

**Template - Information letter/email ahead of Trust Index**

Below you will find an example of a preparatory letter/email to be sent internally to all employees before the launch of the Trust Index survey. Our experience says that a message signed by one or more people in senior management, encouraging employees to answer the survey, increases the response rate significantly.

The message should be written in the same tone and style that you usually use internally, so feel free to make the adjustments you find appropriate.

However, we recommend that you mention the following:

* why the survey and everyone's contribution is important
* how the Trust Index survey is conducted
* how you plan to communicate and act on the survey results

We recommend that you follow the spirit of the letter. Be careful not to use wording that could in any way influence how the employees answer the questions in the survey.

Hi!

**[ORGANIZATION]** strives to be a really good workplace and as part of that work, we will shortly be sending out an employee survey.

To find out where we stand today, we need your help; we value your opinion and hope you will share what you think.

You will receive an email invitation with a link to a survey. We appreciate that you answer the questions honestly and sincerely so that your opinions in the survey results contribute to a true picture of **[ORGANIZATION].**

We have engaged an independent consulting company, Great Place to Work® Sweden, which will carry out the survey and analyze the results.

If you have any questions about the survey, please contact Great Place to Work at office-sweden@greatplacetowork.com or **[INTERNAL PROJECT MANAGER].** If you want to know more about Great Place to Work, you can find information at www.greatplacetowork.se

The survey results will be presented on **[DATE]** and you will have the opportunity to discuss the results at **[OCCASION].**

By continuing to develop our strengths and address the things that need improvement, we want to create a better workplace for everyone. Your participation is crucial! We look forward to receiving your feedback to become even better.

Sincerely,

Name

Title