

# Create—don't consume—talent

We have all the insights you need to drive tech skill development in your org and create a culture of learning that boosts retention and ROI. Use this kit to empower your tech leaders and learners with the tools they need to thrive this year and beyond.

## Digital assets to drive engagement

Capture your team's attention with eye-catching images and keep our latest reports within easy reach.

### Social share images

[click to download](#)



### 2022 State of Upskilling

[click to download](#)



### Tech skill development workbook

[click to download](#)



# Outreach emails to shake up their inbox

Send a customized email they'll actually want to read.

New message

To Recipient

Subject Did you know upskilling <boosts retention/fights attrition/builds competitive advantage/boosts innovation - choose one>?

Hi, <Name>,

I wanted to share Pluralsight's new State of Upskilling report. I found it fascinating that over 50% of technologists in the survey consider leaving their job at least once a month. They're seeking out new roles for better professional growth and learning opportunities—and we don't want that to happen at <company name>.

Check out the data around technologists and tech skills and how it ties into the Great Resignation. Here are a couple points that stood out to me:

- Over 80% of technologists want their tech skills to align with their organization's overall strategy.
- Over 90% of technologists want to improve their tech skills to fulfill personal career goals.
- Cybersecurity (43%) and cloud computing (39%) topped the list of personal skills gaps.

Do any of those resonate with you? I'd love to know.

[Check out the report](#)—the stats make a strong case for tech skill development. If you don't have what you need to create an upskilling program for your team, let me know so we can make it happen.

<name>

Send A 📎 😊 🖼️

➤ Insert link to landing page: xxx



# Outreach emails

(continued)

New message

To Recipient

Subject The workbook to help us win at innovation

Hi, <Name>,  
  
I recently learned that 90% of organizations will have to delay a product or service release due to a lack of IT skills. I'd rather we weren't part of that statistic—and I think Pluralsight's new interactive workbook can help.  
  
The workbook outlines technology skill development (TSD) best practices and includes questions and a detailed planning sheet to help you create a custom strategy for your team. It also lists troubleshooting tips if you're not getting the results you need.  
  
We want to make tech skill development a priority at <company name>. I encourage you to [download the workbook](#) and start strategizing today.  
  
<name>

Send A 📎 🔗 😊 🖼️ ⋮ 🗑️

Insert link to workbook: xxx



# Intranet posts to casually connect

Drop a short post in Slack or your intranet of choice.

## STATE OF UPSKILLING REPORT

Did you know that Pluralsight found that over 50% of technologists from their latest survey consider leaving their job at least once a month? They're seeking out new roles for better professional growth and learning opportunities—something that may resonate with you.

Check out the 2022 State of Upskilling for the data around technologists and tech skills and what it means for [company]'s innovation, retention, and ROI. You can find the report here: [URL].

## TECH SKILLS DEVELOPMENT WORKBOOK

I recently learned that 90% of organizations will have to delay a product or service release due to a lack of IT skills. I'd rather we weren't part of that statistic, and I think Pluralsight's new interactive workbook can help.

The tech skill development workbook shares best practices and a detailed planning sheet so tech leaders like you can design a custom skills strategy for your team—one that creates a culture of learning and helps you keep our top talent. I encourage you and your teams to use this as a resource to strategize tech skill development. You can check out the workbook here: [URL].



# Activation ideas to generate excitement

Never underestimate the power of swag, shoutouts, and free food.

- Let everyone know about the new State of Upskilling via company Slack or intranet messages
- Ask which stats stood out the most and raffle off prizes for answers
- Provide swag for learners who watch the State of Upskilling webinar
- Shout out team leads who complete the technology skill development workbook
- Host a lunch and learn to discuss tech skill development
- Invite team members to join the Build Better Blueprint challenge