

Internal Comms Announcing Project

Template 2 – Email to All Staff/Survey Participants (organization/team/department-wide message)

From the Top (CEO/EXECUTIVE)

When

One week prior to the survey.

Why

Your top leader should communicate the project and the survey to all participants in a personalized email PRIOR to the launch of the survey. It should:

- **Announce the upcoming survey**, with a timeline.
 - **Explain why you are conducting the survey**. Clearly communicate your intention to build a more inclusive workplace.
 - **Explain how and when the results will be shared**. Employees are often skeptical of whether the time they take to share their experiences will actually translate into change. Your accountability for sharing the results indicates your willingness to be held accountable for implementing changes as a result of the findings.
 - **Highlight the benefits to each employee**. Simply telling people that you want to know about the employee experience might ring hollow with some people. Make the benefits more personal. Think about the tone of your message from the employees' perspective. Explain to them what they can expect to gain from this process;
 - **Establish trust**. Emphasize that all responses are confidential (or anonymous if that is the case) and that the data are being collected by an outside company. Encourage employees to respond candidly and get in front of any potential trust issues that might exist. An inclusion survey is only beneficial if you are able to analyze results by demographic groups. This may be the first time some employees have been asked to share sensitive information - both self-identifying (e.g., sexual orientation, ethnicity) and personal exclusionary experiences. They need to trust that sharing this information will lead to positive organizational outcomes for them personally and no negative repercussions.
 - **Convey commitment to action**. One common reason employees are hesitant to participate in a Pulsely project is their skepticism that anything will change within their company. If they commit their time and energy to share their views, they need to believe that the company and leaders can be trusted to listen and act on the findings - that this is not simply an exercise to validate the status quo. First of all, leaders need to admit that they are open to learning about perceptions and experiences that are different from their own. Next, it is important to let people know when and what they can expect to hear about the results. Lastly, response rates will depend on whether leaders share their commitment to acting on results to create a more inclusive organization in terms of culture and career opportunities. For example: “We are eager to learn where we can improve inclusion and work more effectively together to meet [COMPANY GOAL]. We commit to sharing key insights by X date and will share our action plan by Y date”.
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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

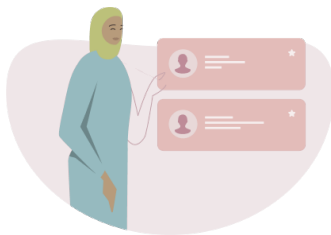
(If you're not sure, please address your concern with your Pulsely project manager.)

ILA for a
Leadership Team

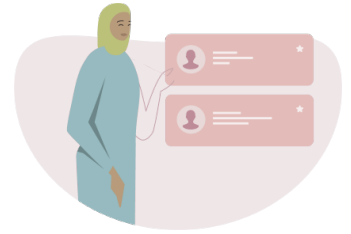
ILA for an
Organization or
Department/Unit

DEI Diagnostic

Both ILA and
DEI Diagnostic



ILA for a Leadership Team



Dear [LEADERSHIP TEAM NAME],

As our workforce is becoming more diverse, I want to ensure that we evolve as a company to provide a workplace that is inclusive and empowers every employee to excel. While inclusion can be a difficult concept to measure, discuss, and manage, we are committed to this work.

To deliver on our commitment, we are launching an Inclusive Leadership Survey [NEXT WEEK]. The purpose of this survey is to promote self-awareness for each of us and to 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 for us as a team to shape 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.

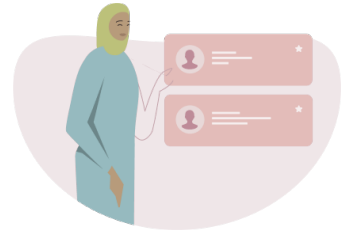
At the end of the survey, each of us will have the option to receive our own personalized Inclusion Report. I am eager to receive mine and to explore the insights and I hope you, too, take advantage of this opportunity for self-reflection.

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.

We aim for 100% participation on our team. When you receive the survey request [NEXT WEEK], please give it your prompt attention.

Thank you for your time and candid input. Together, we'll become more inclusive in the way we communicate, interact, manage, and lead.

ILA for an
Organization or
Department/Unit



Our people are [COMPANY]'s greatest asset. To achieve our [STATE COMPANY GOAL/MISSION HERE], we must build a culture that engages each and everyone of us. As our workforce is becoming more diverse, I want to ensure that we evolve as a company to provide a workplace that is inclusive and empowers us all to excel. While inclusion can be a difficult concept to measure, discuss, and manage, we are committed to this work.

We have partnered with Pulsely, the expert in this area, to evaluate our culture at [COMPANY]. What we measure, we can improve. Therefore, we will begin with a company-wide employee survey which measures something very different from the past ones. In addition, each of us will have the option to receive our own confidential, personalized Inclusion Report.

I am asking every one of you to participate. I promise to honor your trust and participation by committing to specific actions based on our findings. The survey results will be used to:

- Celebrate and replicate our strengths.
- Prioritize areas for targeted action.
- Establish baseline metrics that allow us to monitor our progress and hold ourselves accountable.

Our external partner, Pulsely, 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. No one inside [COMPANY] will know or be able to figure out how you responded.

Here is a broad overview of what you can expect:

[Date] - [Date] Survey rollout

[Date] Leadership review and goal prioritization

[Date] Sharing high-level results

[Date] Action planning begins

We aim for 100% participation to ensure every voice is heard. When you receive the survey request [LATER THIS WEEK], please give it your prompt attention. These survey results WILL BE acted upon. Overall, [COMPANY NAME] will be a better place to work.

Thank you for your time and candid input. Together, we'll become more inclusive in the way we communicate, interact, manage, and lead.

If you have any questions don't hesitate to reach out to me or our Survey Internal Team at [INSERT EMAIL of PERSON RESPONSIBLE FOR DEI PLANNING AT ORGANIZATION].

DEI Diagnostic



Our people are [COMPANY]'s greatest asset. To achieve our [STATE COMPANY GOAL/ MISSION HERE], we must build a culture that engages each and every one of us. As our workforce is becoming more diverse, I want to ensure that we evolve as a company to provide a workplace that is inclusive and empowers us all to excel. While inclusion can be a difficult concept to measure, discuss, and manage, we are committed to this work.

We have partnered with Pulsely, to evaluate our culture at [COMPANY]. We are confident that the scientific knowledge embedded in Pulsely's assessments will provide the expert guidance we need. What we measure, we can improve. Therefore, we will begin with a company-wide employee survey which measures something very different from the past ones. We will also need to assess patterns of responses by 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.

Our external partner, Pulsely, 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. No one inside [COMPANY] will know or be able to figure out how you responded.

Inclusion is about everyone and each of you has a valuable perspective that can help shape our path forward, so I am asking every one of you to participate and prioritize the 10-15 minutes needed to complete the survey. I promise to honor your trust and participation by committing to specific actions based on our findings.

The survey results will be used to:

- Celebrate and replicate our strengths.
- Prioritize areas for targeted action.
- Establish baseline metrics that allow us to monitor our progress and hold ourselves accountable.

Here is a broad overview of what you can expect:

[Date] - [Date] Survey rollout

[Date] Leadership review and goal prioritization

[Date] Sharing high-level results

[Date] Action planning begins

We aim for 100% participation to ensure every voice is heard. When you receive the survey request [LATER THIS WEEK], please give it your prompt attention. These survey results WILL BE acted upon. Overall, [COMPANY NAME] will be a better place to work.

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Both ILA and DEI Diagnostic



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Our external partner, Pulsely, 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. No one inside [COMPANY] will know or be able to figure out how you responded.

Inclusion is about everyone and each of you has a valuable perspective that can help shape our path forward. Because this survey is thorough, it is also lengthy, so I am asking every one of you to participate and prioritize the 15-20 minutes needed to complete it. I promise to honor your trust and participation by committing to specific actions based on our findings. The survey results will be used to:

- Celebrate and replicate our strengths.
- Prioritize areas for targeted action.
- Establish baseline metrics that allow us to monitor our progress and hold ourselves accountable.

Here is a broad overview of what you can expect:

[Date] - [Date] Survey rollout

[Date] Leadership review and goal prioritization

[Date] Sharing high-level results

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We aim for 100% participation to ensure every voice is heard. When you receive the survey request [LATER THIS WEEK], please give it your prompt attention. These survey results WILL BE acted upon. Overall, [COMPANY NAME] will be a better place to work.

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