Personalize Your Emails with Codes

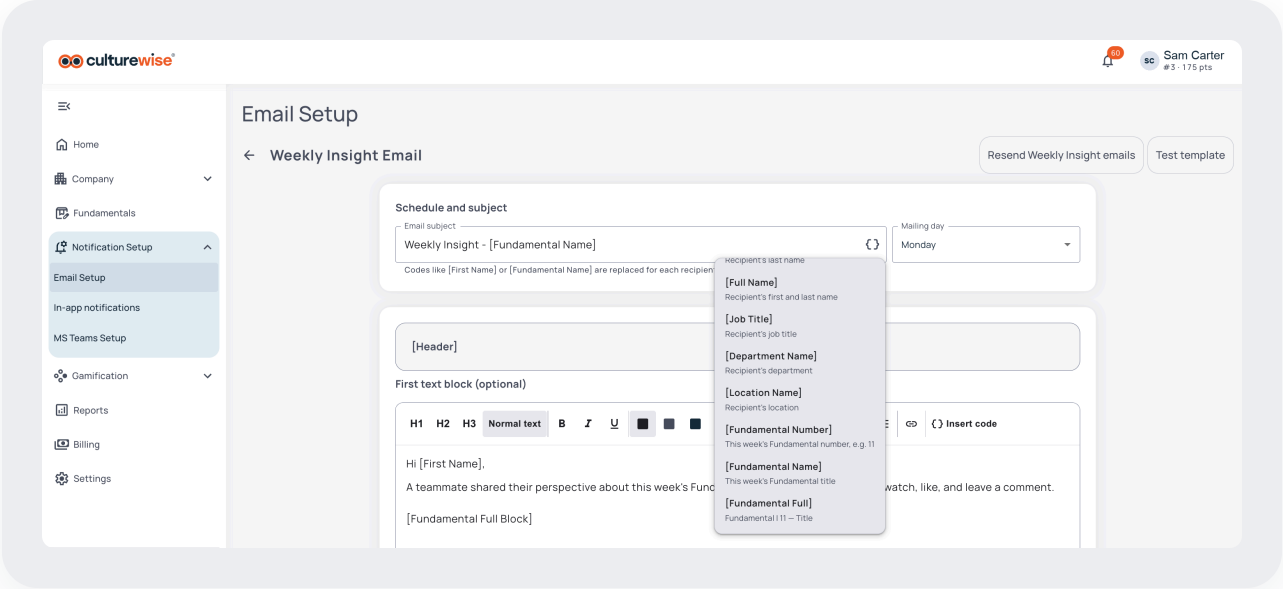
Add codes to any CultureWise email to personalize it for each recipient, or to open every Weekly Insight and lesson email with this week's Fundamental.

STEP 1

Add a Code

Codes are placeholders that fill in for each recipient when the email sends, so “Hi [First Name],” arrives as “Hi Dana,”.

1. Go to **Admin → Notification Setup → Email Setup**
2. Choose the email you want to change, for example **Weekly Insight Email**
3. Click where you want the code to go, in the email subject or a text block
4. Click the code icon **{ }** in the subject line, or **{ } Insert code** in the text block toolbar, then pick a code
5. Click **Test template** to send yourself a test



The Insert code menu in Email Setup

Always test first

Send yourself a test before the next mailing day to check how each code fills in.

STEP 2

Available Codes

Use these in the subject line or in any text block.

CODE	WHAT IT SHOWS
[First Name]	Recipient’s first name
[Full Name]	Recipient’s first and last name
[Job Title]	Recipient’s job title
[Department Name]	Recipient’s department
[Location Name]	Recipient’s location
[Fundamental Number]	This week’s Fundamental number, e.g. 11
[Fundamental Name]	This week’s Fundamental title
[Fundamental Full]	Number and title on one line: Fundamental | 11 — Title
[Fundamental Full Block]	The full Fundamental card: number, title, and description

Codes in the subject line

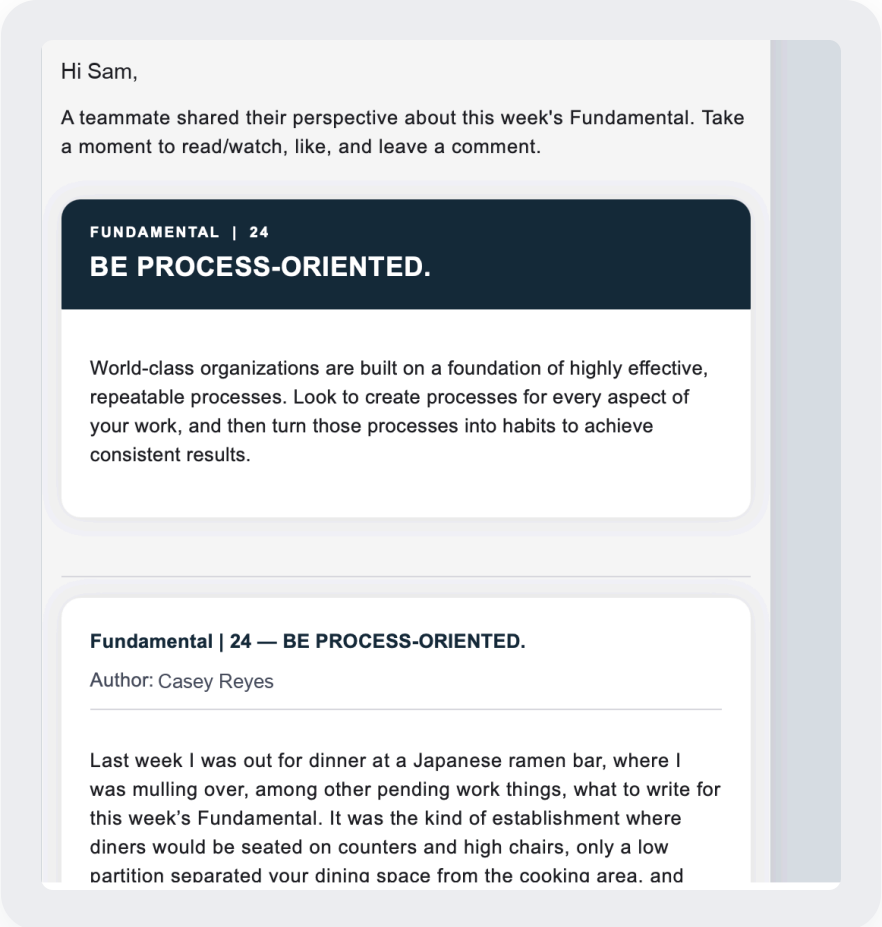
Subject codes work the same way. “Weekly Insight - [Fundamental Name]” arrives as “Weekly Insight - Be Process-Oriented.”

STEP 3

Lead with the Fundamental

Put this week’s behavior at the top of every Weekly Insight and lesson email.

1. Open the **Weekly Insight Email** or a lesson email in Email Setup
2. Place **[Fundamental Full Block]** right after the greeting
3. Click **Test template** to check the result



A Weekly Insight email opening with the Fundamental

Why lead with the Fundamental

Every message starts with the behavior it reinforces, so people connect the story to the Fundamental before they read it.