



## INTRODUCING THE PI BEHAVIORAL ASSESSMENT (BA)

Whether you are introducing the PI Behavioral Assessment to your current employees when you first announce your PI program, or you are introducing it to candidates who are interested in one of your open positions, it is best practice to introduce PI and the Behavioral Assessment properly and positively. Below is some sample language you may find helpful as you compose this intro email.

### INTRODUCING THE PREDICTIVE INDEX BA TO CURRENT EMPLOYEES

"[COMPANY NAME] believes our people are our competitive advantage. To continue to optimize talent, we are implementing The Predictive Index® to improve hiring, inspire performance, and drive engagement. The first step in implementation is for our employees to take the Predictive Index Behavioral Assessment (BA).

The BA provides insight into what gives individuals energy in the workplace. The two question survey measures inherent motivating needs which help us understand workplace behavior and improve individual and team performance. The BA does not measure a person's knowledge, skills, experiences, mindsets, or cognitive abilities. When leaders and managers understand their team members' motivating needs, they can more effectively coach and develop people to their highest points of contribution.

So that we can begin leveraging the power of The Predictive Index at [COMPANY NAME], we ask that you promptly complete the Behavioral Assessment. It takes less than 10 minutes to complete. You will receive an automated email invitation from [noreply@mail.predictiveindex.com](mailto:noreply@mail.predictiveindex.com) with instructions on how to complete it. (IF YOU ARE INSERTING A LINK TO THE BA INSTEAD, STRIKE THAT LAST SENTENCE AND REPLACE IT WITH "Click here to begin the PI Behavioral Assessment.")

Thank you in advance for your participation. We look forward to sharing more information in the near future about Predictive Index and its implementation at [COMPANY NAME]."

### INTRODUCING THE PREDICTIVE INDEX BA TO CANDIDATES

"Thank you for your interest in joining [COMPANY NAME]. We believe job fit is foundational for performance and engagement. To that end, we ask all qualified candidates to complete a Behavioral Assessment as part of our selection process. The data from this assessment is considered along with all other candidate information to create a clear picture of each candidate's fits and gaps relative to the requirements of the position.

Set aside 10 uninterrupted minutes to complete this assessment. Click the link below when you are ready. Thank you again for your interest in joining our team.

**INSERT LINK"**