Sample email to send to participants

Hi [name of team]:

The Innovation Company ([www.innovationisEASY.com](http://www.innovationisEASY.com)), a consulting firm in the Boston, Massachusetts area, has created a new assessment tool to measure the level of psychological safety within a team or company.

Psychological safety is a term developed by researchers at Harvard Business School that describes a shared belief that the team is safe for interpersonal risk taking. In psychologically safe teams, team members feel accepted and respected. The research shows that teams that view their environment or culture to be safe perform at higher levels, have better morale, and are willing to share and try more innovative ideas than teams who are in a less safe environment.

The survey only takes about 2 minutes to complete.   Could you please take a moment right now and click on the link below to complete the survey?  We need everyone to complete this by TBD so taking a moment now will ensure this is done and off your plate.

Everything is 100% confidential unless you choose to input any personal information.

Survey Link [to be provided]

Thank you so much for your help,