



## Email outreach for internal adoption

Taking the time to communicate with employees about your *Potential* program before, during and after launch will help them understand the value of participating and give them easy access to the information they need along the way.

To support this outreach, we've developed a simple series of emails for you to adapt based on your requirements and send to employees. Simply update the sections in blue, copy, paste and send.

### Email 1: Introduce *Potential*


<b>Purpose:</b>	Introduce participants to WithYouWithMe, <i>Potential</i> and the upcoming program requirements.
<b>Audience:</b>	Employees
<b>Sender:</b>	Head of L&D or equivalent

Good morning/afternoon,

Over the coming weeks, we're embarking on an exciting initiative to [conduct company-wide psychometric and aptitude assessments to unlock employee potential and build capability] alongside our new training partner, [WithYouWithMe](#).

This initiative, known as [Unlocking Potential] aims to [empower all employees with personalised aptitude insights, while also identifying people across the organisation who have the desire – and potential – to learn new skills].

This initiative aligns with our [strategic objective for this year] to [provide valuable training opportunities to all employees].



To begin the first stage of the program, you'll soon receive an invitation from WithYouWithMe to sign up for their *Potential* platform and complete a series of psychometric and aptitude assessments.

Once the testing is complete, *Potential's* unique algorithm will reveal your ability to succeed in specific tech roles and career pathways based on your personality profile, learning preference, existing skills and natural aptitude.

We hope these insights will inspire all employees to better understand their natural strengths, explore new areas to upskill and reach their full potential.

I encourage you all to join me in taking this opportunity to [\[uncover interesting insights and learn valuable new skills\]](#).

Kind regards,

[\[Sender name\]](#)

## Email 2: Instructions for testing

<b>Purpose:</b>	Provide employees with additional instructions for completing their testing via the <i>Potential</i> platform.
<b>Audience:</b>	Employees
<b>Sender:</b>	Head of L&D or equivalent

Good morning/afternoon,

You should now have received an email from WithYouWithMe inviting you to sign up for their *Potential* platform and start your psychometric and aptitude testing.

This is the first and most important stage of our [\[Unlocking Potential\]](#) initiative.

The testing process takes around **1.5 hours** to complete and doesn't require any preparation – only your natural cognitive abilities. The assessments are also set up in stages so if you don't have time to complete all of them now, you can always pause and come back later.

Start out by ensuring you have a quiet space to work uninterrupted, [open the Potential platform](#) and follow the steps below.

### Step 1

Create an account  
then verify your email  
(check your inbox)

← Back

WWM Potential

About us Contact us English

Basic details Verify account

**Create account**  
Start your journey here

f G in

Or

First name Last name

Email

Password

Sign up

Already have an account? [Log in now](#)

## Step 2

Complete your profile and add to your skills bank

The screenshot shows a user profile page with a dark green header containing 'Career Success' and 'English'. A green box on the left contains the text 'Step 2 Complete your profile and add to your skills bank'. A purple arrow points from the top right towards the 'Skills' section. The 'Skills' section is circled in purple and contains a lightbulb icon. Below it are sections for 'Basic details', 'Testing report', and 'Tech rank'. The 'Tech rank' section has a dropdown menu with 'Women in Tech' selected. There are also fields for 'Open to work', 'Available from', 'Display Name', 'Gender', 'First Name', and 'Last Name'. A progress bar at the bottom indicates 'Get your profile to 100%' with a 100% mark.

## Step 3

Complete your psychometric and aptitude assessments

The screenshot shows a 'Let's get you set up. (0/6)' modal window. It contains three assessment cards: 'Psychometric assessment' (10 mins), 'Learning style assessment' (15 mins), and 'Technological confidence' (3 mins). Each card has a 'Complete' button and a link to 'Unlock Job Applications', 'Unlock Your Archive', or 'Unlock Your Dashboard'. Below the cards is a 'Get Help' link and a purple brushstroke. At the bottom, there is a 'Complete testing' section with a 'View all' button.

If you need assistance signing up for *Potential*, reach out to your manager or [studentsupport@withyouwithme.com](mailto:studentsupport@withyouwithme.com)

Kind regards,

[Sender name]

## Email 3: Reminder to complete testing & benefits for employees

<b>Purpose:</b>	Reminder for employees to complete their testing on <i>Potential</i>
<b>Audience:</b>	Employees
<b>Sender:</b>	Head of L&D or equivalent

Good morning/afternoon,

We note you haven't completed your aptitude testing for the [\[Unlocking potential\]](#) initiative.

It doesn't take long and will provide you with valuable insight about your potential – plus, it could lead to [\[exciting opportunities to upskill in new areas including cyber security and data analytics\]](#).

### What will you discover?

- Reveal your hidden strengths and have them matched to the tech skills and careers you'll naturally excel at.
- Understand your learning preference, personality type and the team culture best suited to you.
- Learn more about yourself and use this knowledge to enhance your professional development into the future.

[Log in to Potential](#) today and complete your testing.

If you have any questions regarding the testing process, reach out to your manager or [studentsupport@withyouwithme.com](mailto:studentsupport@withyouwithme.com)

Kind regards,

[\[Sender name\]](#)

## Email 4: Final reminder to complete testing

<b>Purpose:</b>	Final reminder for employees to complete testing on <i>Potential</i>
<b>Audience:</b>	Employees
<b>Sender:</b>	Head of L&D or equivalent

Good morning/afternoon,

This is our final reminder for you to complete your psychometric and aptitude assessments and be part of the [\[Unlocking potential\]](#) initiative.

Set yourself up for future success by learning where your natural strengths lie and the new skills or career pathways you might like to pursue across the organisation.

[Log in to Potential](#) now to complete your testing.

If you require any support in completing the testing process, reach out to your manager or [studentsupport@withyouwithme.com](mailto:studentsupport@withyouwithme.com)

Kind regards,

[\[Sender name\]](#)