

## RESEARCH INVITATION

# Help Shape the Future of Canadian Municipalities

As a valued member of **[Association Name]**, we are pleased to share an exclusive research opportunity with your organization.

TalentMap — Canada’s employee listening research firm with over 20 years of public sector expertise — is conducting the **State of Employee Listening in Canadian Municipalities – 2026**: an independent national benchmark designed specifically for Canadian municipalities.

The research examines a critical question: *How are municipalities currently listening to their employees — and what action planning follows?*

The study explores three pillars: the digital tools municipalities use for listening, how sentiment data reaches leadership and elected councils to drive culture change, and whether governance pathways exist to translate employee voice into action.

## Why your municipality should participate

Participation takes just **10–15 minutes**. Your municipality remains **fully anonymous** throughout. In return, you’ll receive:

- ✓ **National peer benchmarking** comparing your employee listening practices to municipalities of similar size and structure
- ✓ **Early access** to the *2026 State of Employee Listening Strategic Report* before public release
- ✓ A **strategic roadmap** for action planning drawn from aggregate findings
- ✓ An **invitation to a findings session** reviewing key insights from across all participating municipalities

## How it works

- 1 Contribute** — complete the 10–15 minute anonymous survey
- 2 Data Analysis** — TalentMap SMEs identify high-signal trends across Canadian municipalities
- 3 Deploy Your Roadmap** — receive your benchmark report and personalized strategic insights

*“Employee listening done right sparks a ripple effect: engaged teams, stronger leadership, and better outcomes for the residents you serve.”*

— TalentMap

This is independent research — not a sales pitch. It is designed to help municipal leaders make smarter, evidence-based decisions. Space is limited and the study closes **end of May 2026**.

[Learn More About the Study →](#)

To participate or ask questions, contact the research team directly:

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