



# **DRIVING CHANGE THROUGH EFFECTIVE COMMUNICATION**

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



# ONBOARDING EXPERIENCE

FROM £40,000

## THE CHALLENGE

Onboarding that makes an impact

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Great employee onboarding has been found to **increase employee retention by 82%**.

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**Pre-boarding** - When you invest more in communication during the pre-boarding process, you can harness the energy and excitement of new starters, engage them early, and bring them up to speed with their role. Early access to useful resources can help make the first day more productive and less daunting.

**Onboarding** - A holistic approach to onboarding by working with colleagues across the HR function and identifying opportunities will significantly improve the experience.

**Line managers are key** - Google increased the effectiveness of its onboarding campaign by ensuring managers followed a checklist.

**Culture & ethos** - 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 performance.



# ONBOARDING EXPERIENCE

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## THE SOLUTION

An inspiring onboarding experience that's positive, consistent and effective

### REVIEW AND STRATEGY

**Workshop** with team members, 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.

### CREATIVE CAMPAIGN

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

### BRANDED ONBOARDING EXPERIENCE

**Branded templates** for managers/HR teams to include:

- Content for a **suite of emails** covering the lead-up and first 90 days
- Branded, editable **onboarding playbook**. A guide to the company, their role and team, key contacts, actions to take and useful info easily personalised for each new starter

**Toolkit for leaders**, managers and HR, to include:

- Roles and responsibilities
- Recommended approach, timings, key milestones
- Checklist – IT setup, assignment of “buddy”, key policies
- Recommendations for post 90 days 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



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