



The Recipe for Maximum Responses

1. It's important that the company where the assessment is being conducted is the sender of the reminder email. This leads to a higher response rate.
2. You should have a senior leader communicate to everyone expected to participate that the deadline for the answering the GAP Assessment is almost due. And once again emphasize participation is not optional, it is mandatory.
3. You should have a department managers communicate to their employees including information about when the deadline is due. Again, it should be emphasize 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: Reminder – Please complete the [Assessment Name] GAP Assessment

Dear Employee,

This is a reminder to complete the [Assessment Name] GAP Assessment, which is part of our strategic focus on [X].

The purpose of the GAP Assessment is to gain a clear understanding of how you and your colleagues experience your workday and how [Assessment Name] is perceived across the organization — including both opportunities and potential risks.

You were selected as one of [Number] respondents from [Number] departments, and your participation is essential. Broad employee involvement is critical to ensuring that we create the right solutions — solutions that improve daily work, reduce workload, and free up time.

Participation for selected employees is mandatory. We have allocated time and resources to this initiative and will follow up on both participation and input.

If you have not yet completed the GAP Assessment, we kindly ask you to do so as soon as possible.

Thank you for taking the time to contribute — your input plays an important role in shaping our future direction.

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: Reminder – Mandatory Participation in the [Assessment Name] GAP Assessment

Dear Employee,

This is a reminder to complete the [Assessment Name] GAP Assessment, which you were previously invited to participate in. The GAP Assessment is an important part of our efforts to understand where and how [Assessment Name] can create the greatest value for the organization — both in terms of opportunities and risk management.

Your input is highly valued. In particular, your written comments play an important role in improving how we work. We encourage you to share your thoughts and ideas — large or small — wherever relevant. The more input we receive, the stronger and more actionable the results will be.

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

Please note that participation for selected employees is mandatory. This initiative is a high priority, 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 for taking the time to contribute. Your input is important and helps shape our future direction.

Best regards,

[Manager's Name]

[Title]