



DRIVING CHANGE THROUGH EFFECTIVE COMMUNICATION

READY-TO-GO PACKAGES
TO PROMOTE EMPLOYEE
ENGAGEMENT AND
POSITIVE CHANGE



ONBOARDING EXPERIENCE

From £25,000

THE CHALLENGE:

Onboarding that makes an impact

Businesses invest heavily in recruiting the best talent, yet onboarding can be the first hurdle on which they fall. Getting it wrong can be costly, with some studies suggesting that **up to 20% of employee turnover happens in the first 45 days.**

As the saying goes, you don't get a second chance to make a first impression. The aim of effective onboarding is to create high engagement from day one. In fact, great employee onboarding has been found to **increase employee retention by 82%.**

When you invest more in communication and engagement during the pre-boarding process, you can improve the experience for new hires by **as much as 83%.** The energy and excitement of new starters can be useful for engaging them, as well as bringing them up to speed with their role. Giving them early access to useful resources can be helpful in making the first day more productive and less daunting.

You could also take a holistic approach to onboarding by working with colleagues across the HR function and identifying opportunities to improve the experience. Don't underestimate the value of line managers too. Google increased the effectiveness of its onboarding campaign by ensuring managers followed a checklist.

Exhaustive research points to the same conclusion: the more people buy into what you stand for as an organisation, the more likely they are to put their heart and soul into their role – and ultimately – their performance.

THE SOLUTION:

We will partner with you to develop an inspiring onboarding experience that's positive and effective. Our comprehensive solution includes:

1. RESEARCH AND INSIGHT:

- **Kick-off** session with team members, to become immersed in your business and agree objectives for improving the onboarding experience.
- **Review** of existing onboarding approach.
- **Focus group** with recent joiners and returners.
- **Report** of findings and recommendations for next steps.

2. CREATIVE CAMPAIGN

- **Three creative routes** to choose from, with supporting key messages

3. BRANDED ONBOARDING EXPERIENCE:

- **Simple set** of branded templates for managers and HR teams to ensure a consistent approach, to include:
 - Content for a suite of emails covering the lead-up and first 90 days
 - A branded, editable onboarding playbook. A guide to the company, their role and team, key contacts, actions to take and useful information which can be personalised quickly and easily for each new starter
- **Toolkit** for leaders, managers and HR, to include:
 - Clear description of roles and responsibilities
 - Recommended approach, timings and key milestones
 - Checklist – IT setup, assignment of "buddy", key policies, etc.
 - Recommendations for what to do after the first 90 days to keep up momentum

S&P Global

THE CASE STUDY:

Onboarding

CREATING INSTANT COMMITMENT

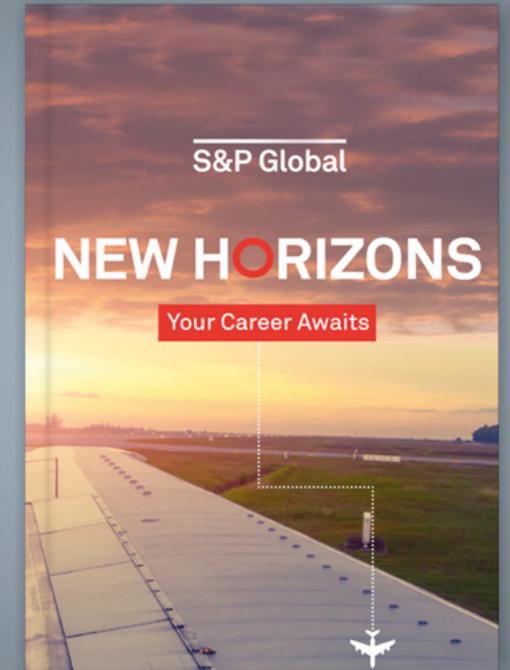
S&P Global has the hallmarks of a top-rated employer brand. The company wanted their onboarding process to reflect their brand, values and purpose, and to create excitement. We were brought on board to review their current onboarding strategy and to enhance and enrich the experience for new starters.

We created a dedicated website broken down into bitesize modules with interactive polls, quizzes, blogs and articles. All the themed content was designed to immerse a new hire in S&P Global culture, as well as get across key information and support collaboration and professional development.

Recruits were encouraged to take part in conversations, widen their knowledge of the company, to think innovatively and to share their ideas.

All of this was supported by a series of offline materials, including a manager's one-page checklist with an onboarding calendar and tips for helping new starters excel over the first 90 days.

The result: new hires felt more connected and committed to the company from the start and included in S&P Global's unique culture.



CONTACT US TO DISCUSS HOW OUR SPECIALISTS CAN SUPPORT YOU IN YOUR NEXT PROJECT



Elizabeth Spencer-Phillips
Founding Director and MD

+44 (0) 7711 102386
e.spencer-phillips@caburnhope.co.uk



Chris Andrew
Strategy Director

+44 (0) 7808 764779
c.andrew@caburnhope.co.uk



Kate Whitley
Client Services Director

+44 (0)7923 246470
k.whitley@caburnhope.co.uk



Caroline Russell
Account Director

+44 (0)7525 986740
c.russell@caburnhope.co.uk



Alessandra De Santis
Account Director

+44 (0)7525 986 741
a.desantis@caburnhope.co.uk