

Pre-snapshot exec heads-up message

Purpose:

- A version of this message should be **sent quarterly** to key senior leaders and influencers **1:1** across your organization to prepare them and gather their input prior to each survey. The message informs stakeholders about the upcoming survey, lets them know they'll receive a tailored report for their organization, and invites them to share input on any areas or questions they'd like to see included to address their current priorities.
- These 1:1 outreach messages are designed to build executive buy-in and create a vested interest in the outcomes of the Snapshot. In our experience, this approach is highly effective in engaging leaders—by starting with their priorities and challenges, it positions the survey as a tool to help address what matters most to them. The 1:1 format also supports effective change management, enabling you to personally align expectations and address concerns, and build early momentum for acting on the results.

When to Send:

2-3 weeks before snapshot starts

Before your First Snapshot

Template 1 - sent by DX Admin async via Slack or MS Teams:

Hi [VP's Name], we're preparing to launch our first [developer experience] survey [date], and I wanted to ensure you're informed and have an opportunity to contribute ahead of time. You can find a brief [FAQ] here to provide context.

We expect to achieve >85% participation and want to make sure the survey captures the areas most relevant to you and your organization. If there are specific topics or questions you'd like us to include—or areas you'd like to better understand—please don't hesitate to share.

Once the survey is completed, we'll collaborate with DX to deliver a tailored report summarizing key insights and any specific areas of focus for [your org]. I'm also happy to set up time to discuss in more detail if that would be helpful. Thanks!

Template 2 - sent by DX Admin async via Slack or MS Teams, to set up a live briefing:

Hi [VP's Name], we're preparing to launch our first [developer experience] survey [date], and I want to ensure you're informed and have the opportunity to provide input ahead of time. Here's a brief [FAQ] to get you up to speed.

We're aiming for >85% participation and want to make sure the survey reflects the areas most important to you and your organization. Once it's complete, we'll partner with DX to deliver a tailored report summarizing key insights for [your org].

Would you have 15 minutes [this week] to discuss live? Would love to walk through the details and discuss specific topics you'd like us to include or areas of [your org] you'd like to better understand

For nth snapshot

Sent by DX Admin async via Slack or MS Teams:

Hi [VP's Name], we're preparing to launch our next [developer experience] survey [date], and I wanted to give you a quick heads-up and offer a chance to provide input ahead of time.

We're aiming for >90% participation again and want to make sure we capture anything new that's top of mind for you and your teams. If there are specific areas you'd like us to explore or topics you'd like included, feel free to share.

Once the survey wraps up, we'll work with DX to deliver an updated report with insights tailored to [your org] and any specific areas of focus you have.

Let me know if you'd like to connect live to talk through anything.