# Adoption Recommendations

## Completing ‘Skills Profile’

# 10 Lessons from Behavioural Science

⏰ Loss Aversion

👥 Social Proof

🌅 Fresh Start Effect

🎯 Personalized WIIFM

🌟 Role Modelling

⏳ Deadlines with Rationale

📅 Timeboxing

🌱 Growth Mindset

🛡️ Psychological Safety

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# ⏰ Loss Aversion

**Recommendation:** Frame creating a profile as an opportunity employees might miss out on rather than just another task

**Why?** People are more motivated to avoid losses than to pursue gains.

**Without a complete skills profile, you won't be visible for new projects and opportunities** – Leaders are using skills data to match colleagues to high-impact work. If your profile is incomplete, you're invisible in these decisions.

**Don't let outdated assumptions define your career**
Without your input, decisions about your capabilities will be made based on your job title alone - not the full range of what you can actually do.

**Miss alerts for opportunities tailored to you** – Without creating a profile, you will miss automatic nudges when projects, roles, or mentors match your skills profile.

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# 🎯 Personalised WIIFM

**Recommendation:** Emphasize how this directly benefits them - their career growth, visibility for opportunities, and targeted development.

**Why?** Generic appeals are far less effective than showing individual relevance.

**Build your career roadmap with clarity**

See exactly which skills you need to develop for roles you aspire to—no guesswork, just a clear path forward with targeted support.

**Open doors beyond your current title**

Showcase capabilities that aren't obvious from your role. Have data science skills in a client-facing role? AI literacy in operations? Make them count.

**Future-proof your career in Financial Services**
Self Assess & start developing the skills our industry will value most in the next 3-5 years.

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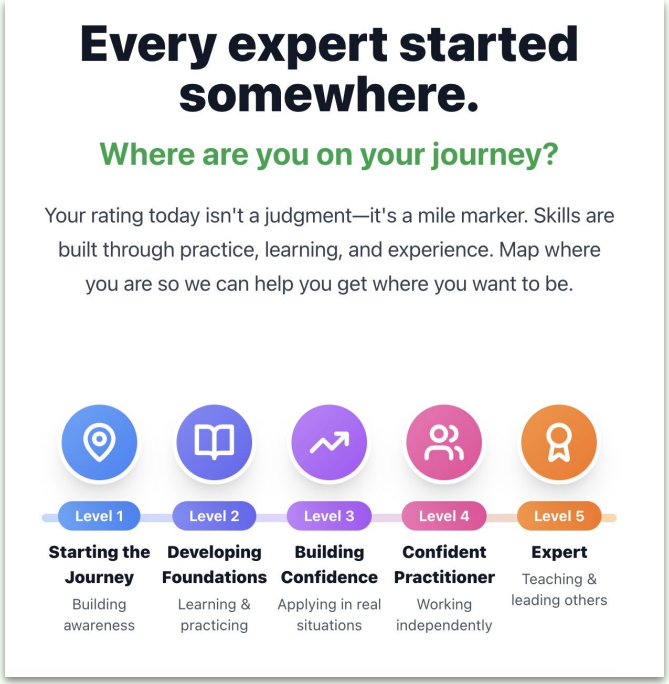
# 🌱 Growth Mindset

**Recommendation:** Frame lower ratings as "development opportunities" not "gaps" or "weaknesses."

**Why?** To emphasize skills are developable, not fixed traits.

| ❌ AVOID (Fixed Mindset) | ✅ USE (Growth Mindset) | Why it Works |
|---|---|---|
| Skill gaps | Skill development opportunities | Frames as positive potential, not deficit |
| Skill assessment | Skills snapshot | Emphasizes it's one moment in time |
| Fill the gap | Build the skill | Active construction vs. filling a void |

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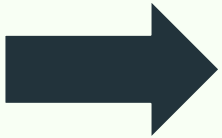
# Timeboxing

**Recommendation:** Be very specific about when, where, and how to complete your profile

**Why?** Specific, short durations reduce procrastination.

Please complete your skills profile by December 20th



✅

***Do this today:*** Open your calendar and block 15 minutes
Tuesday morning after your morning coffee OR Friday afternoon before lunch

Title it 'My Skills Profile' and paste in this link: [URL].

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# ⏳ Deadlines with Rationale

**Recommendation:** Give a clear deadline with a reason

**Why?** People are more likely to follow through when they understand why the action matters.

Hi [Name],

Your manager will be reviewing your skills profile ahead of your Q1 check-in.

Please complete it by [date] so they can prepare targeted development opportunities aligned to your role and the financial services skill framework.

Thanks!

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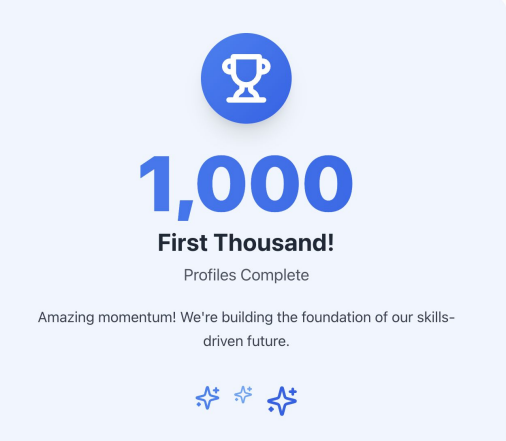
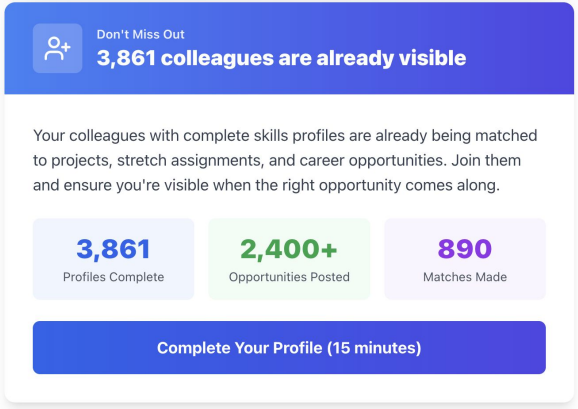
# 👥 Social Proof

**Recommendation:** Share how many early adopters have already completed their profile and continually update progress

**Why?** People look to others to understand appropriate behavior



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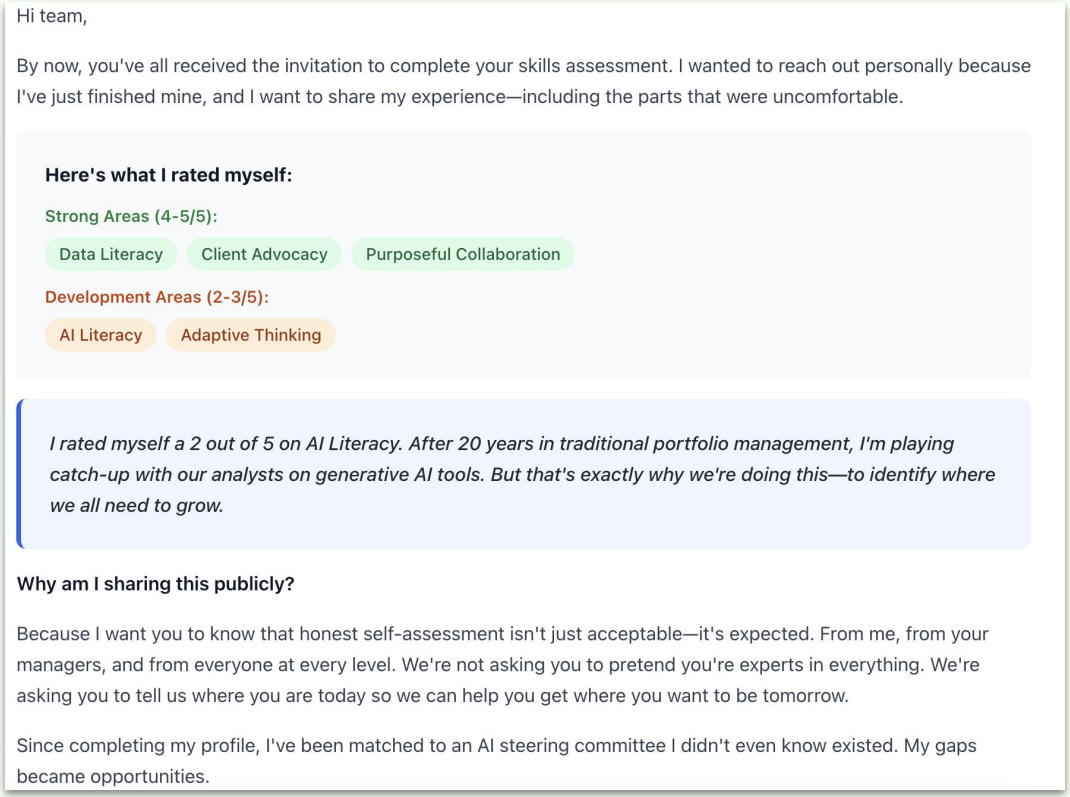
# 🌟 Role Modelling

**Recommendation:** Have visible leaders complete and talk about their own assessments, including areas where they rated themselves lower.

**Why?** This normalizes honest self-reflection.



Hi team,

By now, you've all received the invitation to complete your skills assessment. I wanted to reach out personally because I've just finished mine, and I want to share my experience—including the parts that were uncomfortable.

**Here's what I rated myself:**

Strong Areas (4-5/5):

Data Literacy | Client Advocacy | Purposeful Collaboration

Development Areas (2-3/5):

AI Literacy | Adaptive Thinking

> *I rated myself a 2 out of 5 on AI Literacy. After 20 years in traditional portfolio management, I'm playing catch-up with our analysts on generative AI tools. But that's exactly why we're doing this—to identify where we all need to grow.*

**Why am I sharing this publicly?**

Because I want you to know that honest self-assessment isn't just acceptable—it's expected. From me, from your managers, and from everyone at every level. We're not asking you to pretend you're experts in everything. We're asking you to tell us where you are today so we can help you get where you want to be tomorrow.

Since completing my profile, I've been matched to an AI steering committee I didn't even know existed. My gaps became opportunities.

# Psychological Safety

**Recommendation:** Explicitly state how the data will and won't be used. If ratings won't negatively impact reviews or be used punitively, say so clearly.

**Why?** Transparency reduces anxiety-driven avoidance.

## What your skills data will not be used for

1. **NOT used in performance reviews** - Your self-ratings will not appear in your annual review, impact your rating, or influence compensation decisions.
2. **NOT used punitively** - You will not be penalized, judged, or disadvantaged for rating yourself honestly–including rating yourself low.
3. **NOT shared with your manager without context** - Your manager will NOT see a list of your "low" ratings. They'll see your complete profile in the context of supporting your development.
4. **NOT used for promotion decisions** - Skills profiles inform development conversations, but they don't determine who gets promoted.
5. **NOT compared against peers for ranking** - This is not a competition. We're not ranking people or comparing who has "better" skills.

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# 🌅 Fresh Start Effect

**Recommendation:** Launch at natural beginnings - start of quarter, month, or after a company event.

**Why?** People are more motivated to pursue goals at temporal landmarks.

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