

EMAIL 1

A/B test:

Subject line 1: How to motivate your employees

Subject line 2: Motivation and momentum – two keys to success

Subject line 3: These are the two keys to business success

Dear fellow employers,

I'm writing to you today to talk to you about two of the keys to managerial success (and business success, for that matter). How to **motivate** your employees and how to keep the **momentum** going.

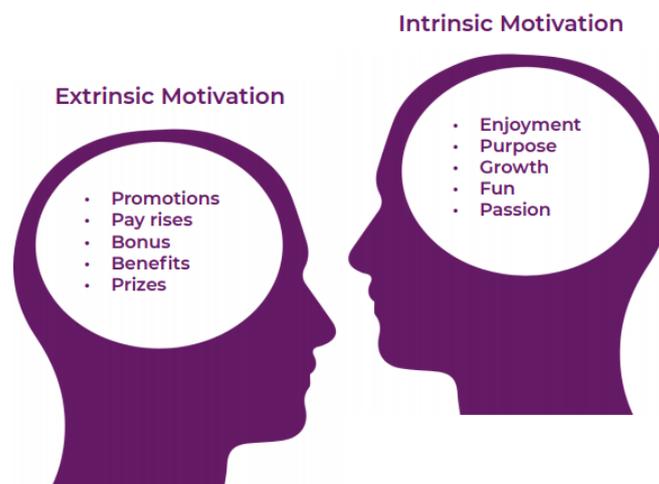
Because correctly motivating your employees will increase revenue and employee retention.

Our recently published and [comprehensive report on the subject of motivation](#) includes chapters on purpose, culture and development as well as **2 free tools for measuring employee motivation:**

- A motivational check-in template
- A 2 page 360 survey template.

Here are just *some* of the essential things you will learn in this easy-to-read report:

- The difference between intrinsic and extrinsic motivation – and how you can utilise both (page 7, [clue](#) in image below)
- The 5 hallmarks of clear goals (pages 10 & 11)
- Our number 1 tactic to help your employees find purpose within your organisation (page 12)
- A comprehensive list of what to discuss in 1-to-1 meetings in order to maintain momentum (page 17).



(clicking on this image will take you to the report)

[Download the report now](#) to start implementing the tactics and using the templates. After all;

"We are what we repeatedly do. Excellence then, is not an act, but a habit."

– Aristotle

Regards

Sarah Leete

Director

PS Our other reports are equally as filled with value. [Check them out here.](#)

PPS What did Aristotle know about anything anyway?

EMAIL 2

A/B Test:

Subject line 1: Best and worst interview experiences

Subject line 2: Infographic: the best and worst interview experiences

Subject line 3: How to improve your interview process (hire the best talent)

Dear fellow employers,

Imagine excitedly prepping and researching for an interview, only to have the interviewer read out a list of generic interview questions that don't allow for meaningful dialog.

Or even worse, be interviewed by someone who comes across as arrogant and unpleasant.

Unfortunately, it seems that these experiences are not out of the ordinary.

The interview will shape the way the candidate feels about their future at a company.

We've put together an infographic based on qualitative interviews and quantitative survey data, that aims to summarise our insights on candidate interview experiences.

[This compact infographic](#) features statistics and quotes from over the years, as well as the answers to the following questions:

- What % of candidates have actually **left their job** because the role was not as described during the interview
- The % of candidates who have rejected a role because it took too long receive the job offer.
- The % of candidates who think that 2 weeks is too long to wait to hear back after an interview.

Give it a browse [here](#).

Regards

Sarah Leete

Director

PS Our other reports are equally as filled with value. [Check them out here.](#)

EMAIL 3

Subject line 1: How do candidates really feel about work post Covid 19?

Subject line 2: Have employee attitudes changed since Covid?

Subject line 3: Employee attitudes in 2021

Dear fellow employers,

Covid 19 has changed us. Our attitudes will never be completely the same again.

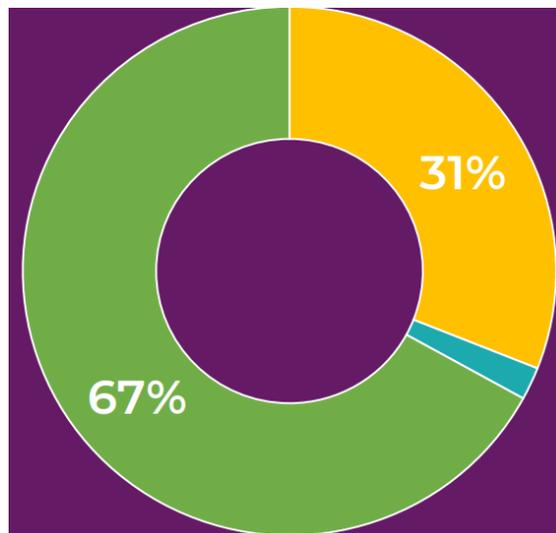
Against the backdrop of a difficult year for all, we thought it would be helpful to survey our candidates in an attempt to find insights that might help you run your business. This report covers issues such as working from home, flexible working, job security and furloughing.

[The report](#) also provides practical advice on the steps you can take to increase engagement and productivity.

Here are just *some* of the essential things you will learn:

- Job security sentiment for both employed staff and furloughed staff (page 11)
- The percentages of people working the same hours as they did before vs people working more than before (page 12)
- % of employees who feel they are being treated fairly by their employer (page 13)
- **The seven areas that businesses must look at in order to ensure productivity** in the post-Covid era ((Pages 19-25) reading these will give you actionable ideas)

Plus, the below pie chart relates to employee attitudes towards working from home, but what do the numbers mean? (Click on the image to find out).



Regards
Sarah Leete
Director

PS Our other reports are equally as filled with value (and slightly less depressing). [Check them out here.](#)

EMAIL 4

A/B Test Subject lines:

A practical guide to improving mental health in the workplace

A guide on improving mental health in the workplace

Improving mental health in the workplace

Dear all

It'll be no surprise to you all that issues relating to poor mental health have rocketed over the last year.

Your brain is no fan of fear and uncertainty, yet fear and uncertainty are in abundance. And what your brain craves most of all – connection – has been limited.

These factors can lead to a reduction in mood and ultimately low self-esteem.

Which makes navigating the challenges of your day more difficult.

Thankfully, there *are* coping tactics for the times we live in.



(click to visit the full infographic)

We have put together a [practical guide to improving mental health](#). Feel free to print this off and put it up in your office or send it out to your staff – we hope it helps.

This concise infographic contains:

- What to look out for: a list of the common symptoms of depression
- Links to helpful organisations for both employers and employees
- Links to helpful stress management tools
- Covid 19 specific tools that will help employees who are furloughed or working from home.

Regards

Sarah Leete

Director

PS We've written a number of reports that aim to convert our years of experience into helpful insights that you can take advantage of. [Check them out here.](#)

EMAIL 5

A/B test subject lines

- A guide to temporary recruitment
- Doing this could catapult your business
- Improve your business by hiring a temporary worker
- Read this email if you want to springboard your business (quickly)

Dear fellow employers

Do you ever dare to dream about where your business could go?

Perhaps after a few drinks on a Friday evening, you visualise yourself hanging out with Elon Musk, Oprah and the Sultan of Brunei at some fancy awards dinner.

I sometimes do. I'm really ambitious about how far Lawrence Dean can go.

And there are many tactics that we in the leadership team will use to try to get us up there. Motivational tactics, marketing tactics, LinkedIn tactics, etc.

But the lowest hanging fruit – in my estimation – is to hire an amazing temporary worker. A great temp can bring with them **years of experience and expertise that can be applied instantly**.

There are hardly any downsides to this tactic. Here's why:

Infrequent work? Temporary staff can help you to cover annual leave, busy seasonal periods, ad-hoc projects and pretty much anything else.

Worried about the cost and commitment of hiring? Flexible staffing can be a great way to try before you buy. You only pay for the hours your temp works and if you love them, maybe they will stay.

Not sure how long you need someone for? You can extend and reduce contracts accordingly.

Too busy to hire? We do all the hard work. We advertise, short-list applications and interview candidates. We have everything covered from right to work checks, referencing and payroll.

Plus, **you're contributing to someone's future**. This could be the break your temp has been looking for. Steve Jobs started as a temp at Atari and he did pretty well.

Hiring a temporary worker could have a springboard effect to the trajectory of your business.

When hiring this incredible future temp, we think you should use us as your agency. I understand that we are of course biased, but take a look at what makes us better than the rest:

- We're **local**
- Well **respected**: [look at how many five star reviews we have!](#)
- We're **quick**: It usually takes about an hour for us to fill temp roles
- We believe in **account management**: you will be assigned your own account manager.

[Read more about why you should hire a temporary worker from us.](#)

Regards
Sarah Leete
Director

EMAIL 6

Subject lines:

How to hire the right person

How to avoid hiring the wrong person

Read this email before hiring anyone (it might change the course of your business)

Dear fellow employers

You don't need us to tell you how important hiring is to your business.

Hiring the right person can be a dream. Hiring the wrong person can be a nightmare.

It's something we deal with each and every day at Lawrence Dean. We've seen the successes and failures for over ten years now. We have the data to find the insights on how to effectively interview a candidate for a role.

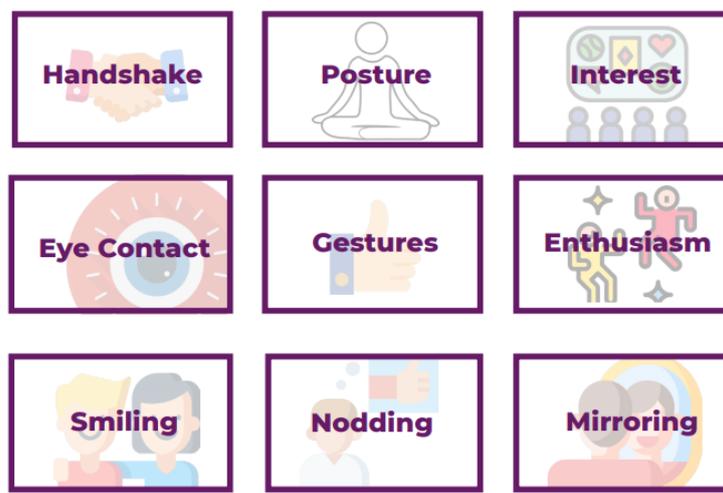
When companies do hire the wrong person, they become obsessed with what they should have done differently.

Which is why we felt the need to create the report ['Improving Your Interview Process'](#).

Here are just *some* of the essential things you will learn in our report:

- The six things you really must do *before* you interview a candidate (page 7)
- A great list of interview questions we've gathered from over the years (use as inspiration) (page 14)
- A list of questions that you **must never** ask in an interview setting (page 15)
- A four-step technique that gives you a framework to assess competency questions (page 20)
- **Red flag** questions that you should be wary of (page 21).

Here's a sneak peak of an image from the report (click the image to read more – any idea what mirroring is?).



[Read the full report here](#) – reading it might stop you from hiring the wrong person.

Regards
Sarah Leete
Director

PS We've written a number of reports that aim to convert our years of experience into helpful insights that you can take advantage of. [Check them out here.](#)

EMAIL 7

Subject lines:

Read this email before your next team meeting
How to build a successful team (three proven models)
Read this if you want to build a successful team

Dear fellow employees

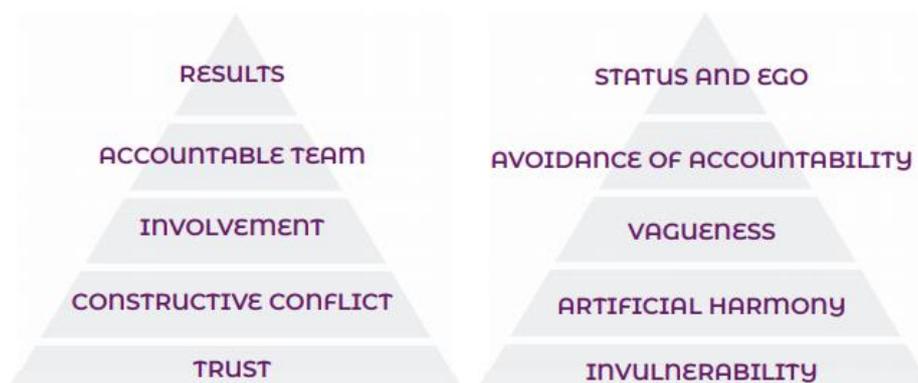
“Coming together is a beginning; keeping together is progress; working together is success” - Henry Ford

I am writing to you today to tell you about a report we’ve written which we think you will be interested in.

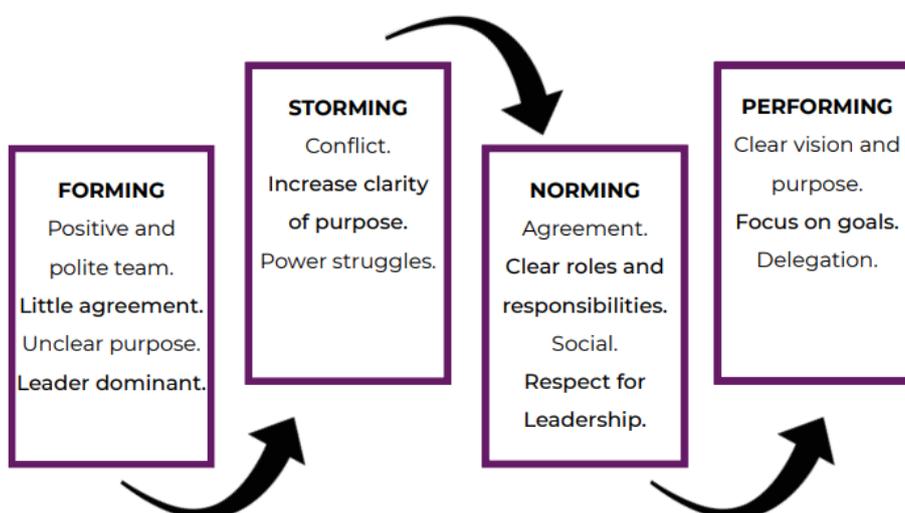
It’s called [‘Building a successful team’](#).

The report begins with overviews of three famed pieces of research, each contributing to an essential understanding of how to build a great team (each overview will flood you with ideas on how to develop your own team):

The 5 dysfunctions of a team by Patrick Lencioni (SPOILER: Patrick believes that vulnerability is the key to trust within a team).



Forming, Storming, Norming, Performing by Bruce Tuckman (details the paths that successful teams follow on their way to high performance)



The nine Belbin team roles by Dr Meredith Belbin (the 9 behaviour types that must be present to create the perfect team, including ‘Implementor’, ‘shaper’, and ‘monitor evaluator’).

This easy-to-read, concise 18 page report also contains research on culture, relationship building and communication. Here's an extract from the section on values – part of the culture chapter:

“Your values also make up your culture, these could be personal to you or both you and your wider team. For example; respect, loyalty and passion are examples of both personal values, and values linked to your business. You should make these values clear to ensure each employee is working alongside them to ensure that your team is tight knit and working in unity.”

[Read the full report here](#) – I think you'll get a lot of value from it.

Regards
Sarah Leete
Director

PS Speaking of values, we've written a number of reports that aim to convert our years of experience into helpful insights that you can take advantage of. [Check them out here.](#)

EMAIL 8

Subject lines:

Unconscious bias – it could be holding you back (free webinar)

Free webinar with Dr Pete Jones: What is unconscious bias?

Free video – is unconscious bias holding back your business? (featuring Dr Pete Jones)

Recorded Webinar: Understanding, Identifying and Managing How Unconscious Bias Affects Your Key People Processes

Dear fellow employers

The hard truth is that we all have unconscious biases. This doesn't mean that we're bad people, it just means that we have some bad thinking patterns.

Unconscious bias refers to the superfast connections in your brain that are shaped by your experiences – including often stereotypical and alarmist messaging from media organisations.

We all struggle to see our own biases.

Our brains try to maintain us in the thought patterns that have got us to where we are. It's been an essential part of our survival for over a million years.

There is however a huge problem.

Unconscious bias will affect all the decisions we make about people. Recruitment, work allocation, performance management, meetings, friendships, everything.

[This recorded webinar](#) from September 2020 will provide you with a foundation for your journey into your own unconscious bias. Dr Pete Jones from Shire Professional Chartered Psychologists will talk you through – together with many other interesting things – his **9 tips to mitigate against unconscious bias**.

If you think you have no unconscious bias – [forward to 6.02 in the video](#) and take the famous 'bat and ball' test from the book 'Thinking fast and slow' by Daniel Kahneman. It's a quick test that demonstrates the sometimes maddening power of the unconscious.

You might be surprised by what you find out about yourself.

Regards

Sarah Leete

Director

PS We've put together a range of helpful reports and videos relating to business and recruitment.

[Check them out here.](#)