

THOMSON REUTERS INSTITUTE

# Voice of Stakeholder: Engagement Guide

Email templates



## Participant invitation email (Survey version)

Subject: Your Input Needed: Enhancing Legal's Partnership with [Business Unit]

Dear [Name],

As we continue to evolve legal's role as a strategic business partner, I'm launching a Voice of Stakeholder initiative to better understand how we can support your objectives and deliver even greater value to [Company].

### Why Your Voice Matters

As [their role/relationship to legal], your perspective on legal's service delivery and strategic contribution is invaluable. Your insights will directly shape how we prioritize resources, develop new services, and enhance our partnership with your team.

### What We're Asking

A 10-minute confidential online survey about your experience working with legal and your future needs. Link: [URL]

### Timeline

- Survey available: [date] through [date]
- Results and action plan shared: [date]

### Your Responses Are Protected

All feedback will be aggregated and anonymized. Individual responses will not be attributed or shared. We're working with [internal team/external partner] to ensure objectivity in gathering and analyzing feedback.

### Next Steps

We'll analyze all feedback and develop an action plan to address key opportunities. You'll receive a summary of findings and our planned improvements by [date].

Please don't hesitate to contact [Project Lead name] at [email] with any questions.

Your participation will help us build a legal function that truly enables [Company]'s success. Thank you in advance for your time and candor.

Best regards,

[Name]

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## Participant invitation email (Interview version)

Subject: Your Input Needed: Enhancing Legal's Partnership with [Business Unit]

Dear [Name],

As we continue to evolve legal's role as a strategic business partner, I'm launching a Voice of Stakeholder initiative to better understand how we can support your objectives and deliver even greater value to [Company].

### Why Your Voice Matters

As [their role/relationship to legal], your perspective on legal's service delivery and strategic contribution is invaluable. Your insights will directly shape how we prioritize resources, develop new services, and enhance our partnership with your team.

### What We're Asking

A 30-45 minute conversation with [interviewer name] about your experience with legal and opportunities for us to better support your objectives. Please book directly: [calendar link]

### Timeline

- Interviews conducted: [date] through [date]
- Results and action plan shared: [date]

### Your Responses Are Protected

All feedback will be aggregated and anonymized. Individual responses will not be attributed or shared. We're working with [internal team/external partner] to ensure objectivity in gathering and analyzing feedback.

### Next Steps

We'll analyze all feedback and develop an action plan to address key opportunities. You'll receive a summary of findings and our planned improvements by [date].

Please don't hesitate to contact [Project Lead name] at [email] with any questions.

Your participation will help us build a legal function that truly enables [Company]'s success. Thank you in advance for your time and candor.

Best regards,  
[GC Name]

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## Legal team communication

Subject: Voice of Stakeholder Initiative - How You Can Support

Team,

Over the next [timeframe], we'll be conducting our Voice of Stakeholder initiative to gather systematic feedback from our business partners about their experience working with legal and their future needs.

### Why This Matters

This initiative directly supports our strategic objective to [link to team goal]. The insights will help us identify what we're doing well, where we can improve, and how to better align our services with business priorities.

### Your Role

- Be aware that stakeholders may receive surveys/interview requests
- Encourage participation if asked
- Avoid coaching responses - we want honest feedback
- Share any questions or concerns with [Project Lead]

### What Happens Next

We'll share aggregated findings with the team and collaboratively develop our response plan. This is about continuous improvement and recognizing our collective strengths.

Thank you for your support in making this initiative successful.

[GC Name]

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### Reminder email for participants

Subject: Reminder: Voice of Stakeholder Survey Closes [Date]

Hi [Name],

Quick reminder: Voice of Stakeholder survey closes [date]. Your input shapes legal's priorities. [Link]. Takes just 10 minutes.

Thank you,  
[Name]

### Thank you message (Post-participation)

Subject: Thank You for Your Voice of Stakeholder Participation

Dear [Name],

Thank you for participating in our Voice of Stakeholder initiative. Your insights are invaluable. We'll share findings and our action plan by [date].

Best regards,  
[GC Name]

### Business unit manager email

Subject: Voice of Stakeholder Initiative - Your Team's Participation

Hi [Manager Name],

FYI - Your team members [names or "in X division"] will receive an invitation to provide feedback about legal services. This initiative helps us better support your business objectives. Participation is voluntary but encouraged.

Please let me know if you have any questions.

Best regards,  
[GC Name]

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## Value Alignment Toolkit

Access toolkit



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