ONBOARDING PLANNING GUIDE

Employee onboarding is a critical phase of the employee lifecycle. Organizations with standard onboarding experience 54% greater new hire productivity. This is only one of several statistics that highlight the benefits of strong onboarding.

There are various approaches to deliver employee onboarding. Some organizations rely on an initial onboarding event conducted by their human resources organization that is accompanied by interdepartmental interactions with the employees' managers and team members. Other organizations look at onboarding as a longer process made up of multiple touch points including new hire training, mentoring, shadowing, IT training, etc. These touch points may be virtual or in person. Regardless of the avenues you identify to deliver your onboarding experience there are several areas to initially consider as you craft this experience for your newest and existing employees.

What are your goals and objectives of the onboarding program?

With any broad communication program identifying specific goals and objectives will help you navigate the development and make decisions throughout. It helps to identify the current state of your organization and needs that are driving changes to the onboarding program. Once you've identified your goals and objectives, you can discuss measurements of success for achieving those goals.

- Why is an onboarding program a priority right now? What has led you to decide that you want to evaluate your existing onboarding program or build a new one?

- What challenges is your organization facing that could be alleviated through an onboarding program/specific onboarding messaging?

- What Key Performance Indicators are you trying to impact?

- How will you measure success of the program? What will you report on (reduction in attrition, employee feedback, etc.)?

How do you want onboarding to be positioned in the employee journey?

As you develop a new onboarding program, it is important to consider the employee journey as a whole and decide what part you want the onboarding program to play.

- What has happened to this point for the new employee?
- How will the recruiting and hiring processes connect to the onboarding program?
- What will happen during the onboarding portion of the employee journey?
- When does the onboarding program start (from moment the employee accepts the offer, earlier in the recruiting process, first day on the job)?
- How long will your onboarding program take (1 week, 30 days, 90 days, 6 months)?
- What will happen after the onboarding program? What does your program need to achieve at the end of the first week, first month, etc.? What should the employee have achieved at these milestones?

What are your key messages?

Onboarding programs focus on sharing information or guiding new employees to information that tells them, who the organization is, what we do, and why we do it. The strongest onboarding program clearly presents the company's mission, vision, values, and culture, and connects the new employee to these. Onboarding is also an opportunity to provide a deeper background and history to the new employee; connecting the company's past, present, and future.

- How will your key messages establish expectations for new employees?
- What is your employee value proposition?
- How do new employees fit into the organization?
- What do you want the tone of your onboarding program to be?
- How much information do you want to provide during the onboarding program and in what ways do you want to provide it?

Who (departments, roles, people) should be involved in the onboarding program?

Human Resources paperwork, company policies, training on internal systems, email, voice mail, building access and navigation, organizational charts – this is just a short list of the things that a new employee is faced with during the first few days of employment. The things learned in these first few days can vary from things one will use every day to items that will never come up again throughout the employee journey. It can be overwhelming and things can fall through the cracks. As you embark upon developing an onboarding program, make a list of the different departments, roles, and people who should be involved.

- What aspects of the onboarding program will be owned by whom (human resources, marketing, information technologies, a specific business unit, department or hiring manager, supervisor)?

What is the best way to reach your new employees?

This question really starts you down the road of delivery. Just like marketing a product or a service, your onboarding program is marketing the organization, its benefits, and its brand. Some components of your onboarding program will need to be formalized, while others can be handled more casually through one-on-one communication or even through email.

- What will your touchpoints be?
- Will you present onboarding as if it were training?
- Will you need presentations, video, or eLearning to support and convey your messages?
- Should mentoring play a role in the onboarding program? Will the new employee be assigned a mentor? How are mentors identified? Who is responsible for the mentors?

Contact d'Vinci Interactive to turn your first impression into lasting impact.