Use these email templates to communicate with the organization, leaders, and respondents who will be participating in the Checkpoint 360°™ initiative. Any information in brackets must be customized manually before sending.

**CHECKPOINT 360°™**

**Email Template Pack**

1. **Executive Sponsor Communication Template**  
   For the internal executive sponsor to send to the organization/team/department that will be involved. Intended as a broad communication to introduce the program to leaders and respondents alike.  
   *\*Send 6-8 weeks before survey launch.*
2. **Notifying Leaders Template**

Introduces the Checkpoint 360° to the leaders who have been chosen to participate in the development initiative. Provides an overview of the process, and outlines that more specific information will follow in later emails.   
*\*Send 4-6 weeks before survey launch.*

1. ****Leader Process Launch Template**  
   Provides more specific instructions to leaders on how to send a list of their respondent with names, emails, and respondent types and how to complete their own survey.  
   *\*Send 2-3 weeks before survey launch.*
2. **Respondent Introduction Template**  
   Alerts respondent to their responsibilities and basic instructions for completing the survey. Send this email to the list of respondents provided by the leader(s).  
   *\*Send 1-2 weeks before survey launch.*
3. **Leader Meeting Invitation Template**  
   Invites leader to initial coaching session once both leader and respondents have completed the survey and their report is ready.  
   *\*Send once report is ready.*



**Executive Sponsor Communication Template**

Subject Line: Introducing our Professional Development Program!

Good Morning,

We are excited to share a new professional development opportunity called Checkpoint 360°™. This program is designed to support the growth of our leaders by providing valuable insights into how their leadership behaviors are perceived by colleagues and offering guidance on how to enhance their effectiveness. It's important that we understand that this initiative is for development purposes only, and not used as a performance appraisal.

I am writing to you today not only to announce this important initiative, but also to ask for your help in making it successful. While not everyone will participate as a leader, many of you will contribute in some way. Whether you’re a leader, a respondent, or someone working on the implementation, this is a team effort. And for those of you who are not participating at this time, we want you to be aware of the program.

Thank you in advance for helping to make Checkpoint 360° succeed in our organization. If you have any questions, please talk to your supervisor.

Regards,

**Notifying Leaders Template**

Subject line: Welcome to the Checkpoint 360°™ Program!

Dear:

[COMPANY NAME] is committed to developing our leadership capacity, and we’re excited to include you in our new Checkpoint 360°™ initiative. This experience will help you understand how others see your strengths and opportunities for growth. Participating in this program is for your own professional development, and your results will not be used for appraisal purposes.

Please set aside any preconceived notions you may have about 360° surveys. We chose the Checkpoint 360° because it’s more approachable, actionable, and personalized.

Your 360° report will summarize your observers’ responses with visuals and feedback to help you process the information. You’ll also receive three personalized areas of focus to help you tailor your individual development plan. We hope you’ll embrace these suggestions and put them into action—this is an important opportunity to elevate your leadership skills.

You’ll be receiving more detailed instructions shortly. In the meantime, please think about who you would like to select as respondents. There are four categories of respondent: Boss, Direct Reports, Peers, and Others. Your manager and direct reports should all be invited to participate. In addition, please select peers and anyone else who might fall into the “Other” category, such as internal and external customers. Resist the urge to choose only people who you know will rate you highly. A wide variety of feedback is important for ensuring a valid report.

We hope you’re excited to be part of the Checkpoint 360° process. We’ll be in touch in the next [NUMBER OF WEEKS OR DAYS] with the next steps. If you have any questions, please do not hesitate to ask.

Best wishes,

**Leader Process Launch Template**

Subject line: Kickstarting the Checkpoint 360°™ Process  
  
Dear [LEADER]:

We are close to launching your Checkpoint 360°™. This program is for your own professional development and provides you with an opportunity to understand how others see your strengths and where you might have opportunities for growth. This email shares the steps you need to take to kickstart your learning journey!

**Survey Set-up**

To get the ball rolling, we need you to submit your list of respondents. Attached to this email is a spreadsheet template for you to complete. Please save a copy to your desktop with your name in the file name. For example: Respondent Spreadsheet\_johndoe

The spreadsheet outlines how to enter your respondent information. Be sure to follow the instructions carefully, or your 360° will be delayed. You’ll be asked to provide email addresses, names, and respondent category (e.g., Peer or Direct Report) for each person. Please include your manager and all of your direct reports.

When adding respondents, there is a minimum of 2 and maximum of 12 for Direct Reports, Peers, and Others. For the Boss category, you can include 0-3 people. The “Other” category is meant to be used for internal and external customers. To get the most out of this opportunity, please resist the urge to choose only people who are likely to give you high marks. A wide variety of feedback will make your 360° experience more powerful.

**Please e-mail the completed spreadsheet to [RECIPIENT] by [DATE].**

**Survey Launch**  
On [DATE], you’ll receive an email from [EMAIL ADDRESS] with the subject line, “Survey Notification regarding #SelfFirstName# #SelfLastName#”. This email will contain a link to your personal online survey that will take 20–30 minutes to complete.

In the online survey, you and your respondents will provide feedback based on 8 Universal Management Competencies and 18 Skill Sets. Bosses will also be asked to identify 6 skill sets that they feel are "critical" to the role. These will be reported in the Critical Skills Alignment Summary in the report, which shows how aligned you (the Self) and your Boss are on the most important skills for the position. \*\*

**Please complete the online survey by [DATE].**

**Survey Completion**  
Once the survey process is complete, you’ll be contacted to set up a one-on-one debrief session to explore the results of your report and set your leadership development goals. Please don't hesitate to contact me if you have any questions.

Best wishes,

> Make sure to download the Survey Import Template spreadsheet from PSC and attach to the email when sending to leaders.  
  
\*\*If respondents will be able to add comments, we recommend adding this additional info:

As you prepare for your Checkpoint 360° Leadership Survey, we want to let you know that respondents will have the option to provide written comments in addition to their ratings. These comments are meant to offer constructive feedback that can support your ongoing growth as a leader. The focus will be on providing actionable insights, aimed at helping you identify areas of strength and opportunities for development. This is a valuable part of the process, and we hope it will offer helpful perspectives that you can use to continue building your leadership skills.

**Respondent Introduction Template**

Subject line: We need your feedback!

Dear [RESPONDER NAME]:

[COMPANY NAME] is committed to developing our leadership capacity, and we need your help to launch our new Checkpoint 360°™ initiative. [LEADER NAME] has been selected to be part of the 360°, and we’d like you to provide feedback on [HIS/HER/THEIR] performance as a leader.

Many leadership development programs use 360° surveys, which ask a leader’s manager, peers, and direct reports to rate the leader’s effectiveness. Rating other people can be stressful, and we chose the Checkpoint 360° because it’s different. As a 360° respondent, you’ll enjoy a streamlined experience. Rest assured that all the feedback that [LEADER NAME] receives will be anonymous, except for the feedback from [HIS/HER/THEIR] manager.

On [DATE], you’ll receive an email from [EMAIL ADDRESS] with the subject line, “Survey Notification regarding [LEADER FIRST AND LAST NAME].” This email will include a link to an online survey that will take about 20 minutes to complete.\*\* Please complete the survey by [DATE].

We hope you’re excited to be part of the 360° process. Thank you in advance for completing the survey—your participation in this program will help strengthen the leadership at [COMPANY NAME]. If you have any questions, please don’t hesitate to ask.

Best wishes,

\*\*If you’re going to allow respondents to add comments, we recommend adding this additional info:

Your survey for [LEADER NAME] will include questions about their behaviors as well as a section for optional comments. We value your honest input to foster growth and improvement. Please use the comment section to provide constructive feedback that supports development, focusing on insights rather than negatives. Our goal is to create a positive environment for leaders to learn and grow from your perspective.

**Meeting Invitation Template**

Subject line: It’s time to debrief your Checkpoint 360°™

Dear [LEADER]:

Thank you for participating in [ORGANIZATION]'s Checkpoint 360°™ program. Your report is complete, and we’ll email it to you the day before your scheduled debrief.

You have been scheduled for [DATE/TIME] to meet with [COACH] for a one-on-one session to review your profile. [COACH] is [INCLUDE INFO/CREDETIALS ABOUT COACH]. During your session, you will have the opportunity to understand how others perceive you as a leader, discuss strategies to become a more effective leader, and create an individual development plan for next steps.

Here are some things to keep in mind:

* This process is designed as an opportunity for your professional growth and development.
* 360-feedback reports are designed to show differences between respondent and leader perceptions. Where the differences are large, there is often potential for individual growth.
* Your leadership is influenced by a variety of factors such as character, life experiences, cognitive abilities, and maturity.

Thank you for participating in this program. If you have any questions, please don't hesitate to contact me.

Best,