

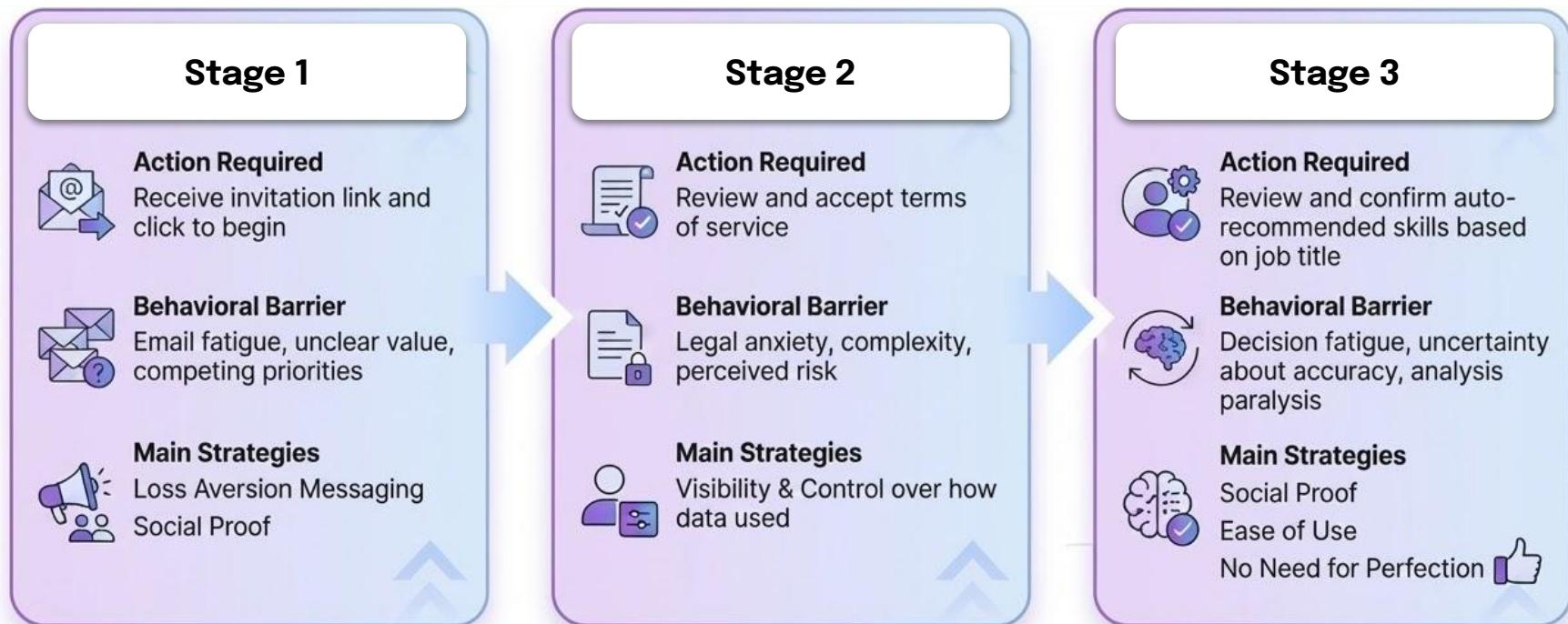
Adoption Strategies

Increasing Registrations



Understanding the Registration Journey

The registration process consists of three key stages, each presenting unique behavioural barriers and opportunities for intervention



Stage 1: Getting the Click

Stage 1: Getting the Click

Loss Aversion Messaging

Email Tips:



Use the employee's name in the subject line to grab their attention



Emphasize what employees are missing rather than what they'll gain.



Send invitations on Tuesday or Wednesday mornings (9-11 AM) when email engagement is highest and decision fatigue is lowest. Avoid Mondays (overwhelming) and Fridays (mentally checked out).

Sample Email:

Subject: [First Name], don't forget to validate your Talent Marketplace profile

Hi [First Name],

Right now, while your profile sits unvalidated:

- Mentors in [Department] are being matched with others
- Projects you'd excel at are moving forward without you
- Your colleagues are building connections you're missing

5,998 colleagues are already connecting with development opportunities on the Talent Marketplace.

Your profile is ready—it just needs 2 minutes to validate.

Validate Your Profile Now →

Don't let your next opportunity go to someone else.

Stage 1: Getting the Click

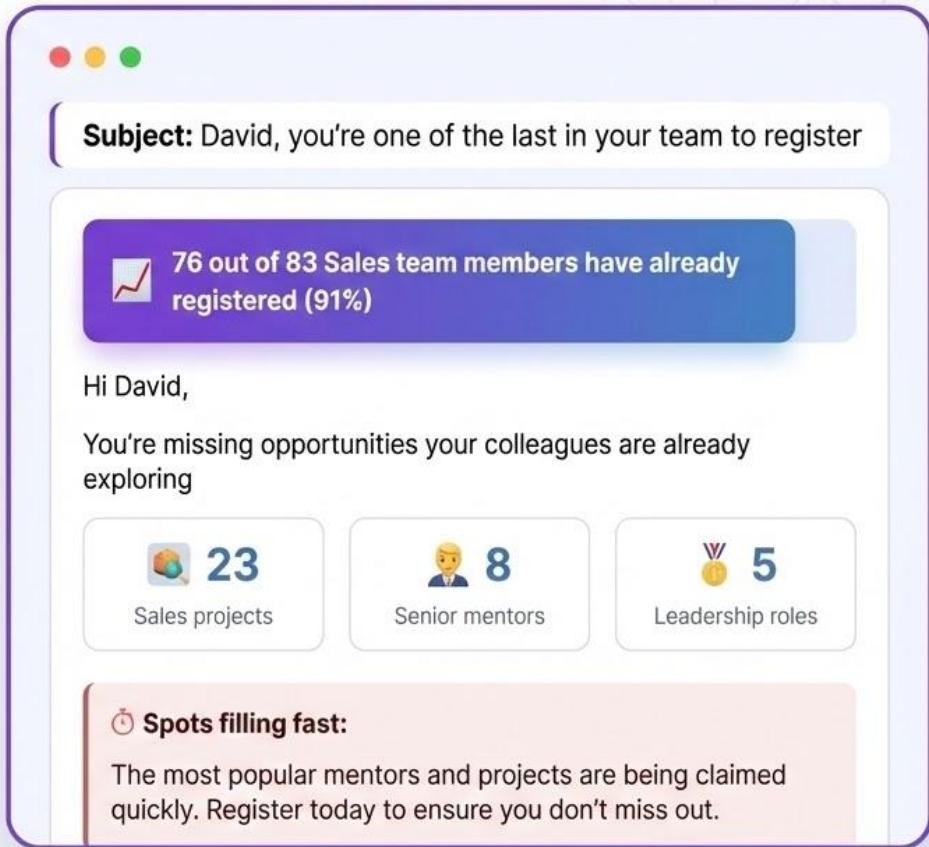
Unregistered Users Email



Send emails to non registered users in departments that already have high adoption



Percentage creates comparison - "91% of your team" triggers conformity



Stage 1: Getting the Click

Message from Leadership



Authority endorsement - VP testimonial adds legitimacy



Leadership participation stats show that they are walking the talk and taking this seriously

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The Talent Marketplace has been instrumental in helping our teams discover internal opportunities and develop their careers. I encourage everyone to create their profile.

— Sarah Johnson, VP of Operations



🎯 Leadership Participation:



Join your leadership team and peers in discovering opportunities to grow your career.

Stage 2: Accepting Terms of Service

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Unaccepted Terms Email



Send emails to users who clicked on the link but didn't accept the terms of service



Reassure them on how their data will be used and the control they have on their profile visibility

Subject: "Questions about Talent Marketplace terms? We've got answers"

Hi there,

We want you to feel confident and comfortable as you register for the Talent Marketplace, so here's a quick overview of what to expect.

What information is collected?

Only what's needed to help match you with relevant opportunities: your skills, job title, and role preferences. Nothing more.

Who can see my information?

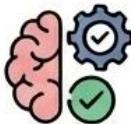
You're always in control. Within your organization, you decide how your profile is used. You can choose to:

- Appear when any colleague searches for people
- Be suggested through AI-assisted candidate recommendations
- Be visible only to opportunity owners when they're looking for talent

Stage 3: Validating Skills Profile

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Directly addresses perfectionism anxiety and minimises cognitive load



Emphasize pre-selection & ease at every point to minimize perceived cognitive load



Give explicit permission not to be perfect

Subject: Don't worry about getting your skills perfect
When: Day 2 after registration link sent

Hi Sarah,

Stuck on the skill validation step? Here's the secret: you don't need to get it perfect.



We've already done the hard work for you

- ✓ We've pre-selected skills based on your role as a Product Manager
- ✓ You can edit them anytime after registration (it takes 10 seconds)
- ✓ The algorithm learns and improves your matches over time