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“I truly believe that onboarding is an art. Each new employee brings with them a potential to achieve and succeed. To lose the energy of a new hire through poor onboarding is an opportunity lost.”

**Sarah Wetzel**

Director of Human Resources at Engage/ BDR

# Why is onboarding important?

**“The old adage is true, you never get a second chance to make a first impression.”**

- 69 percent of employees are more likely to stay with a company for three years if they experienced great onboarding.
- New employees who went through a structured onboarding program were 58 percent more likely to be with the organization after three years.
- Organizations with a standard onboarding process experience 50 percent greater new-hire productivity.

Source: [SHRM / Click boarding](#)

**Onboarding is a critical — and often overlooked — part of organizational success.**

How an employee is treated throughout the onboarding process and during their first few days at work will have an enormous impact on their experience at your company and their overall well-being and performance.

Welcoming a new member into your team correctly is one of the best ways to improve employee satisfaction and engagement levels.



# The benefits of effective onboarding

Most people are familiar with the blend of anticipation and anxiety that comes with the first day at a new job.

Employees who have a positive onboarding experience are almost three times as likely to feel supported in their role, boosting their confidence and improving their ability to perform their role well. Making new employees feel welcome will result in loyalty and retention and will be reflected in your bottom line.

## Effective onboarding leads to a variety of benefits:

- Faster adjustment
- Better job attitudes
- More customer referrals
- Better performance
- Higher employee engagement
- And stronger retention

Source: [Preppio / Dr. Talya Bauer](#)

“Throwing the employee into the fire in a ‘sink or swim’ type of mentality is the easiest way to chase an employee away.”

Heidi Kurter,  
Forbes Columnist and  
Founder of Heidi Lynne Consulting



# How to **welcome** NEW EMPLOYEES?

Only 12% of employees strongly agree their organization does a great job of onboarding. Effective onboarding goes beyond learning the ropes of the job. Employers should help employees quickly socialize on their team, connect with the organization's purpose and values, and understand how to apply their strengths to achieve excellence.

The **five Cs** of employee onboarding can make new hires feel welcome, valued and comfortable at their new jobs.

These include;

1. Compliance
2. Clarification
3. Confidence
4. Connection
5. Culture

**Companies that incorporate them tend to enjoy greater onboarding success than those that do not.**

“Information overload happened to be our deadliest onboarding mistake.”

Ketan Kapoor,  
CEO and Co-Founder of Mettl

Source: [Forbes](#)

# What's the difference between orientation and onboarding?

- **Orientation** is a one-time event on an employee's first work day that aims to provide new employees with general information about the company, benefits, and job duties. It is also an opportunity for employees to meet their co-workers and learn about the company culture.
- **Employee onboarding** is a process that begins when an offer of employment is accepted and continues until an employee gets fully integrated into their new role. Onboarding aims to help new hires adjust to their new environment, learn their job responsibilities, start using the necessary business tools, and become productive team members.

[Source](#)



Differentiators	Orientation	Onboarding
Time	Single event	Several months to e year
Delivery	Classroom style	Scalable, requires 2-way feed of information
Message	Need-to-know information	Customized information based on role
Results	Still considered 'new' and rely on the assistance of their managers and colleagues	Strengthens new employee's connection with their role and the company Fully integrates new employees and gets them productive faster

“Too often, companies think that by providing orientation, they are ‘onboarding’ the new employee.”

Stacy Lindenberg,  
Founder of Talent Seed Consulting

# Top 5 questions/ answers

“When employees strongly agree that they have a good understanding of “how we do things at this organization,” they are 4.7 times more likely to strongly agree their onboarding process was exceptional.”

“Employees who strongly agree their onboarding process was exceptional are nearly three times as likely to say they have the best possible job.

Onboarding is the critical stage that connects the talent acquisition process to long-term, sustainable performance. It fulfills promises made during the recruitment and hiring processes so employees don't experience a bait-and-switch scenario, and it lays the foundation for the rest of the employee experience.”

Gallup's Creating an Exceptional Onboarding Journey for Your New Employees suggests onboarding should take up the better part of a year. Gallup has discovered that there are five main questions asked during that time that, when addressed, lead to an exceptional onboarding program that sets up employees for success.

Source: [Gallup](#)

What do we believe  
in around here?

What are my  
strengths?

What is my  
role?

Who are my  
partners?

What does my future  
here look like?



# Make the first day exciting

“90% of employees decide whether to stay at a company within the first six months of employment, and as much as 22% of employee turnover happens within the first 45 days of employment”

Aberdeen Group and  
Bersin Deloitte

A new employee's first day should be fun and informative at the same time. You don't want them to spend eight hours filling out paperwork and sitting through lectures. But you also want to ensure they learn something and are better prepared to start their job. Here are some tips to ensure their first day is a success.

- Set up their desk or office with their ID badges, passwords, handbooks, a map of the building and anything else that will make their life easier on day one.
- Arrange a nice lunch out with co-workers.
- Send out a company-wide email that introduces the new employee.
- Give a first-day gift.
- Be patient and responsive.
- Don't hesitate to ask current employees what they did or didn't like about their first day. This information can give you some valuable insight on how to plan first days going forward.

Source: [Forbes](#)





# Focus on relationships: Relational onboarding

**Coming together is a  
beginning; keeping together  
is progress; working  
together is success.**

**Henry Ford**

Relational onboarding encourages the manager to focus on the relationships, rather than the knowledge, that a new starter needs to acquire. Relationships build trust, generate commitment, and drive results.

Efficient onboarding programs boost employee engagement because they focus on quickly integrating new hires into the collective. Strong relationships are crucial to making new employees feel supported and valued.

- Encourage social interaction between new hires and current employees through team-building activities or mentorship programs.
- Creating a welcoming environment will make it easier for new employees to settle in and feel comfortable in their new surroundings.



# Is everything Ok?

“We want to focus on creating a memorable experience for the new hire in the first year rather than processing them in the first few weeks.”

Cheryl Hughey,  
Director of Onboarding at Southwest Airlines

Check in with your new employee frequently to assess their progress, address any challenges, and provide support as needed. This could be through weekly check-ins or feedback sessions.

## When meeting with your new hire, you can ask them:

- How are you settling into your role? Are there any aspects you're finding challenging?
- Do you feel you have a clear understanding of your responsibilities and expectations?
- Are there any areas of your job where you feel you need more training or support?
- How comfortable do you feel with the team dynamics and the company culture?
- Do you feel you have all the resources and tools you need to perform your job effectively?
- Do you have any suggestions for improving the onboarding process based on your experience?

Source: [HBR](#)



# The importance of the manager in onboarding

“The people within your leadership are a direct reflection of you.”

Mitch Gray

Managers are the first point of contact for an employee's life at a company. Furthermore, employee onboarding isn't a mere matter of the first-day meet-and-greets and paperwork – it's a multifaceted, comprehensive initiative with several moving parts.

### According to Gallup:

“Too often, managers are either not included in the onboarding process, or they are given a simple onboarding checklist to complete. Such an approach turns onboarding into a formality rather than an experience that makes an employee feel good about their decision to work for you.”

### How?

- Recognize that the onboarding process is not just the responsibility of HR
- Make onboarding part of a manager's job description
- Refresh the knowledge of management teams often
- Instill into your managers and team leads that employee onboarding is as vital to the business as converted sales, product development, and profit margins



# Remote onboarding

“Even if remote work turns out to be less productive on some metrics than others, reducing carbon-based emissions or the improving work-life balance could make up for it.”

Mark W. Johnson and Josh Suskewicz Harvard Business Review



In the new world that has emerged from the pandemic, many employees experience their first days at work from home.

There is no chance of experiencing the morning coffee rush for a new employee who arrives early on their first day.

The absence of those first acquaintances, coffee on the go, the early morning atmosphere of the workplace, dressing for that day, handshakes, communication opportunities that come with the question “where are you having lunch?”

Don't you think it's a bit sad?

Then let's find ways to turn that sadness into excitement for the first day.

## How?

- Without waiting for the first day, make sure that all the technological facilities are ready for your employee. Make sure their email is opened that morning with a wonderful welcome message waiting.
- There's no limit to how fancy you can make it. You can have them open a package with some nice touches. For example, the scent you use

in your company, a plant they can water, a company cap, a T-shirt, a badge.

- In the morning, you can organise a welcome meeting in the presence of the team leader. The team leader learns about the new person beforehand and can make the magic speech (!) that binds the team together.
- For your employee starting to work remotely, onboarding coaching would be a great method. A work buddy to whom they can ask anything and get help! (Hopefully this work buddy is also an engaged employee, as their messages on the first day can make or break the whole experience)

Above all, we advise you to remember this: Today a new person has joined the team, s/he wants to be noticed, to get to know the company, to understand his/her role and, of course, to understand you. Do not leave them alone in front of the screen.

# Engaging from the start: Personalized onboarding

“**Research** conducted by Brandon Hall Group found that a strong onboarding process improved retention of new hires by **82%** and productivity by over **70%**”

Creating a personalized onboarding experience is key to retaining new hires. A generic process can be just as destructive as a poor or unstructured one.

Personalization isn't just about putting a person's name in an email. It's about understanding each individual's needs to help them reach their goals. Personalization is the process of tailoring your onboarding process and content to the specific needs, preferences, and goals of your new hires.

How do you create a consistent and effective onboarding experience that also caters to the individual needs and preferences of your new employees?

## How?

Source: [TeamBonding](#)

- Start onboarding before the first day
- Develop a mentorship program
- Make the onboarding materials more engaging
- Organize team building events
- Schedule regular HR check-in calls
- Create a personalized success roadmap



# Our Core Notes

- Onboarding is a company's opportunity to help employees connect to the organization in a more meaningful way — to learn about where they fit, how their role impacts the business, and what they can do to achieve optimal performance.

Proper onboarding is key to retaining, engaging talent.

- Every contact a new employee has with your organization is an opportunity for you to foster engagement. That's why effective onboarding is so important.
- Getting them off to a good start helps new hires feel good about their decision to work for you, laying the foundation for long-lasting engagement.
- Offer your new employees a seamless onboarding experience online with the Engage & Grow Welcome Program. The Welcome Program, successfully implemented by Engage & Grow coaches all over the world, will be an integral part of your company's talent management processes. Do not let alignment issues, especially in mass recruitment processes; negatively affect your employee experience processes.

**Get in touch with us and let's start the change together!**



# Our eBooks



## Compassionate Leadership

Balance the Head and Heart



## Diversity, Equity & Inclusion

Nothing will be the same



## The Big Engagement

It Will Save the World

## Developing High Performance Teams with 6 Steps

Let's Go Green!



## New ERA New HR

Human Back Into Human Resources



## Change Management

People Change or They Don't



## Connection

Beyond Communication

## Employee Engagement in Hybrid Work Environments

Reimagining Work





# Our eBooks



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Discover Your Coaching Niche



## Employee Engagement in SMEs

Grow with your people



## Employee Engagement in Retail

Create A Thriving Business



## Employee Engagement and Sustainability

Inspire To Take Action



## Employee Engagement in Education

Unlocking Potential



## Onboarding Matters

Win Hearts & Minds





<https://www.engageandgrow.com>

