



Employee Onboarding Minus the Firehose

Onboarding — it's not the orientation of old. A successful onboarding process starts even before day one on the job.

Your presence in print, online, via social media... your "brand"....these play a role in helping a potential hire self-select as a good fit for your organization. But that brand must stay consistent when the person becomes your employee or you risk turning them off. You want to literally get them "on board" with who you are as an organization and how they can contribute... and ensure they feel seen, heard and accountable.

What's the benefit to you? Reduced turnover and increased retention, among others.

A recent study found that the first 90 days on the job are pivotal to a new employee's long-term success. With lots of support from fellow team members and leadership, new hires are more likely to work harder and become successful. Without that support, new hires are more likely to be unhappy and unproductive, leaving after just a few months. And the average cost of employee turnover ranges from 50% of salary for an entry-level associate to 400% for those who are highly specialized. Why not ensure the success of your long-term investment with an effective onboarding process?

So, what is an organization to do? The first step is for those responsible for onboarding to agree on some basic principles.

First, determine what orientation should not be. And that is:

- Overwhelming
- Administration-focused
- Like drinking from a fire hose

And agree on what onboarding should be:

- Efficient and well integrated
- People-focused
- Informative, interesting, relevant
- An ongoing process, not a one-shot deal
- Part of everyone's job description — not just an "HR thing"

Motivation and morale are key to employee productivity and your organization's bottom line. Taking the time to make sure your new employees feel welcome and hit the ground running is essential — and a good onboarding experience is the first step to their long-term success.

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