

Ongoing Communications

Template 11 – Ongoing Communications

From Project Owner within client organization: DEI/HR Manager.

The organization has laid the foundation for a more inclusive workplace. This survey was intended to establish a baseline for identifying strengths and challenges.

Keep communicating

The more you communicate about what is happening, why, and the impact, the more momentum you create. This will firmly solidify DEI as a strategic priority.

- **Share progress toward goals, milestones reached, and other activities related to the action plan.** Don't expect employees to automatically know everything that is being done or to simply observe the changes that are being made;
- Continue to **celebrate successes and acknowledge when efforts fall short**;
- **Drive accountability.** When employees are reminded of promises that were made and goals that were set, you reinforce trust and transparency. When those responsible for results expect the messages to go out, it incentivizes action.

Measure Progress

Eventually it will be time to repeat the employee survey in order to measure progress and re-evaluate priorities and areas of focus. Hopefully you have made progress and are ready to refine your strategy. For many organizations, repeating the full survey after six months to a year makes the most sense. Most likely it took you time to analyze the results and implement an action plan; it also takes time for those actions to translate into impact and for employees to observe the changes and shift their perceptions.

At the same time you don't want to wait a full year to know if you are making progress. For that reason, Pulsely offers a multitude of data capture methods, including pulse surveys for your most critical metrics to stay on top of emerging diversity and inclusion issues. Keep these pulse surveys short or response rates will suffer. The Pulsely platform makes it easy to deploy these quick assessments and get immediate feedback. Again, remember to communicate about what you are doing with this information so employees are motivated to keep responding. When done right, these ongoing interactions signal that employee opinions matter and inclusion is a priority.