

ATTENTION GRABBER

Heads Up: World's Largest Job Assessment Company Launches in US

I am giving you a heads up that Aspiring Minds, the creator of the world's largest employability test, used by many top multinationals, is introducing its test in the U.S. on Tuesday, May 12.

THE HOOK

The test is designed to help solve a major problem: the job-skills paradox.

CREDIBILITY

An estimated 5.1 million U.S. jobs – the most in more than a decade – remain unfilled each year, according to the U.S. Bureau of Labor Statistics, while 8.6 million people are looking for work.

More than 2 million job seekers in other parts of the world have taken AMCAT, the only standardized assessment that accurately measures employability and predicts performance in 90 percent of available jobs.

CREDIBILITY

Aspiring Minds serves 1,100-plus companies, including Amazon, Bank of America, Citi, Coca-Cola, Dell, DuPont, Ericsson, General Electric, Genpact, John Deere and Sapient. It partners with LinkedIn, Monster and online learning provider edX. Omidyar Network is an investor, represented on the board of directors. A Harvard B-School professor is on the advisory board.

MAKING IT EASY

Please let me know if you'd like to receive drafts of the news release, fact sheet and infographic under embargo. I'll also be happy to schedule an advance interview with Aspiring Minds CEO and co-founder Himanshu Aggarwal or arrange for him to contribute a byline article. In addition, I can put you in touch with an Aspiring Minds beta customer currently using AMCAT in the United States, along with a Harvard professor/company adviser and the EDx president.

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Regarding a byline, here are some possible topics:

The Big Problem with Job Seekers and Credentials

Why Do So Many Jobs Go Unfilled When Job Seekers Can't Find Work?

The Top 5 Misconceptions About Job Seekers

Why a College Degree Isn't Enough

Thanks for your consideration. I plan to follow up in the near future.

Best regards,