

Dear Employee,

INTRODUCING THE HORSEPOWER SURVEY™

We will be testing a novel management tool during the week of May 24th. This tool includes a survey (The Horsepower Survey™) designed to measure whether our motivational engine is humming or sputtering.

This management tool is employee-focused. The ultimate goal is to create an emotionally-healthy workplace where managers and employees enjoy coming to work!

You will receive an email from a technology provider containing a link to the online survey. Please use the following simple procedure to document your feelings:

SURVEY LOGISTICS:

- Please turn on your computer's speakers so you can listen to the narrated PowerPoint tutorial that introduces the survey.
- The survey consists of seven questions; six to measure various kinds of workplace-related rewards, and a seventh question to measure your overall emotional paycheck (how rewarded you feel overall).
- Take a quiet moment to: 1) reflect on how you feel about your work experience, and 2) document your feelings on the online survey. The entire survey only takes a few minutes to complete.
- For each question, click on the gray, horizontal bar to indicate how you feel. You may select the positive end of the bar (I feel good), negative end (I feel bad), or anything in-between.
- The final question is meant to measure your overall emotional paycheck—your positive experiences over the past month minus your negative experiences. In other words, how rewarded did you feel overall?
- This is a completely anonymous survey, so DO NOT provide your name.

- Your suggestions for creating an ideal workplace may be written underneath the final survey question.

The surveys will be processed by an independent technology provider so management will not see the individual results (just the average scores for each department).

CONCLUDING REMARKS

This innovative management tool can be used to:

- 1) determine whether our workplace satisfies the deep needs of our employees and provides a rewarding overall experience,
- 2) alert management to motivational issues within our workforce before they impact business success, and
- 3) evaluate our programs, policies, and procedures to ensure that they foster a rewarding and emotionally-healthy workplace.

It's in everyone's interest to cooperate in this trial—including management. If the tool is as powerful as described, we may use it long-term to diagnose our motivational engine and to perform routine maintenance, as required, to keep everybody functioning at their best!

Sincerely,