

Marketing Launch Flow

Phase 1: Teaser & Trailer:

<https://ttisi-1.wistia.com/medias/hscr5vf8kk>

Chanel: Social

Method: Collaborate with influencers/users to share. Tag individuals and their companies (if applicable) who were featured in the stories and encourage them to share

Users from Thunderbird:

- Trishia Thompson: <https://www.linkedin.com/in/trishalthompson/>
- Angelique Smith: <https://www.linkedin.com/in/angeliquensmith/>
- Arunima Gupta: <https://www.linkedin.com/in/arunima-rayalu080/>
- Mike Rockwell: <https://www.linkedin.com/in/michaelrockwell/>
- Maria (Monse) Apud de la Fuente: <https://www.linkedin.com/in/monserrat-apud-de-la-fuente/>
- Francis Ansah: <https://www.linkedin.com/in/francis-ansah-78987634/>

Users from Japan:

Mariko Ukita, Head of HR, C2C Japan <https://www.linkedin.com/in/mariko-u-035476247/>

Users from Hungary:

- Gabriella Varga, MD of TTI Hungary, <https://www.linkedin.com/in/gabriellavarga/>
- Noémi Fabók, Training & Development Manager, Partner in Pet Food, <https://www.linkedin.com/in/no%C3%A9mi-fab%C3%B3k-13865556/>

Client LI profile: <https://www.linkedin.com/company/partner-in-pet-food-ppf/>

Leon Kong (TTI China General Manager): <https://www.linkedin.com/in/leonkong/>

*can't find those users from China in this documentary via LI

Client LI profile: <https://www.linkedin.com/company/si-group/>

Timeline:

Wednesday, Aug 28

Wednesday, Sept 4

Wednesday, Sept. 11

Phase 2: Full Launch

<https://ttisi-1.wistia.com/medias/hffcvyyouu>

1. Regional story sharing

- Channels:
 - Blog: user stories
 - Social media
 - LI: overall message with full clip, regional summary, quotes
 - FB/Ins:
 - Reels feature regional highlight
 - Post the story summary and invite the audience to participate in sharing their experience
 - Post quotes and link to the blog to review the full story
- Techniques/user journey flow:
 - Quotes from users feature a screen-grab profile picture
 - CTA “Check out our user story” - link to the user story blog
 - CTA “Experience the tool” or “Get info” link to the landing page
- Story angle:
 - User story #1 Thunderbird, use TI in improving students’ self-awareness and team building
 - User story #2 Japan C2C Global Education, use TI in recruiting and team communication
 - User story #3 Partner Pet Food in Hungary, using TriMetrix in Org development
 - User story #4: SI Group APAC
 - Ella Ding’s self-discovery using Talent Insights

Key background content of the story for blog:

After I took TTI’s assessment, I realized i have different behavioral styles compared to people around me. But it doesn't reflect our competencies and abilities at our job.

My awareness of what caused these "differences" from a more scientific perspective diminished my feelings about being troubled by the difference between myself and others.

That allows me to calm down and able to focus on what I'm doing,

(This awareness) Motivate me to embrace my style. I realized the way I approach things and the way I communicate is also amazing.I can now accept myself happily.

- Yang Jiang uses Talent insights in organizational change and team restructuring.

Main CTA: learn more about using our tools in your organization

LP: <https://get.ttisi.com/company-info>

2: Social Media Gamification TBD

Share your story about the moment you felt heard and seen through our assessment

#Seen

CTA: Enter to Win a gift card/Voucher.

Step 1: Follow us

Step 2: Leave a comment with your story

3. PR

Story angle TBD

Social Media Release Schedule

- Platforms: LinkedIn, Instagram (Reels), Facebook (Reels), Twitter, YouTube (Shorts)
- Blogs: Third Thursdays
- Social Posts: Second and Fourth Wednesdays

8/28: Trailer release

Do you feel SEEN at work?

Our team has been working on a special project for the past year, a documentary capturing stories across the globe. Follow TTI assessment users from Japan, Hungary, China, and the United States as they share how our tools have made them feel SEEN in the workplace and beyond.

Full documentary coming soon!

Our sincere gratitude to all those who shared their stories and contributed to this project:

Trisha Thompson, Angelique Smith, Arunima Gupta (née Rayalu), Michael Rockwell, Maria Apud de la Fuente, Francis Ansah, Mariko U., Gabriella Varga, Noémi Fabók, Leon KONG

#SeenDocumentary #TTI

9/4: Teaser post #2: TTI's global reach and multi-dimensional approach

One of the top workforce trends in 2024? A sense of belonging.

According to Harvard Business Review, when employees feel that sense of belonging in the workplace, they are more productive, motivated, and engaged. McKinsey & Company shares that, "Belonging will become an elevated organizational priority," and

that business leaders should consider how to create an environment that brings employees together.

For TTI assessment users across the globe, our tools provide a universal language to create that sense of belonging.

Employees across teams, industries, backgrounds, and experience levels can better understand how to work together to move their organization into the future with TTI's suite of assessment tools.

Learn more about partnering with TTI below and check out this preview of our global documentary, "Seen," premiering on September 18!

<https://hubs.li/Q02NJj6q0>

Learn more at [#https://hubs.li/Q02NJnk20.#SeenDocumentary](https://hubs.li/Q02NJnk20.#SeenDocumentary) #TTI

9/18: DOC RELEASE

We are thrilled to share "Seen," our very first global documentary capturing the stories of TTI assessment users around the world.

It's an amazing thing to see how Bill Bonnstetter's legacy has managed to spark transformative experiences in the lives of people in over 100 countries and across 48 languages for the past 40 years. We can't wait to see what the next 40 bring. ✨

Watch below and discover stories from [Thunderbird School of Global Management](#) in the US, the [SI Group](#) in China, [Partner in Pet Food \(PPF\)](#) in Hungary, and [C2C GLOBAL EDUCATION JAPAN](#).

Thank you again to our partners, clients, and TTI's Global and Creative Teams for capturing these experiences!

[Trisha T.](#), [Angelique Smith](#), [Arunima Gupta \(née Rayalu\)](#), [Michael Rockwell](#), [Maria Apud de la Fuente](#), [Francis Ansah](#), Mariko U., [Gabriella Varga](#), [Noémi Fabók](#), [Leon KONG](#), [Scott Hofsommer](#), [Alec Bonnstetter](#), [TTI Success Insights CEE](#)

<https://hubs.li/Q02Qb5z-0>

[#SeenDocumentary](#) [#TTI](#) [#FortyForward](#)

9/25: Trisha, Thunderbird quote

Trust and reliability are a huge part of TTI.

For the past 40 years, we've perfected the art of empowering people-first organizations. Our in-house research team and independent validation have ensured our assessments are the most reliable and accurate tools in the market—so your teams feel safe and SEEN when taking TTI assessments.

Hear how our tools have impacted employees across the world in our very first documentary, SEEN. And, if you're looking to become a part of the TTI Partner Network and spark transformative and reliable experiences, learn more at tti.com/join.

9/26: Blog: Global Doc Overall

We're thrilled to share that TTI's documentary SEEN is available now for streaming!

This documentary takes you on a journey across the world, from Arizona to Japan to Budapest to China. Learn about how companies across the globe are using TTI's assessments to transform their workplaces and improve communication and connection in our latest blog.

<https://hubs.li/Q02RfS3F0>

2nd post, blog published on LI

"I would say the TTI assessments became essentially my gospel of truth," said Arunima Gupta (née Rayalu). "The report helped me understand some of the nuances of what people could be like in their personal lives."

Learn more about our very first documentary, SEEN, and the impact our tools have made around the world.

10/9: Francis, Thunderbird quote

Knowing yourself—what drives you, how you behave in different situations, your skillset—can be TRANSFORMATIVE.

For Francis, that came to life with the DISC graph. Seeing his scores connect to his day-to-day life was eye-opening, and it doesn't stop there.

Using TTI's multi-science reports with your team can help you all understand each other better, communicate more clearly, and both personally and professionally.

Watch SEEN, our first documentary, to see the impact of TTI's assessments on Francis, his colleagues, and TTI assessment users around the world. And, if you're looking to become a part of the TTI Partner Network to spark transformative experiences in people's everyday lives, learn more at tti.com/join.

10/16: Thunderbird Reel

“Our students are interested in data because they're the current and future leaders of the fourth industrial revolution. Having that information gives them an edge so that they can advance themselves.”

Both the Career Management Center and Global Challenge Laboratories at The Thunderbird School of Global Management have incorporated TTI's assessments into their programs to help students enhance self-awareness, apply their global mindset, and make deeper connections with peers, faculty, alumni, and potential employers.

Discover how the assessments have impacted Thunderbird's students in our documentary SEEN. If you are looking to make an impact on your organization's current and future leaders, learn more about partnering with TTI at tti.com/join.

10/17: **Blog: Thunderbird**

“Assessments provide the data and insights needed to bridge cultural gaps. Since everyone takes one to start, they create a foundation of understanding for the students. They help create a better idea of who takes on what role in their collaboration.”

SEEN shares the story of four organizations around the world that have been impacted by TTI's assessments. Check out how students from Thunderbird School of Global Management are able to build a common language and grow their leadership skills using TTI tools in this week's blog!

<https://hubs.li/Q02TRK2b0>

2nd post, blog published on LI

“That's what has always fascinated me about our personality types—that line between comfortability, what you're good at, and what you're used to, and then that growing edge being a little uncomfortable and trying to be something new.”

Hear from Thunderbird School of Global Management students on how TTI assessments have impact them in our latest blog.

10/30: Arunima, Thunderbird quote

TTI's assessment tools can be the piece that solves the puzzle when it comes to miscommunication, misunderstood motivations, misaligned skill sets, and more.

For Arunima, our reports helped her bridge cultural gaps and build better relationships with her colleagues.

Discover how TTI's suite of assessment tools answered questions for respondents across the globe in TTI's first documentary, SEEN. And, if you're looking to bridge these gaps in your own or your clients' organizations, learn more about becoming a part of the TTI Partner Network at ttisi.com/join.

11/13: Ella Ding, China quote

Uncovering your behavioral styles can change your entire perspective.

Before Ella took the TTI Assessment, she said she felt lost and was uncertain about her career path. Seeing her DISC report and those of her team members helped her realize how her differences are strengths on her team, and to embrace her behavioral and communication styles.

Discover how TTI's suite of assessment tools guides people around the world in learning more about themselves and their colleagues to create stronger, more aware teams. Bring this awareness to your own organization by becoming a TTI Partner. Learn more at ttisi.com/join.

11/21: Blog: SI Group APAC

11/27: Yang Jiang, China quote

[Awareness of others] Quote: "There is profound, deep content inside TTI's reports. It's a tool that deepens our awareness of other people's behavioral styles. Based on that, we can participate in a common journey."

We work better together when we understand each other.

The SI Group APAC used TTI's assessments to create a better understanding within its teams—unlocking how individuals influence others and respond to challenges, the pace of their work environment, and rules and procedures—to restructure the organization for success.

Check out SEEN, TTI's first documentary, to see the power of our assessments in action at SI Group APAC and other organizations around the world. If you're looking to transform your or your client's organization, learn more about partnering with TTI at ttisi.com/join.

12/11: China Reel

Your differences are your strengths 💪

Knowing the behavioral styles of yourself and your teammates can instigate a profound change in the way you work together. You can embrace your differences as strengths to contribute to the team in a unique way.

Discover how TTI's assessments made the teams at SI Group APAC feel SEEN for their unique behavioral styles and contributions to the team, and how it changed the way they work.

If you're looking to transform the way a team understands themselves and each other, learn more about partnering with us at ttisi.com/join.

1/8/25: Full Global Doc Promo Reminder (promote TTI's global reach, looking to the future, beginning of year stuff)

TTI's reach spans the globe 🌍

In 2024, we released our first-ever documentary featuring stories from assessment users around the world. We dove into how TTI's tools have affected the personal and professional lives of Thunderbird Students and team members at SI Group APAC.

This year, hear from Partner in Pet Food and C2C Global Education and see just how TTI assessments and reports could help your organization.

Watch SEEN here:

1/15: Gabi, Hungary quote

[Culture] TTI's multi-science assessments offer a palette of choices that helps us build a stress-free, high-performing culture for organizations.

Company culture is hugely important these days—and, for Gabi and Partner in Pet Food, a game-changer.

TTI's assessments align with their values of integrity, communication, and cultural diversity, and the data provided helps her team understand both the individual and how they fit into a particular team. She's seen firsthand how it impacts her team members for the better.

Catch the rest of Gabi's story in SEEN.

1/23: Blog: Partner Pet Food, Hungary

1/29: Hungary Reel

[Culture, Company Values, Individual to Organization]

“There were three things I expected: impact, transformation, and engagement.”

For Gabi and Noemi at Partner in Pet Food Hungary, one of the most important features of an assessment tool was that it aligned with their organization’s values.

Supporting their teams at the individual level—allowing the company to thrive—is a huge part of their company culture, and they needed their tools to match.

That’s why they chose TTI.

See the impact of our assessment tools on Partner in Pet Food in SEEN, our documentary sharing the stories of TTI assessment users around the globe.

2/12: Naomi, Hungary quote

[Leadership] “We use TTI’s assessments in leadership training. You can only be a good leader if you know yourself and lead people with that knowledge.”

For Noemi, ensuring your team members feel heard is a huge component of good leadership and a lasting company culture—and that’s just part of why she believes in TTI’s assessments.

Hear the rest of Noemi’s story in our global documentary, SEEN, and discover how Partner in Pet Food has developed their leaders by growing self-awareness through behavioral assessments.

If you’re looking to provide research-backed assessments that grow leaders to your clients, learn about partnering with an award-winning assessment provider that can help at ttisi.com/join.

2/20: Blog: Japan C2C

2/26: Mariko, Japan quote

Communication

“After implementing TTI’s assessment, we noticed a shift in our team’s communication styles. People started to work together to swiftly and effectively reach our goals.”

Understanding communication styles can transform the way your team works.

At C2C Global Education Japan, Mariko Ukita saw a powerful shift when her team introduced TTI assessments into their workplace. By creating a shared language, their team improved understanding, resolved conflicts more efficiently, and communicated more effectively.

Watch SEEN to hear Mariko and her team's firsthand experiences with TTI tools. If communication challenges are holding your organization back, we're here to help.

3/12: Japan Reel

Build a strong foundation for your organization's future.

For C2C Global Education Japan, TTI assessments created a shared language and a unified vision for success. The insights gained were so impactful that they transformed daily interactions, fostering better communication and collaboration across the team.

Discover how TTI tools can drive meaningful change in your organization. Watch SEEN, our first global documentary, to see how companies worldwide are using these assessments to solve challenges in hiring, communication, and leadership.

Looking for the right tools to elevate your organization? We're here to help.

3/26: Tanabe, Japan quote

Hiring

"Through TTI's reports, I've gained clarity in identifying candidates' strengths, potential struggles, and how to manage for optimal work. This awareness has made our hiring process more accurate."

Hiring the right person takes time, effort, and resources—weeks of searching, multiple stages of interviews, and months of onboarding.

And if the candidate isn't the right fit, starting over can feel like a waste of those valuable resources.

That's where TTI's assessments come in. Yu Tanabe discovered how these tools provide deeper insights into a candidate's behavioral style, skills, and motivators, helping ensure the right match for the role.

Watch SEEN to hear Tanabe's story on how TTI tools transformed the hiring process at C2C Global Education Japan. And if you're looking for solutions to hiring problems within your own organization, we're here to help.

**either start gift card campaign at end of Oct or end of Jan and if we get good stories there release in March/April after wrapping up the stories we have*

Resources needed from the Creative team:

1. Behind-the-scene shots during this project for trailer promo - by 9/6
2. Designed with quotes feat. Screen-grab images for social media featuring individuals listed below (see highlighted names)
 - a. Trisha - by 9/11
 - b. Francis - by 10/2
 - c. Ella Ding - by 10/30
 - d. Yang Jiang - by 11/13
 - e. The rest - by 12/4
3. Four 30-90 second trailers/teasers to summarize the regional story - for us to post on our social reels
 - a. Thunderbird - by 10/2
 - b. China, Hungary and Japan - by 11/27
4. Regional clips with/without subtitles - supply resources for our partners/clients - TBD

"I love how data-driven TTI's assessments are. It's so cool to have the students trust that instead of analyzing the assessment."

- Trisha Thompson, Senior Career Coach, Thunderbird School of Global Management

"I've never known myself as much as I have come to know myself using the TTI assessment. It actually helps us to know our weaknesses, our strengths, and what we need to do to work together as a team."

- Francis Ansah, Graduate Student, Thunderbird School of Global Management

"TTI assessments became essentially my gospel of truth. The report helped me bridge the cultural gap between me and my peers."

- Arunima Gupta, Graduate Student, Thunderbird School of Global Management

"After I took TTI's assessment, I realized I have different behavioral styles compared to people around me. This awareness of self deeply impacts me in the way I approach work and the lifestyle I live."

- Ella Ding, Senior Accountant, SI Group

“There is profound, deep content inside TTI's reports. It's a tool that deepens our awareness of other people's behavioral styles. Based on that, we can participate in a common journey.”

- Yang Jiang, Director of Procurement, APAC, SI Group

“We use TTI's assessment in leadership training. You can only be a good leader if you know yourself and lead people with that knowledge.”

- [Noémi Fabók](#), **Training and Development Manager**, Partner in Pet Food

“TTI's multi-science assessments offer a palette of choices that helps us build a stress-free, high-performing culture for organizations.”

- Gabriella Varga, Master Distributor, TTI Success Insights Hungary

“After implementing TTI's assessment, we noticed a shift in our team's communication styles. People start to work together to swiftly and effectively reach our goals.”

- Mariko Ukita, HR Head, C2C Global Education Japan.

“Through TTI's reports, I've gained clarity in identifying candidates' strengths, potential struggles, and how to manage for optimal work. This awareness has made our hiring process more accurate.”

- Tanabe Yu, Deputy Manager, Division of HR, C2C Global Education Japan

Yan Tao, Director of HR, SI Group

“In this process of organizational restructuring, the report helps [our team leader] build mutual understanding. It enables her to recognize individual team members' strengths and the overall strengths of the team.”

“The assessment report helped [our team leader] build mutual understanding. It enabled her to view the team from different angles and recognize individual strengths and the overall strengths of the team.”

Gabriella Varga, with TTI SI Hungary,

“The data-driven analysis provided by TTI helps us understand individuals and their dynamics within the team and organization, driving deeper insights from the personal to the collective level.”