

Communication Template Sample Orientation Email

Describe your purpose for using KEYS

We know that to stay ahead of our competition, grow our organization and create great results for our clients, we need to be creative and innovate. We want to strengthen our culture to foster innovation, and we also want to make informed decisions about where we focus our work as we plan the next budget year.

Describe the target population and include key logistics, such as invitation date, “from” email address, survey due date, time required and how data is handled.

In order to determine the approach to strengthen our culture, we have chosen to use a research-validated assessment called KEYS to Creativity and Innovation from the Center for Creative Leadership (CCL). Everyone in the organization <or your division, etc.> will be invited to complete KEYS. On <invitation email date> you will receive an email from either [KEYS to Creativity](#) or notify@datasltn.com, depending on email configuration. Please complete the survey by <survey due date>. It will take about 20 minutes to complete and your responses are anonymous. No one in our organization will see your individual data. CCL will score and compile the results.

Describe next steps and who to contact within the organization for more information.

We will communicate summary results from the KEYS survey with you. Then we want to collaborate on action steps based on what we learn from the data. Your participation is vital to the success of this project. We are counting on your candid input.

If you have questions, please contact: