

# TAKE THE SKILL UP CHALLENGE



Get your team excited about building new tech skills with our Skill Up Challenge—a chance for everyone to identify their knowledge gaps and strengths and take their skills to the next level.

## DIGITAL ASSETS

TO SHARE WITH YOUR TEAM:



SOCIAL SHARE



VIRTUAL BADGES



DIGITAL WALLPAPERS



INTRANET SHARE IMAGES



EMAIL HEADER

# SAMPLE INTRANET POST COPY

GET THE WORD OUT ON SLACK OR THE INTRANET OF YOUR CHOICE:

## FIRST POST

Skill Up Challenge

We're celebrating the game-changing power of tech skills.

Get ready to build new tech skills with Pluralsight's Skill Up Challenge—a chance for everyone to get excited about the power of tech skills and celebrate each other's progress. Join us for a special Skills Day celebration on [DATE] to assess your skills and [join our virtual watch party of Pluralsight's tech skills event, hosted by Hank Green].

## REMINDER

Don't forget to join the Skill Up Challenge

Take a Pluralsight skill assessment by [DATE] to see how your skills stack up.

## LAST REMINDER

It's time to take the Skill Up Challenge!

Don't forget to take a Pluralsight skill assessment to identify your knowledge gaps and strengths and get personalized learning recommendations based on your current skill level. Then, level up by building valuable new skills over the next 30 days.

## OPTIONAL

Tune into Pluralsight's virtual tech skills event with your team at [TIME] to hear from some of the most influential voices in tech—including green tech expert Asim Hussain and security expert and creator of Have I Been Pwned, Troy Hunt. Hosted by Hank Green!

## POST-SKILLS DAY

It's time to see how far you've come!

Take another Pluralsight skill assessment on [DATE] to see how much you've improved in the last 30 days—and get personalized recommendations on what to learn next to level up further.

# SAVE THE DATE SAMPLE

MANAGERS TO TEAMS:

New message — ↗ ✕

To **TEAM** ↩

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Subject **The Skill Up Challenge is on [DATE]**

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I am excited to challenge each of you to join our Skill Up Challenge! Over the next 30 days, you'll have the opportunity to see where your skills stand and work to see how your skills can improve!

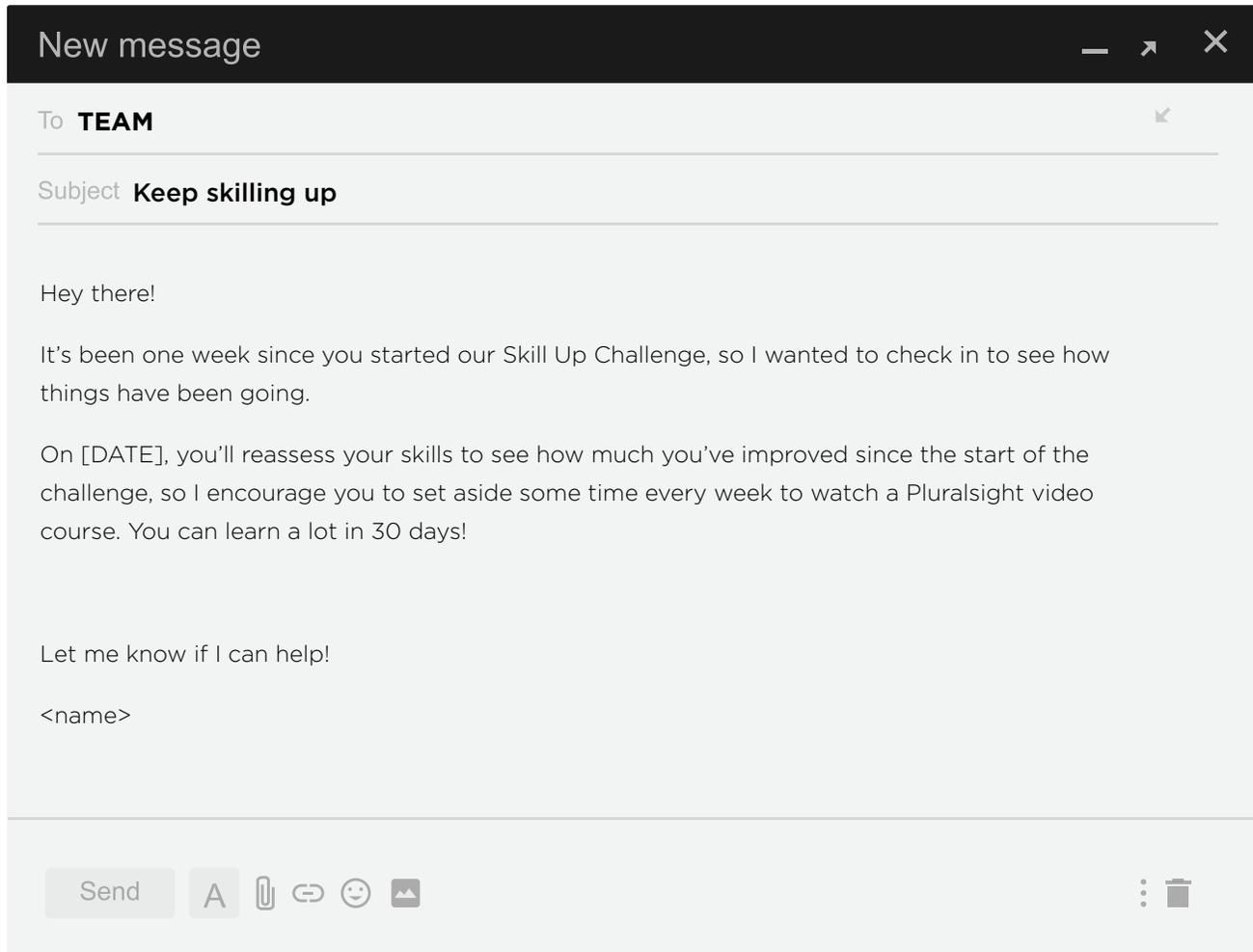
We're kicking off the challenge with a Skills Day and hosting a virtual watch party of Pluralsight's Tech Skills Day conference, hosted by Hank Green and featuring interviews with some of the most influential people in tech, including Microsoft's Scott Hanselman, green tech expert Asim Hussain, Angular author Deborah Kurata and security guru Troy Hunt.

Mark your calendars and look forward to a fun day of all things tech skills!

Send A 📎 🔗 😊 🖼️ ⋮ 🗑️

# SAVE THE DATE SAMPLE

## EMAIL FOLLOW UP #1:



# SAVE THE DATE SAMPLE

## EMAIL FOLLOW UP #2:

New message — ↗ ✕

To **TEAM** ✉

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Subject **Checking in on your skills**

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Hi <name>,

We're still celebrating the power of tech skills!

Make sure you keep learning and don't forget to follow your favorite authors while you're at it. Many of them have great insights and communities in the platform and on social media, so stay engaged!

Happy learning!

<name>

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Send A 📎 🔗 😊 🖼️ ⋮ 🗑️

# SAVE THE DATE SAMPLE

## EMAIL FOLLOW UP #3:

New message — ↗ ✕

To **TEAM** ✕

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Subject **Get interactive on Pluralsight**

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<Name>,  
  
We all know the best way to get good at something is to practice. That's why I wanted to check in and see if you've checked out interactive courses and projects on Pluralsight? They are a great (and fun!) way to test your skills in a real world environment.  
  
Keep skilling up! It's almost time to retake the assessments we challenged you to take in the Skill Up Challenge.  
  
<name>

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Send A 📎 🔗 😊 🖼️ ⋮ 🗑️

# SAVE THE DATE SAMPLE

## EMAIL FOLLOW UP #4:

New message — ↗ ✕

To **TEAM** ✉

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Subject **Put your skills to the test**

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<Name>,  
The time has come! I'm so excited to see how much progress our skills have made over the past few weeks. Ready to see how much your skills have transformed?  
Take a few minutes to retake the skill assessments we took on [DATE] to see if your Skill IQ has changed!  
  
Good luck!  
<name>

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Send A 📎 🔗 😊 🖼️ ⋮ 🗑️