

# Data Collection Communications

## Template 6 – Message to Encourage Participation (if needed)

*From Business Line Leader (if necessary to increase engagement and participation) to Department/Team.*

### When

If needed, one day after the First Reminder.

### Why

If the response rates are great overall you may not need this step. If responses are lower overall, a message from business leaders will convey to employees that this survey is important and worth prioritizing among other tasks. This message should follow the overall reminder by a day to reinforce the power of the reminder. If the response rate is low in only some departments, a message from that leader should explain why it is important that their business unit's views are represented in the overall results.

It is helpful to update managers on response rates (use a little competition if necessary by comparing them to other departments), ask them to send a message to their teams, and provide a draft email message. The goal of this message is to create a sense of urgency among employees and reinforce the importance of participation. This email should:

- Update teams on response rates and comparisons across departments.
- Communicate the employee survey objectives, rationale and timings.
- Reinforce confidentiality.
- Indicate how to access the survey and the time left to complete it.

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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

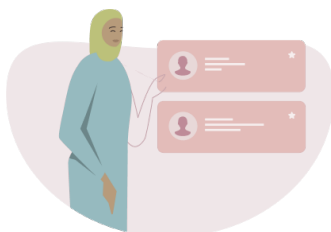
(If you're not sure, please address your concern with your Pulsely project manager.)

ILA for a  
Leadership Team

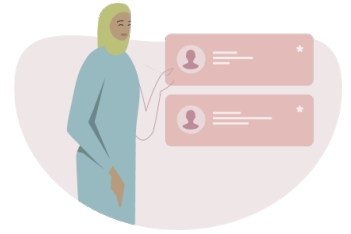
ILA for an  
Organization or  
Department/Unit

DEI Diagnostic

Both ILA and  
DEI Diagnostic



## ILA for a Leadership Team



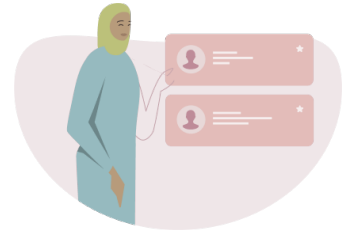
As you are all aware, our [SENIOR LEADER] announced our [LEADERSHIP TEAM NAME]'s Inclusive Leadership Survey a couple of weeks ago and asked for all our participation. I know you are juggling multiple priorities, and I want you to consider this a priority as well.

Because we, as an organization, are committed to inclusion and need to deliver on that promise as a team, I am asking you to take the time to respond to this survey in the next [THREE] days. I myself spent [# MINUTES] completing the survey and found it to be [ADJECTIVE: such as valuable, interesting, quick].

Let me reiterate that your responses are confidential. We are looking for patterns of responses so we can develop leadership alignment for organizational-level solutions. Your individual responses cannot be tracked back to you by anyone at [COMPANY].

Please do not hesitate to contact me if you have any questions. Otherwise, I look forward to getting your input so we can review our team's results in a few weeks.

ILA for an  
Organization or  
Department/Unit



As you are all aware, our [SENIOR LEADER] announced our company-wide Culture Survey a couple of weeks ago and asked for everyone's participation. I know you are juggling multiple priorities, and I want you to consider this a priority as well.

Because we, as an organization, are committed to inclusion and need accurate data to deliver on that promise, I am asking you to take the time to respond to this survey in the next [THREE] days. I myself spent [# MINUTES] completing the survey and found it to be [ADJECTIVE: such as valuable, interesting, quick].

I am also encouraging you to respond to the survey because it is important to me to have data to understand how we are doing as a [DEPARTMENT, TEAM, FUNCTION]. [IF APPLICABLE: Our response rate has been lower than many others in the organization.] If we know our strengths we can celebrate them and build upon them. We also want to know where we can improve so that we can build an effective and high-performing team.

Let me reiterate that your individual responses are confidential and cannot be tracked back to you by anyone at [COMPANY].

Please do not hesitate to contact me if you have any questions. Otherwise, I look forward to getting your collective feedback when I review the results of our [DEPARTMENT] in a few weeks. I will get back to you to discuss the results and our action plans once those are in place.

## DEI Diagnostic



As you are all aware, our [SENIOR LEADER] announced our company-wide Inclusion survey a couple of weeks ago and asked for all our participation. I know you are juggling multiple priorities and delivering on important commitments, and I want you to consider this a priority as well.

Because we as an organization are committed to Inclusion and need accurate data to deliver on that promise, I am asking you to take the time to respond to this survey in the next [THREE] days. I myself spent [# MINUTES] completing the survey [WHEN] and found it to be [ADJECTIVE: such as valuable, interesting, quick].

I am also encouraging you to respond to the survey because it is important to me how we are doing as a [DEPARTMENT, TEAM, FUNCTION]. [IF APPLICABLE: Our response rate has been lower than many others in the organization.] If we know our strengths we can celebrate them and build upon them. We also want to know where we can improve so that we can build an effective and high-performing team.

Let me reiterate that your responses are confidential. We are looking for patterns of responses so we can develop organizational-level solutions. Your individual responses cannot be tracked back to you by anyone at [COMPANY].

Please do not hesitate to contact me if you have any questions. Otherwise, I look forward to getting your collective feedback when I review the results of our [DEPARTMENT] in a few weeks. I will get back to you to discuss the results and our action plans once those are in place.

## Both ILA and DEI Diagnostic



As you are all aware, our [SENIOR LEADER] announced our company-wide Inclusion survey a couple of weeks ago and asked for all our participation. I know you are juggling multiple priorities and delivering on important commitments, and I want you to consider this a priority as well.

Because we as an organization are committed to Inclusion and need accurate data to deliver on that promise, I am asking you to take the time to respond to this survey in the next [THREE] days. I myself spent [# MINUTES] completing the survey [WHEN] and found it to be [ADJECTIVE: such as valuable, interesting, quick].

I am also encouraging you to respond to the survey because it is important to me how we are doing as a [DEPARTMENT, TEAM, FUNCTION]. [IF APPLICABLE: Our response rate has been lower than many others in the organization.] If we know our strengths we can celebrate them and build upon them. We also want to know where we can improve so that we can build an effective and high-performing team.

Let me reiterate that your responses are confidential. We are looking for patterns of responses so we can develop organizational-level solutions. Your individual responses cannot be tracked back to you by anyone at [COMPANY].

Please do not hesitate to contact me if you have any questions. Otherwise, I look forward to getting your collective feedback when I review the results of our [DEPARTMENT] in a few weeks. I will get back to you to discuss the results and our action plans once those are in place.