

The Experience-Driven Hybrid Onboarding Blueprint



Experience

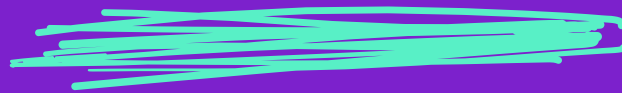
Culture

Connection

Clarification

Compliance

Why Do You Need Experience-Driven Onboarding?



The world of work has changed dramatically

COVID-19 created the world's largest work from home experiment, and now there's no going back.

Employees proved they didn't need to be in the office five days a week to perform their roles. Organizations realized the value of supporting different, more flexible, ways of working.

And now we're at a junction in history.

What we're witnessing is the emergence of a hybrid work environment where organizations support a mix of remote, in-office and flexible work options for employees.

Which sounds great, right? But it adds a new layer of complexity to onboarding.

You see, when everyone works from home, all new hires are onboarded remotely, which is equal

When everyone works in the office, all new hires are onboarded in person. And that's an equal experience.

But when you have some employees who are permanently remote, some who are in the office full time and others who enjoy a combination of both, it becomes increasingly difficult to ensure they're all receiving a consistent onboarding experience.

Suddenly HR needs to provide three impactful onboarding experiences simultaneously. And ensure that no one is receiving additional perks or missing out on crucial information.

And that's where Experience-Driven Onboarding comes into play...

Experience-driven onboarding isn't about you, *it's about your people.*

It's a new way of thinking.

The HR industry has had it all wrong. For years we've tried to drive up engagement, productivity and loyalty with processes. We approached onboarding as an algorithm that could be solved with the perfect process.

But we had forgotten that the core element of everything we were trying to achieve wasn't a code or equation. **It's your people.**

Experience-driven onboarding is all about putting people **before** process. It focuses on human-centric ways to move the needle. And it works.



Once you understand the concept of Experience-Driven onboarding you can use it to create modern onboarding experiences that build authentic relationships, drive engagement and productivity, and ultimately become the employer of choice.

Introducing... The Principles That Make or Break Hybrid Onboarding

Will your new hire sink or swim?
That all comes down to nailing
The Four C's

Clarification

The most consistent predictor of job satisfaction and organizational commitment.

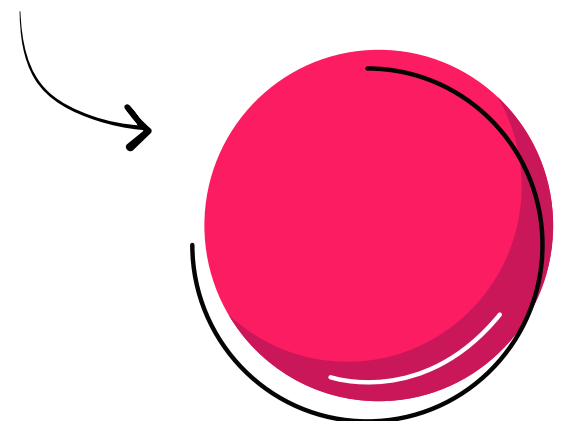
The better your organization's clarification component = the sooner your new employees understand their jobs + the sooner they become more productive.

Clarification has always been an essential element of onboarding, but in a hybrid environment there's an even greater need for clarity.

Aspects you never thought twice about during full-time in-person roles, suddenly require consideration and clarification. Do I come into the office on Day 1? What days are my team in the office? Do I get to choose my work from home days? If I'm inviting someone to a meeting, how do I know if I'm supposed to book a room or set up a Zoom link?

As HR professionals, you already knew how imperative it is to provide clarity on a new hire's role, responsibilities, duties and expectations. But now you need to provide clarity on exactly how your organization handles hybrid working.

Clarification

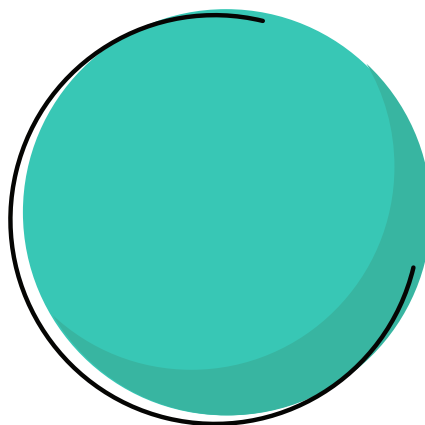


Compliance

It's the law! And it ensures a safe working environment for all employees.

Poor old compliance gets a bad rep as the 'unfun' element of onboarding. But you know what's fun for a new hire? That very first paycheck! And if compliance isn't properly followed and crucial forms aren't filled in correctly, aren't filed on time, or worse...are lost! – which is likely to happen if your hybrid onboarding involves a mix of physical and digital forms.

Take it from us, issues like these take the shine off a new job VERY quickly. And from there it's a sharp and extremely slippery slope to disengagement or even regret!



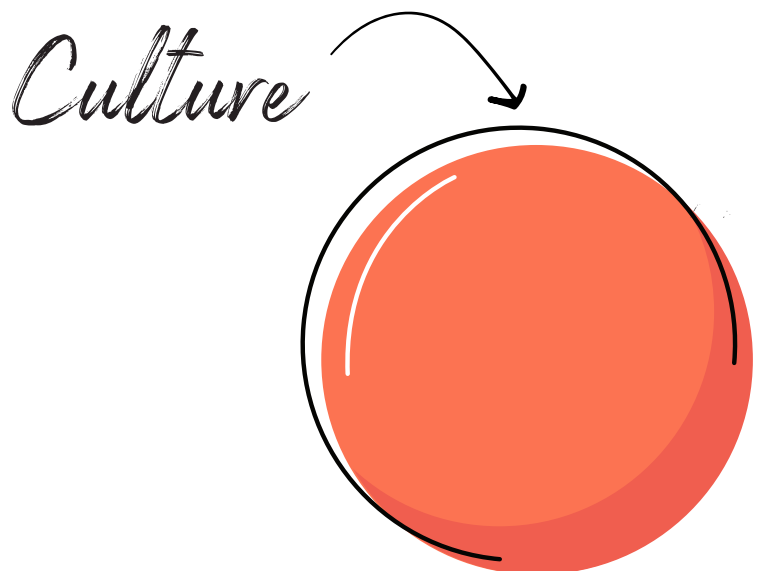
↻
Compliance

Culture

The faster (and more accurately) your new employee understands the company culture = the better their chances for long-term success.

Have you ever worked for a company where you felt you didn't fit in? Where you had no idea what the organization was working towards and how it added value? It's pretty damn hard to stay motivated, engaged and productive – let alone happy – in those situations.

That's why culture is so important. It's the key to creating a sense of community and belonging, and aligning everyone under the same goal. It informs the overall attitude, approach and atmosphere of an organization. Every organization has its own unique culture and it's vital that your new hire feels like they're not only aligned, but also a part of that culture as quickly as possible.

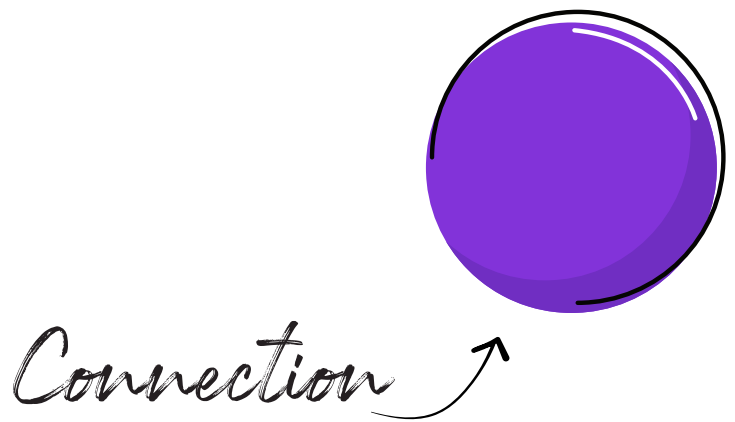


Connection

The most important C of all, and the key to unlocking better engagement, higher productivity and increased job satisfaction.

In the onboarding world connection is king! Why, I hear you ask? Because connection has the biggest impact on business metrics...by far!

You're a smart, savvy, empowered individual (afterall, that's why you're reading this whitepaper!) so you probably already know all about the effects connections have on employees and business bottom line. But just in case you wanted a refresher...



Research shows employees who have a best friend at work are...

- ✓ Twice as likely to be engaged
- ✓ Less likely to be looking for other jobs
- ✓ More connected to their coworkers
- ✓ More likely to take risks that lead to innovation
- ✓ More likely to have a positive experience during the day
- ✓ Less likely to report a negative experience

Basically, the more connected your employee feels, the greater their performance.

For businesses this leads to...



36%
fewer safety incidents

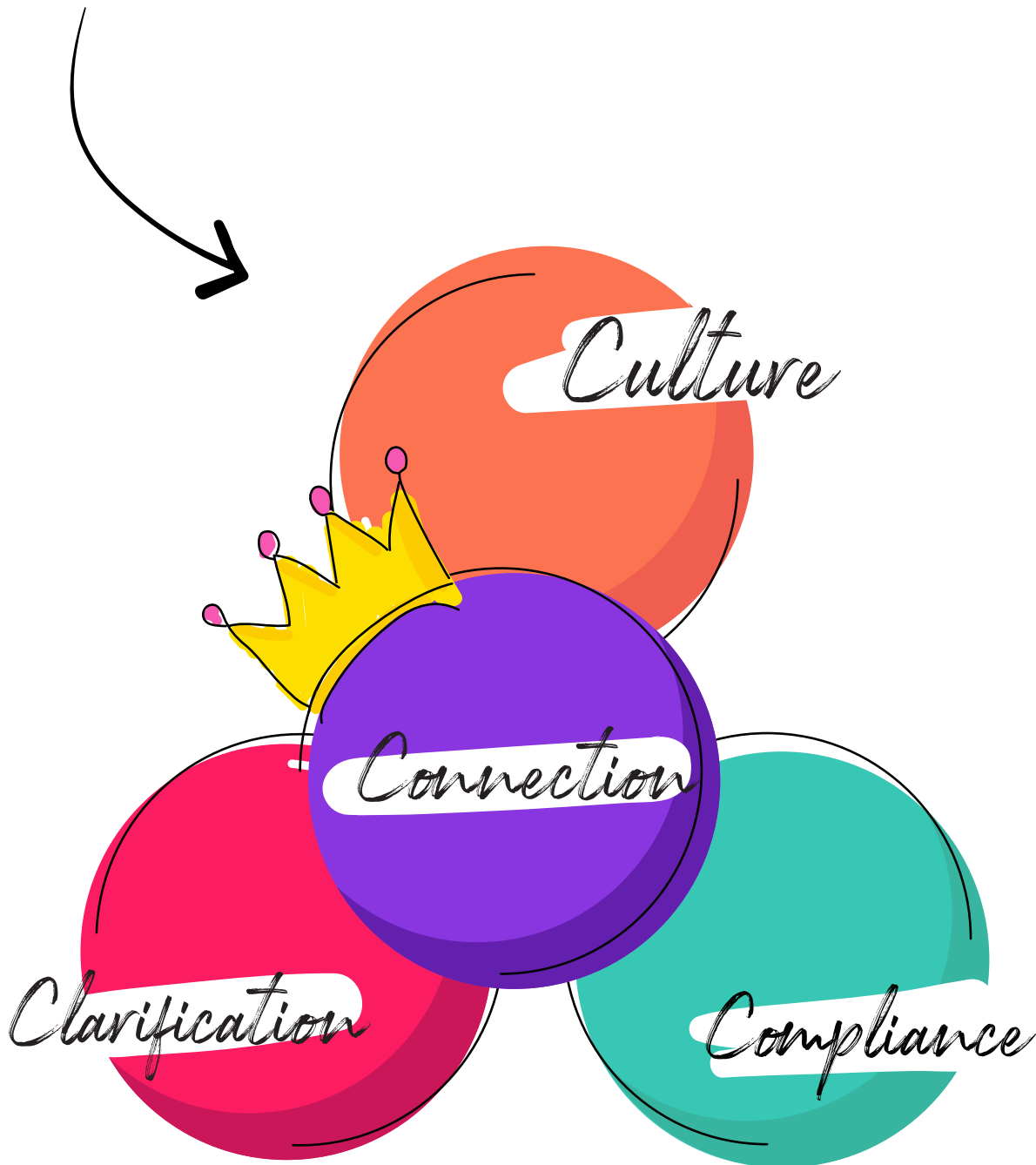


7%
more engaged customers



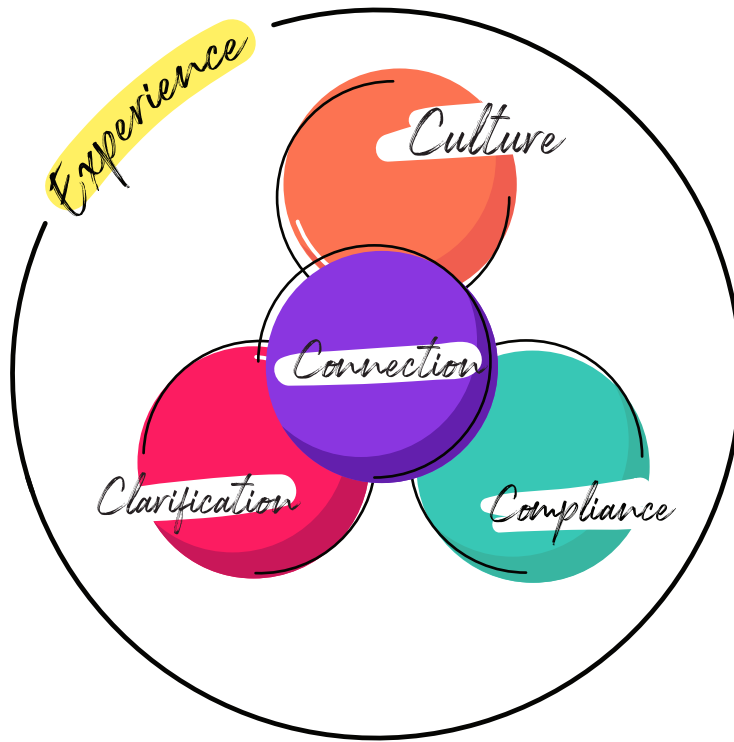
12%
higher profit

Put Connection front and center



But the Four C's **AREN'T** Enough

You need the secret sauce, Experience



While the Four C's lay the foundation for effective process-driven (aka: boring) onboarding, employees aren't searching for process. New hires aren't going to tell their friends and family about all the great paperwork they filled in.

No. They want experience!

And it's only fair, given that we're all living in the experience era.

You see the world has made incredible leaps and bounds forward, making everything accessible at the press of the button. Your employees live an on-demand, experience-driven lifestyle. They're accustomed to these experiences in their day-to-day lives and they're expecting it to be matched in their workplace.

Long story short: If you don't care about your employees' experience, they'll leave you for an employer who does. Sorry, we know it's harsh, but it's true.

This is where the process-driven onboarding programs of the past fall short.

So, we at Enboarder started questioning traditional onboarding:

🤔 *Where and how does employee experience fit into it?*

🤔 *How can businesses turn onboarding into a WOW experience?*

🤔 *How do we give new hires an experience so amazing that they tell all their friends and family about it?*

Experience-Driven Onboarding

It's time to level up your onboarding!

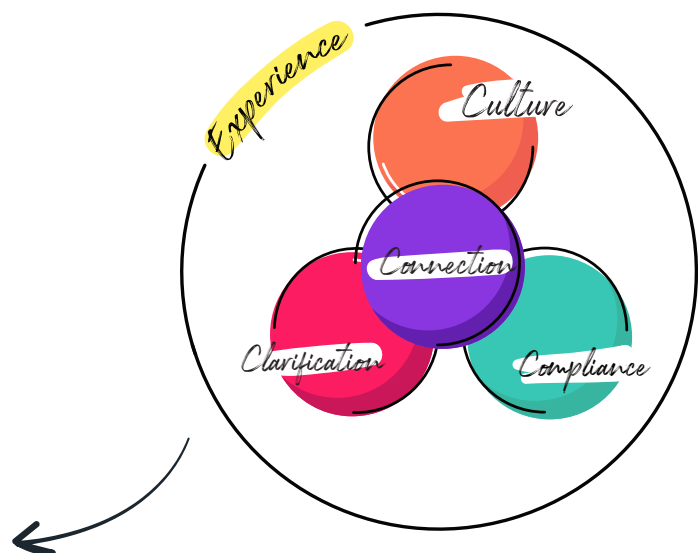
Experience is what brings all the Four C's together and sparks that all-important connection!

Think of experience as the delivery mechanism, ensuring every aspect of your onboarding program delivers the right message, at the right time, in the right format.

**Don't worry,
we're going to show you how...**



Experience-Driven Onboarding: A Definition

"An Onboarding program specifically designed to put **human connection at its core, whilst incorporating the three other essential elements of onboarding, through the **experience** lens for everyone involved."**



The First Step to Achieving Onboarding Rockstar Status

Where does your organization sit on the ladder of onboarding success?

Onboarding Strategy Level	Compliance	Clarification	Culture	Connection	Experience	Business Impact <small>Retention, profit, productivity</small>
Level 4 EXPERIENCE-DRIVEN	✓	✓	✓	✓	✓	
Level 3 PROACTIVE	✓	✓	✓	✓		
Level 2 HIGH POTENTIAL	✓	✓	Some	Some		
Level 1 PASSIVE	✓	Some	Little/None	Little/None		

Alright it's time to get a little interactive now.





I need you to get brutally honest with yourself and your organization.

Using the above graph, where do you currently fit on the ladder of onboarding success?

Is your onboarding program great at compliance and clarification (go you good thing!), but lacking in the culture and connection department?

There's no right or wrong answer here. Onboarding rockstars aren't born, they're made. And we all have to start somewhere.

It's time to get personal. Ask yourself...

-  Are you guilty of overwhelming your new hires with a mountain of compliance paperwork on Day 1?
-  Does the clarification component of your onboarding simply translate to you handing your new hire a role description and a list of company values?
-  Are you telling your new hire about your great company culture, but not showing them?
-  Do you give your new hires an organizational chart and then pat yourself on the back for connection?

If you answered yes to any of the above, we've got work to do! Let's get to it...

Bringing Experience to Life in a Hybrid Environment

How to wrap every element of your onboarding in experience

If you're thinking "this all sounds great but how do I actually implement this?" you're not alone.

We're here to help.

This is the point where we kindly ask you to take off your process glasses and start viewing your onboarding program through an experience lens.

The easiest way to do this is to approach every element with one question in mind...

How do I want my new employee to feel?

We guarantee this simple question will shift your thinking (and in turn, your entire approach)!

Allow us to show you the way this question changes your approach to the Four C's.



Compliance

You

I need to get the basics right! I need my new hire to sign all these documents on Day 1.

Us

But, do you? Really?

You

Maybe?

Us

We get it. Compliance is rarely fun. But how do you want your new employee to feel when they're receiving all this information and filling out all this paperwork?



Let's get real and honest for a moment now. Have you been overwhelming your new hires with information on Day 1?

Are in-office new hires drowning under a mountain of paperwork, while your remote new hires are spending their first day e-signing 100+ pages?

What kind of experience is this creating for your new people?

We all need to follow compliance but it doesn't have to happen all at once.

The key here is to provide your new employees with the best possible experience (note: this means NOT overwhelming them with a mountain of paperwork on their first day).

Spread it out over time! Communicate little and often with the right message at the right time on the right channel. Not only is this a better experience for your new employee (note again: NOT overwhelming them) but we guarantee they'll absorb and retain a lot more of the information.

Clarification

You

Great! I've nailed compliance. Now I'll just email their role description and outline their KPI's...

Us

HOLD ON!

You

I'm just providing clarification...

Us

But how do you want your new employee to feel when they're finding out about their new role?



Let's back pedal on this for a minute. Your new employee accepted their offer right? After all, that's why they're here.

This means they've already seen a role description and they've made the decision to sign on.

What you need to do now is show them the 'why'. [Research proves that people are driven by purpose, not passion.](#)

If you want to get the best out of your new employee, the best thing you can do for them is connect the dots between their role and the organization's purpose.

- **How does the business add value?**
- **What is the value proposition?**
- **What is the organization's competitive advantage?**
- **What is the company vision?**
- **How does your new employee's role fit into that vision?**
- **How does their new job add value to the business and its internal and external stakeholders?**

When you're onboarding in a hybrid environment it's important to think about how this information is communicated. We recommend using their preferred method of communication to ensure you're delivering this vital information in a way that lands.

Culture

You

Look at me go! I've turned clarification and compliance into an experience-driven dream. Now I'll put together a powerpoint presentation on our company culture...

Us

Hey! Sorry, us again.

You

OK I know what you're going to say. How do I want my new employee to feel?



How many great powerpoint presentations can you remember? Which ones made you excited to join a company and made you feel like you fitted in straight away.

Oh that's right, NONE!

Your company culture is the lifeblood of your organization. It's what makes it a great place to work.

It's exciting! It deserves more than a powerpoint slide that's forgotten about after Day 1 and never spoken of again.

Take the values off the page and turn it into a real life show and tell.

SHOW: Design your onboarding program to include key employees who live and breathe your company culture in every interaction they have with the new hire. Who are the people who personify your company's culture? Make a list! Yes, right now!

TELL: The goal here is that one day (very soon!) your new employee is living and breathing the company culture too. Make this integration as seamless as possible for your new employee with easily accessible content they can refer back to at any time. Think about it this way: if you had the chance to tell a brand new person about your company's mission statements what would you say and why? And how would you say it?

Connection

You

Don't say anything! Connection...hmm...
how do I want my new employee to feel?

Us

Wow! You're getting good at this!



This one is a no brainer, we all want our new employee to have [amazing relationships](#) with their colleagues.

But how do you foster human connections between the new employee and others in the company when your organization has a hybrid workforce?

When it comes to building relationships, it's important to know that connections are best created through moments that follow these principles:

- They are **personalized**
- They let people show and share their **authentic** self
- They are moments of **elevation**.
Something that rises above the everyday
– literally extraordinary!
- They make people feel **appreciated**

These four principles should always be at the core of every moment you're trying to create for your new hire.

Now that you know what you want to achieve through these moments and you have your experience lens on, we need to think about the mechanism.

Without sounding too technical, the mechanism is just the vehicle in which we're going to bring these moments to life and build connection.

One way we do this at Enboarder with 3pm munchies.

Sounds simple enough, right?

We (very covertly) find out their favourite 3pm snack and either have it waiting on their desk for them if they're coming into the office on Day 1, or if they're a remote worker we set up a surprise delivery.

- ✓ **It's personalized**
- ✓ **It's a consistent experience for new hires - no matter where they are!**
- ✓ **It's outside of the everyday norm**
- ✓ **It makes the new hire feel appreciated and that their team care about getting to know them**

What are some mechanisms you could use to create these moments and spark connection for your new hires? Go ahead, write them down!

Now that you have a list of ways to create incredible moments that build connection for your new hires we need to start thinking long term.

Why? Because Rome wasn't built in a day and neither are great relationships. Building human connections takes time.

After Day 1, you need to continue facilitating opportunities for your new employee to build connections.

Make sure to design your onboarding journey to include moments and mechanisms to support connection.

Your Handy Implementation Guide

**The steps to Experience-
Driven Onboarding success 🏆**

STEP 1**Ask yourself: What level is my onboarding at currently?**

- Use the checklist on page eight to determine which level your company is at
- The goal: Get to level four!

STEP 2**Choose a pilot segment**

Remember: Rome wasn't built in a day, neither is great Experience-Driven Onboarding. Find a segment to pilot and expand out to the rest of the organization from there.

- Choose whose onboarding experience you want to fix first. Permanent staff? Graduates? A region?
- What does your current journey for the chosen segment look like?

STEP 3**Design your pilot by applying the model**

- Apply the model to identify how to change your journey. What Four C moments are missing and when?
- Is human connection the center of your journey?
- How can you add an epic experience layer to each moment?

TIP: Don't get caught up in mapping out an entirely new journey! Overlay experience onto your existing onboarding journey and transition to a full Experience-Driven Onboarding journey over time. Aim for progress over perfection!

STEP 4**Measure success (but don't boil the ocean with it!)**

- Use satisfaction surveys as your leading indicator
- Align this to your key business metrics
- Experiment and correlate (does adding a buddy program impact your metrics?)

STEP 5**Well done! Time to scale the new journey to other segments and moments that matter**

- You're smashing it, you've got this!
- Repeat steps 1-4 with a new segment

To be a Truly Experience-Driven Organization, You Can't Stop at Onboarding

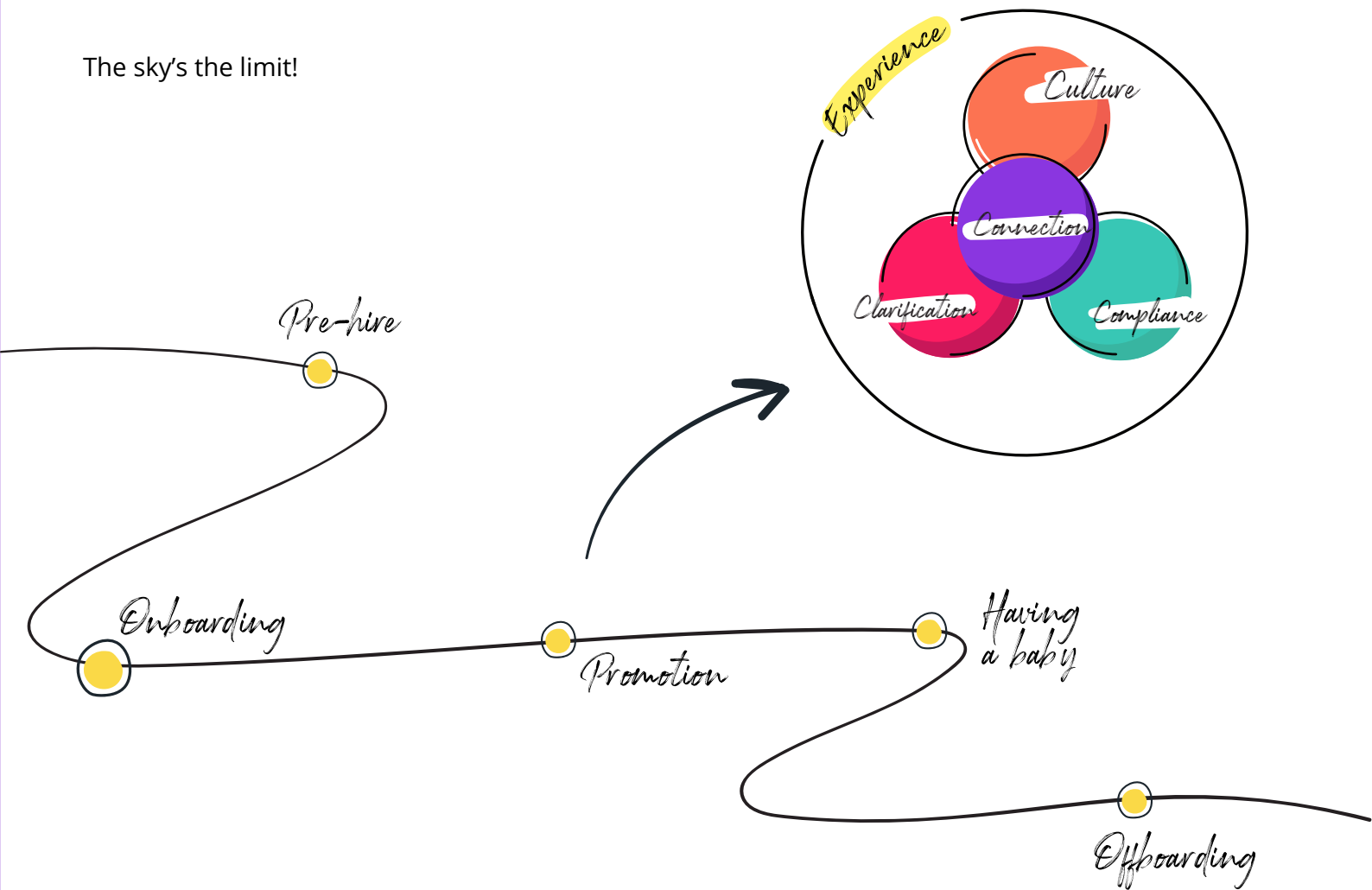
Onboarding isn't the only area you need to tackle (but it IS the most impactful place to start!)

Our Experience-Driven Onboarding Model
doesn't just apply to onboarding...

You can apply the Four C's and an Experience-
Driven lens to any moment of transition in the
employee lifecycle.

From internal promotions to parental leave
and eventually retirement or offboarding.

The sky's the limit!





Visit enboarder.com for more