

Communications plan for survey

1. Verbal comms to leaders - the why and their role
2. Verbal comms to whole team - the why and what to expect
3. Email to survey participants (template below)
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Email to survey participants

This is to be sent as a mail merge to individuals with individual links

Subj: Work Design Survey: please complete

Hi there,

As you've heard, the **XX** team is conducting a survey to better understand the work we do today, to set all our roles up for success moving forward, ensuring that we continue to align our individual and collective efforts with strategic goals.

Please take 20 minutes to complete this anonymous survey by **DATE (one week from today):**

[INSERT LINK OR ADD AS HYPERLINK IN 'THIS ANONYMOUS SURVEY' ABOVE]

Please reflect on last week's work when you complete it (week of **XX).**

Our goal when we have feedback from everyone in the **XX** team is to have a view of what work you'd like to have more time to do, and how we can free up capacity for that by finding efficiencies in the work which is neither important nor energising from your collective perspective.

We want to gain your valuable perspective on the work you do, understanding your challenges, opportunities, and ideas for improvement.

It's important that you complete the survey as accurately as possible, so we can make the right decisions about the work we do as a **XX** function and how we can simplify some of our processes.

We're excited to share the insights with you shortly thereafter.

Next steps:

✓ **Step 1** – Please click on the link above and review the list of work activities and add in any activities that are not reflected in the list

✓ **Step 2** – Enter hours for each activity to reflect approximately how much time you spend (on average) for the week. Ideally we would like you to reflect on the week of **XX**. This does not have to add up to your standard weekly hours and can go over. It should be an accurate reflection of the work you do and the time taken in the chosen week.

a) If you feel there are activities that don't align with your workflow, please mark the hours as 0.

b) Do not 'double count' if work fits in two categories

✓ **Step 3** – Continue following the online wizard and use the checkboxes to provide your perspective on your work activities as they relate to work that is strategic, involving stakeholder engagement or work that energises you, and so on.

Please complete by **XX.**



Thank you for your efforts and time for this important initiative!

Please let me know if you have any questions.

Cheers,

XX

Prompt email

Prompt Email to be sent half way through the campaign - can be sent to all survey participants as bcc in one email with no unique link.

Subj: Reminder to complete survey today (takes 20 mins)

Hello all,

Thank you to those who have completed their work survey.

For those of you who have not yet completed, this is just a reminder and gentle nudge to find 20 minutes to give your feedback in the survey which is due by COB on Tuesday.

It's designed to take **no more than 20 minutes** and helps provide a snapshot of the work you're doing in your role, so the team can understand what work energises you, find efficiencies for you in the repetitive / reactive work and give you role clarity.

If you have any questions or technical queries, please don't hesitate to reach out via the chat function in the bottom right of the survey.



Thank you very much in advance. Your feedback is very important to us and we're expecting to gain every person's input.

Warm regards,

XX

Prompt email

Prompt Email to be sent morning of survey close- can be sent to all survey participants as bcc in one email with no unique link.

Subject: Final Reminder – Survey Closes Today

Hi everyone,

A big thank you to those who have already completed their work survey!

For anyone who hasn't yet, this is a final reminder to set aside **20 minutes today** to share your feedback before the survey closes **by COB**. Your input helps us understand your role, what energises you, and where we can create efficiencies.

Your feedback is invaluable, and we're aiming for **100% participation**—thanks for making time to complete it today!

Best,

XX



Survey Comms (when they click through to log in)

Welcome to your Beamible work study survey! Let's reflect on your role and the important work you do. This represents a 'week in the life of you' and we're keen to hear about what work consumes most time, where you see improvement opportunities and so on. Please review your role activities and add in any that are missing. If you don't do a particular activity that is listed please delete this activity from your list. Please add in the hours you spend on each activity, the total hours can go above contracted hours of 38 but should be an accurate reflection of the time you spent on this activity in that week. Please just reflect on one week's worth of work, not an average of time. Finally add as many tags as relevant to each activity. Please click through all the steps including 'finish' to have your perspective heard.

If you want to do this survey in more than one session, you can log back in to complete it. However once you've 'finished' you won't be able to edit. There are no right or wrong answers, and once complete, you'll see your role from a new aspect! If you have any questions you can use the chatbot in the bottom right corner to get in touch with a member of the Beamible team. Thank you for taking the time, we care about your perspective.

OPTIONAL:

Disclaimer

****Privacy Collection Notice****

This Privacy notice explains how we plan to collect and handle the information you provide. It's an open invitation and we highly encourage and welcome your participation.

****Why are we collecting this information?****

The overall goal is to understand the work we do today and to help us better understand what we all do so that we can work more effectively as a team and ensure we spend more of our time on value-add, productive tasks. How we plan to do this is to capture your experiences regarding the work you do, and the time spent (on average) each week.

****Who is collecting this information?****

Beamible is supporting us with the collection and analysis of this information on behalf of our Company.

****Who gets to see the answers from the survey?****

The information collected in the survey is by the third party, Beamible, and stored and secured by them in Australia. The data will be shared internally with our leaders who will receive insights via a report prepared by Beamible.



Comms for the Leaders (to be sent prior to the message to all staff)

Hi [Team],

I'm reaching out to ask for your support in an upcoming short survey launching next week (XX) for all employees in your department/function/area.

We're collaborating with Beamable to run a survey that helps us optimise roles for impact, workload, and engagement. This survey is key to aligning team priorities with our growth plans, providing visibility into current work, identifying what energises our people, and highlighting opportunities for simplification. It will also support scenario planning and informed discussions to enhance team effectiveness.

The survey will take approximately **20 minutes** to complete, and our goal is **100% completion**. Please encourage your teams to prioritise participation and promote it in your meetings. I'll share completion rates with you on XX and copy you on the employee communication going out on XX. If anyone is on leave, we can extend their survey until XX—please let me know if that's needed.

Let me know if you have any questions. Thanks for your support!

Best,
