify areas of opportunity and provide actionable insights to enhance inclusiveness – a key factor in reaching [YOUR BUSINESS GOAL].

I have great respect for each of you as leaders in this company and appreciate all your efforts to develop our people and achieve results. Your participation is crucial in shaping a workplace where everyone has the opportunity to fulfil their potential.

The information from the survey will be confidentially collected by our third-party partner, Pulsely, the expert in this area. NO ONE ELSE WILL HAVE ACCESS to how you answered. Findings will be reported in aggregate and results will only be analyzed by groups larger than 5 employees. They will be proactively used to inform focused action plans and solutions that benefit us all.

In summary, I am asking you to:

- Encourage your teams to complete the survey.
- Reassure employees of the confidentiality of the process.
- Be open-minded and positive about the process.
- Complete the survey yourself – your views are key to this initiative.
- Allow your staff sufficient time to complete the questionnaire.
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Both ILA and DEI Diagnostic



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To deliver on our commitment to build an inclusive workplace, we are launching a Diversity and Inclusion (or you may prefer to call it a Culture of Inclusion) Survey in two weeks. Inclusive culture can be difficult to assess and this tool will enable us to identify any blind spots and improve our collective ability to build a workplace where everyone feels welcome.

The purpose of this survey is to promote self-awareness for each employee and provide actionable insights to enhance inclusiveness – a key factor in reaching [YOUR BUSINESS GOAL].

It will also highlight bright spots of inclusion and identify areas of opportunity that are vital to the continuous development of our people and business.

I have great respect for each of you as leaders in this company and appreciate all your efforts to develop our people and achieve results. Your participation is crucial in shaping a workplace where everyone has the opportunity to fulfil their potential.

The survey will ask us to share our personal beliefs about inclusion. The data will provide actionable guidance for creating an inclusive workplace but even more importantly, this approach has the demonstrated ability to facilitate constructive conversations about inclusion.

At the end of the survey, each of us will have the option to receive our own personalized Inclusion Report. Your report will indicate which of three common Inclusion Perspectives is reflected in your answers, some primary characteristics of that group, and ideas for how to support inclusion in the workplace. I am eager to receive mine and to explore the insights and I hope you, too, take advantage of this opportunity for self-reflection. We can then encourage our teams to become curious about their own perspectives, too.

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