**Collective Leadership Assessment (CLA) Invitation Email Wording**

**Note: Anything inside square brackets [ ] cannot be edited, moved or deleted in any way. This pulls data from the order details.**

Subject: [ProductDescription] Invitation

Message:

Dear [ParticipantFullName],

Welcome to the [ProductDescription]. This is your opportunity to evaluate yourselves as the collective (group name)

Your account is set up and you can begin at any time. The deadline for completing the survey is [PlannedCompletionDate].

Here is the information you need to access the survey.

Web Address: [WebAddress]

Email: [Email]

Password: [Password] (this is case sensitive, we recommend you copy and paste)

Edit to suit the situation based on the survey they are completing. Here is an example for a survey evaluating leadership of an Executive Team … You will be evaluating the Executive Team of ORG NAME as the Organisational Leaders.

Please contact me at the e-mail address below with any questions.

Warm regards,

(you could enter an individual Project Lead’s name)

Sent by:

[CreatedByName]

[CreatedByEmail]

**Some editing suggestions (in red) above could be used**