



The Recipe for Maximum Responses

1. It's important that the company where the assessment is being conducted is the sender of the survey. This leads to a higher response rate.
2. You should have a senior leader communicate to everyone expected to participate that this assessment is being conducted. Participation is not optional, and there will be follow-up. It is mandatory.
3. Afterwards, each department receives an email with a link to your GAP Assessment, including information about the timeframe and other relevant details. Again, it should be emphasized that participation is not voluntary—everyone invited is expected to take part.

Communication 1: From Senior Leadership to All Participants

Example of an email from senior leadership to all participants:

Subject: Mandatory Invitation to Participate in Our [Assessment Name] GAP Assessment

Dear Employee,

As part of our strategic focus on X, we are conducting a [Assessment Name] GAP Assessment to gain a clear understanding of how you and your colleagues experience your workday and how you perceive [Assessment Name]—including both opportunities and potential risks.

We are starting with [Number] selected respondents from [Number] departments—and you are one of them.

Employee involvement is crucial to identifying how [Assessment Name] can best benefit our organization. Your experiences, needs, and challenges form the basis for creating solutions that improve work, reduce workload, and free up time.

Participation for the selected employees is mandatory. We prioritize this effort highly, invest time and resources in it, and will follow up on both participation and contributions.

Thank you in advance for your effort—your input will help shape our future.

Best regards,
[Senior Leader's Name]
[Title]

Communication 1: From Department Manager to Own Participants

Example of an email from a department manager to their participants:

Subject: Mandatory Participation in [Assessment Name] GAP Assessment

Dear Employee,

As previously communicated, you are participating in our [Assessment Name] GAP Assessment, which is an important part of our work to understand where and how [Assessment Name] can create the most value for us—both in terms of opportunities and risk management.

How to participate:

Click this link to start the survey: [Insert link here]

Deadline for completion: [Insert date]

The survey consists of [Number] categories with a total of [Number] questions and takes approximately [Number of minutes] to complete. It's important to emphasize that your comments are highly valued—they are key to improving our work. Please share your thoughts and ideas, big or small, wherever you can. The more input we receive, the better the results.

Your responses are crucial for prioritizing the right [Assessment Name] initiatives that make your daily work easier and more efficient.

We would like to remind you that participation for the selected employees is mandatory. This is a priority for us, and we will follow up on both participation and contributions.

Questions or need assistance?

Contact: [Contact Person Name]

Email: [Email Address]

Phone: [Phone Number]

Thank you in advance for your time and effort—your input helps shape our future.

Best regards,

[Manager's Name]

[Title]