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Voice of Stakeholder: Engagement Guide

A practical guide to effective communication throughout your voice of stakeholder initiative



Clear, professional communication sets the tone for your entire Voice of Stakeholder initiative. The right messaging drives participation, manages expectations, and positions the legal department as proactive and business-focused. Use these templates to ensure consistent, compelling communications that emphasize the strategic importance of stakeholder input while respecting participants' time and confidentiality.

Who needs communication

Audience	Purpose	Timing	Channel
Research Participants	Explain initiative, request participation, provide logistics	At launch	Email from GC
Legal Team	Build awareness, explain business imperative, encourage support	At project kickoff	Team meeting + email
C-Suite/Board	Preview initiative, secure endorsement	During scoping	Brief update
Participant Managers	Heads up about team involvement	1 week before launch	Email from GC
All Participants	Thank you and next steps	Within 48 hours of completion	Email
All Stakeholders	Share key findings and actions	4-6 weeks post-survey	Presentation/email

Key information checklist for participation invitation

Essential elements:

- ☐ Business context - why now, link to strategic objectives
- ☐ Why their voice matters - specific value of their perspective
- ☐ What we're asking - time commitment, format (survey/interview)
- ☐ Timeline - launch date, deadline, when results will be shared
- ☐ Confidentiality assurance - how responses will be protected and used
- ☐ Next steps - what happens with the insights
- ☐ Contact person - name and email for questions
- ☐ Call to action - clear link or booking instructions

Return to the **Voice of Stakeholder** section of the [Value Alignment Toolkit](#) for **Email Communication Templates**.

Included:

- Sample participant invitation email
- Sample legal team communication
- Sample reminder email for participant invitation
- Sample post-participation "Thank You" email
- Sample communication for business unit manager

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Value Alignment Toolkit

Access toolkit



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