



email edge™
communicate with confidence

TAKE THE EMAIL EDGE™ ASSESSMENT

Get your profile report on your effectiveness as a communicator. Find out what might be stopping others from understanding you and learn how to write emails with influence.



THE BENEFITS

turalt.com/inforefs

INDIVIDUALS

- Identify your email strengths and development areas
- Receive personalized advice and a customized action plan
- Become a better email collaborator
- Increase awareness of factors influencing effective email

TEAMS

- Improve effectiveness of team emails
- Foster supportive and collaborative team culture
- Strengthen team cohesiveness
- Reduce risk of conflict and misunderstanding in teams

LEADERS

- Become a more effective and empathetic leader
- Build better relationships with your team
- Demonstrate your authenticity as a leader
- Identify development needs for your team members

ORGANIZATIONS

- Increase your company's 'empathy quotient'
- Ensure your email communication is effective
- Increase productivity and staff satisfaction
- Reduce email stress

turalt

the technology of empathy

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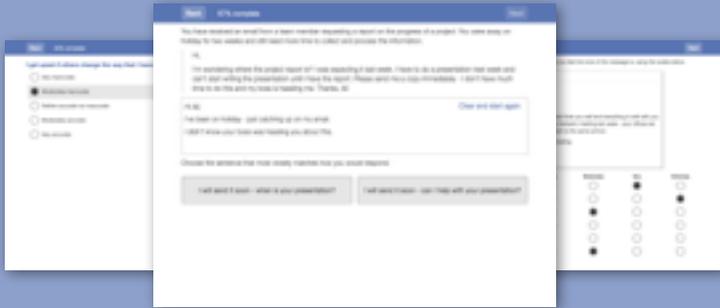
THE ASSESSMENT

Taking the online assessment is easy: it is self-administered and only takes 15-20 minutes. You are asked to:

- Rate yourself on six individual characteristics
- Rate your perception of the content of emails
- Respond to a series of scenarios by 'writing' emails using pre-written sentence options

Email scenarios are used to ensure the analysis of the assessment has validity in the workplace.

After submitting your responses, they are automatically analyzed and your profile report is immediately generated.



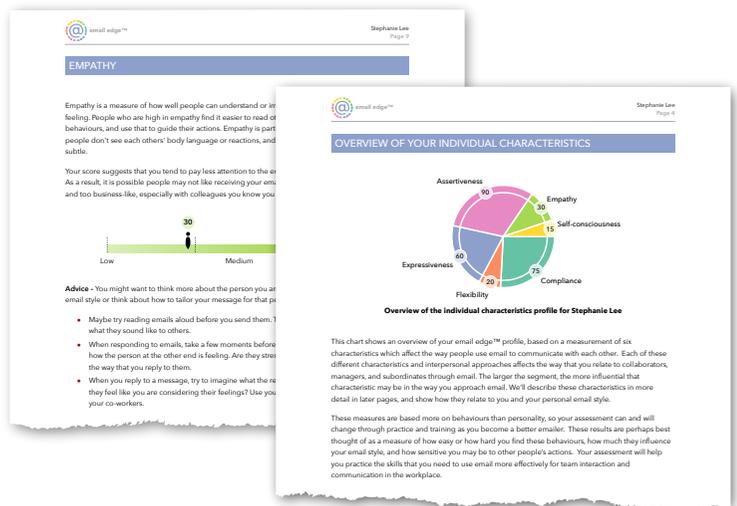
THE PROFILE REPORT

Your personalized profile report provides a comprehensive analysis of your email skills, showing:

- how your different characteristics and interpersonal approaches affect the way you relate to collaborators, managers, and subordinates through email
- how you manage and communicate at a task and an emotional level when writing workplace emails
- how you feel and react to other people's emails, in a range of positive and negative situations
- how to use your email edge™ profile to develop and improve your email skills

You will also receive a customized action plan, including recommended areas to strengthen, suggested actions, and reflective questions to guide you.

Your personalized profile report contains more than 20 pages of interpretative content and graphics, using rigorous statistical analysis supplemented by an advanced interpretation system using artificial intelligence technology.



Get your email edge now - turalt.com/emailedge

KEY POINTS

Age - 18 and over

Administration - online, self-report

Time - 15-20 mins

Language - English

Norm group - North American professional, n=1100

Number of items - self-rating: 36, email rating: 6 x 6, email response: 6 x 5

Sample report & technical report - turalt.com/emailedge

The email edge™ was developed by Dr. Stuart Watt and Dr. Chris McKillop. With over 25 years experience, their backgrounds as cognitive scientists in the learning sector enabled them to develop this groundbreaking psychometric test.

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