# INTRO LETTER PRIOR TO CLA from Senior Leader to CLA Participants

Hi All …

On ***DATE,* consultant name** will be facilitating the **NAME OF WORKSHOP for NAME OF ORG/TEAM.**

As we all know, building the right culture is vital to our success and sustainability into the future. And, a vital lever for organisational culture is the collective influence of the leaders. In that context, we will embark on a journey of developing both our collective and individual effectiveness. We will start of by using a survey called The Leadership Culture Survey (CLA).

**The Collective Leadership Assessment - Why it’s important**

The senior leadership in an organisation has a direct multiplier effect on its culture. CLA will deliver a powerful "litmus" test of culture as driven by the **TEAM NAME.**

Survey results distinguish the ACTUAL (current reality) Culture with the IDEAL (optimal) Culture required for us to thrive and be sustainable into the future. The "gap" between data on the current culture and the desired culture, instantly reveals key opportunities regarding the effectiveness and impact of the collective leadership on our culture.

As a result, this online survey will provide vital insights into our future development.

**What’s involved?**

The survey is completed online.

(Note to Consultant - Be sure to be precise on EXACTLY what team is being evaluated)

* As part of the **XYZ Team** you need to answer from the perspective of you being a member of the **XYZ Team**. This means you are responding as ‘part’ of this **Team** and not responding about a different leadership team.
* OPTIONAL: If you are part of **another Team/Business Unit**, you will be asked questions relating to your experience of the **Executive Team** as organisational leaders

**Time it will take to complete**

It will take you approximately 20-25 minutes to complete the survey. If you are away from the survey for any time please log out and your responses will be saved.

Your answers are **completely confidential.**

**Timing of surveys and completion date**

1. On **DATE** you will receive an online link to the Collective Leadership Assessment Survey from [notifications@theleadershipcircle.com](mailto:notifications@theleadershipcircle.com). Your may need to check your JUNK or SPAM folders.
2. The completion date will be **DATE**
3. Debrief will be on **DATE**

Below is a note from **Consultant’s Name** who will be debriefing The Collective Leadership Assessment on **DATE**.

I recognise this is a busy time for all of us however this is very important, and I thank you in advance for taking the time to complete this.

Regards

NAME

TITLE

**FROM CONSULTANT (N.B. You might want to create this part as an attachment to the above email from Senior Leader**

*Hello All*

I am looking forward to working with you all on **DATE**.

Thank you in advance for taking the time to complete The Collective Leadership Assessment (CLA) as a baseline snapshot of the culture across **ORG/TEAM NAME** as influenced by your **Executive** **Team**.

**The Collective Leadership Assessment Survey (CLA) is in two parts:** There are 62 questions for both the ACTUAL and the IDEAL surveys (which are all part of the same online link).  It should take you between 25 and 30 minutes to complete.  We encourage you to be as honest as possible when answering the questions. If you are away from the survey for any time please log out and your responses will be saved.

**Note that the survey is confidential.** There is no access by your organisation to the database to view your answers to survey questions. The Leadership Circle Administration Team will be tracking how many people have responded to the survey, so expect follow up emails if you have not completed surveys within 3 days of receiving the online survey (see next page)**.**

**Survey Link Unique To You**

* You will receive a survey link to complete the *Collective Leadership Assessment* – this link is specific to you and contains your unique login to the survey site.

**When Answering Questions**

* Please answer the *ACTUAL* survey questions in the context of your own experience of XYZ TEAM and the impact you have on the culture as the collective leadership team
* Please answer the *IDEAL* survey questions based on your view of what is required in order for XYZ TEAM to be successful in achieving strategic imperatives an in a sustainable way
* Answer the questions based on the culture and team dynamics that you personally experience within the collective XYZ TEAM
* The survey will take 20-30 minutes to complete
* Please describe the behaviors that you experience the most, and the ones that have the strongest impact on culture and XYZ Team dynamics.  Remember you are evaluating the collective dynamic (both effective and non-effective) – regardless of how often you interact with one or more members of the XYZ Team
* Your answers will be aggregated along with other XYZ Team members completing CLA
* Please complete all questions which relate to both the *ACTUAL* culture and the *IDEAL* culture (all in one survey). There are easy to follow instructions in the survey link.
* N.B. Towards the end of the survey you will be given a chance to review your scores before being asked to press SUBMIT
* Your feedback will not be collected until you press SUBMIT.

**Directions for Completing the Collective Leadership Assessment**

1. You will receive an online invitation from The Leadership Circle to complete the survey from [notifications@theleadershipcircle.com](mailto:notifications@theleadershipcircle.com). You might want to check your JUNK or SPAM folders.
2. Open up the Collective Leadership Assessment *Survey* link provided – **this link is unique to you only**
3. Fill in your demographics information, which is confidential (and used for norming and statistical purposes only).  **Click Submit**
4. Click Start Survey. Follow the prompts ... immediately after you have completed the first set of 62 questions for the *actual* culture, you will be prompted to complete the questions again in the context of the *ideal / optimal* culture – i.e. **you are required to complete 62 questions twice**
5. You can return to complete the survey as many times as you'd like by using your unique log in link

N.B.  Once you have completed questions on one page and you advance to the next page, the system will not allow you to return to the previous page for further edits. However, towards the end of the survey you will be given a chance to review your scores before being asked to press SUBMIT.

**Reminder: The deadline for completing the survey is XYZ DATE. Please let me know if you are unable to complete by this date.**

ALSO, PLEASE CHECK YOUR JUNK EMAIL IF YOU HAVE NOT RECEIVED THE SURVEY LINK by DATE

If you need to contact me please ring me on my mobile – XYZ – or send me an email: [xyz@xyz.com](mailto:xyz@xyz.com)

Looking forward to working with you on DATE …

Name

Full Name

M:

E: