



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*

Purpose:	Introduce participants to WithYouWithMe, <i>Potential</i> and the upcoming program requirements.
Audience:	Employees
Sender:	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 personalized aptitude insights, while also identifying people across the organization 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

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

Good morning/afternoon,

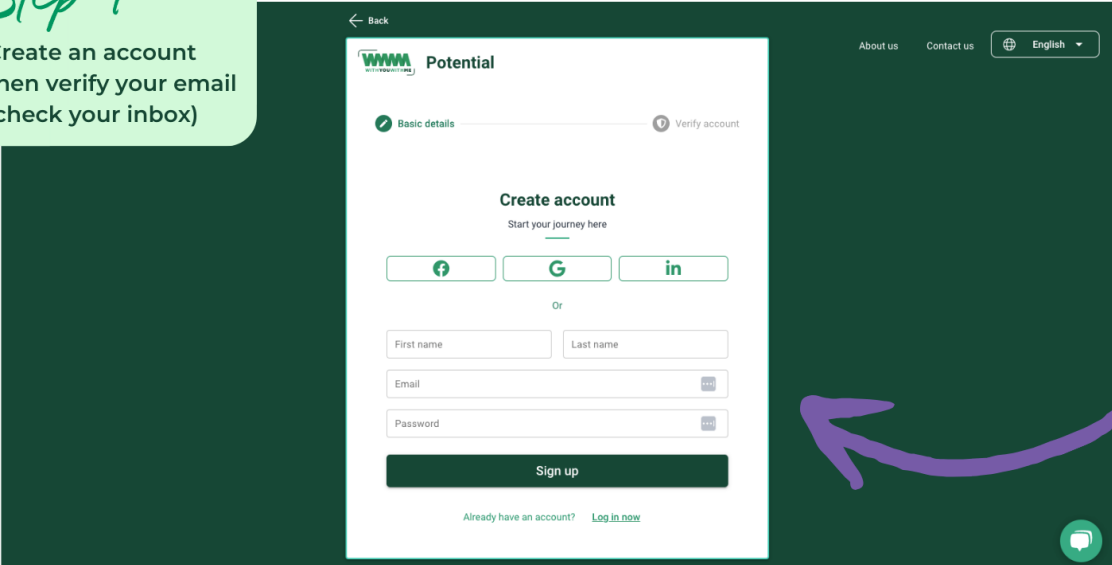
You should now have received an email from WithYouWithMe inviting you to sign up for their *Potential* platform and start your psychometric and aptitude testing.

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)



The screenshot displays the 'Potential' platform's sign-up interface. At the top, there's a navigation bar with 'Back', 'About us', 'Contact us', and a language selector set to 'English'. The main heading is 'Create account' with the subtext 'Start your journey here'. Below this, there are three social media login buttons: Facebook (f), Google (G), and LinkedIn (in). Underneath, it says 'Or' followed by input fields for 'First name' and 'Last name', an 'Email' field with a checkmark icon, and a 'Password' field with a checkmark icon. A prominent 'Sign up' button is at the bottom. At the very bottom, there's a link for 'Already have an account? Log in now'. A purple arrow points from the right side towards the 'Sign up' button.

Step 2

Complete your profile and add to your skills bank

Basic details

Skills

Testing report

Tech rank

Upload New Picture

Remove

I am a veteran

Please select what describes you best, if any

Women in Tech

Open to work

Available from

Display Name

Gender

First Name

Last Name

Get your profile to 100%

100 %

Step 3

Complete your psychometric and aptitude assessments

Tech rank Incomplete

Open to work

My profile

Profile Strength 20%

Let's get you set up. (0/6)

Check off the tasks below to unlock full access to the platform.

10 mins

Psychometric assessment

Complete this test to discover your personality traits based on the DISC Model. This will help you understand how you are perceived in the workplace.

Complete

Unlock Job Applications

15 mins

Learning style assessment

Complete this test to discover how you learn new skills. This will help you understand your preferred modes of communications and training strategies.

Complete

Unlock Your Archetype

3 mins

Technological confidence

We would like to know if you are new to Tech, so that we can assist you best you can. For the gurus, we would like to direct you to some good of retirement!

Complete

Unlock Your Dashboard

Are you stuck? [Get help](#)

My matches

My courses

Complete testing

Get automatched to jobs, talent pipelines and training opportunities.

Jobs and opportunities [View all](#)

If you need assistance signing up for *Potential*, reach out to your manager or studentsupport@withyouwithme.com

Kind regards,

[Sender name]

Email 3: Reminder to complete testing & benefits for employees

Purpose:	Reminder for employees to complete their testing on <i>Potential</i>
Audience:	Employees
Sender:	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 [\[exciting opportunities to upskill in new areas including cybersecurity and data analytics\]](#).

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

Kind regards,

[\[Sender name\]](#)

Email 4: Final reminder to complete testing

Purpose:	Final reminder for employees to complete testing on <i>Potential</i>
Audience:	Employees
Sender:	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 organization.

[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

Kind regards,

[\[Sender name\]](#)