Create an Engaging Onboarding Experience

Personalize your onboarding experience to prepare new hires for success
You’ve gone through the interviewing process and a great candidate just accepted an offer. Now you owe your new hires a true onboarding experience, not just a limited-time orientation.

Onboarding is an ongoing process of assimilation and integration, not a one-time orientation event. With onboarding, one size does not fit all: it is important for every organization to implement an onboarding program that is closely aligned to their culture, employment brand, and ongoing business objectives.

The tangible return on investment inherent to an automated onboarding system—in terms of reducing mailing costs, form preparation time, and likelihood of errors—has been documented elsewhere and is covered within the second March Hire Expectations Institute webinar. Therefore, this white paper will focus on the intangible return on investment that companies realize by creating a personalized onboarding experience that engages new hires and gives them the tools they need to grow and succeed with your organization.

**What Do New Hires Want?**

Think about creating or updating your onboarding process with your new hire in mind. While you obviously have some record-keeping needs, it’s hard for most new hires to get excited about paperwork. Let your new hires get as many of the mandatory forms out of the way before they start—it lets them complete this paperwork at their leisure and enjoy a more immersive, authentic experience in person when they arrive for their first day.

Other than mandatory items, think about the new hire’s personal career priorities as you design your onboarding program:

**I want to fit in:**

No one wants to feel underdressed or self-conscious on their first day of work; this means that the more information you give the new hire about expectations, the better. However, there are better ways to illustrate how things work at your organization than sending over a list titled “What Not to Wear.” Many organizations give new hires a sneak peek at corporate culture by including videos and images as part of the onboarding experience. The new hire will particularly appreciate videos specific to his or her new team or department. The chance to start learning faces, names, and job functions allows new hires to begin to feel connected with their colleagues before their official start date.

**I want to know what success looks like:**

Every new hire has ambitions and will benefit from an immediate sense of what success looks like within the organization. Fortunately, many organizations have recognition programs to honor top performers. By sharing the detail of these recognition programs, such as how employees qualify and brief descriptions of
previous honorees, new hires can begin with a clear sense of how to achieve top performance within the company.

**I want to know what to expect from my boss (and my boss’s boss)**

Once a new hire shows up for the first day, the new hire will begin making connections with the staff. Organizations should consider building in some informal one-on-one time (such as a business lunch) between the new hire and his or her manager. Additionally, when practical, new hires may benefit from meeting with more senior leadership as part of the overall onboarding process. This allows the new hire to build a connection to the organization’s story and to learn more about the company’s goals from the leaders who are setting the standards for success.

**I want to be excited about this new opportunity**

Whether it be through the chance at recognition, opportunity for growth and advancement, ability to make a meaningful impact on the business and world at large, or something else, everyone loves to have a reason to be excited to wake up for work in the morning. An article posted on ERE titled “[Your Onboarding May Be Teaching Your New Employees to Be Cynical](http://www3.icims.com/candidatemanagementdemo/1555/9948)” identifies this sense of “adventure” as key to inspiring your new employees. New hires often carry over some excitement about the appealing offer that they received from your organization. Keep that excitement fresh by showing that you value them as an individual contributor and that you will provide the tools and opportunities they need to find success in their new role.

**How iCIMS Can Help**

The iCIMS Talent Platform provides organizations with the tools to succeed in offering an attractive new hire experience that is second-to-none. The iCIMS Talent Platform can support the coordination of a well-managed, personalized, and automated onboarding program. iCIMS Onboard supports the ability for organizations to expose new hires to necessary electronic forms while they immerse themselves in videos, images, and other branding and educational materials that will help the new hire become familiar with your organization and their specific role as a new contributor to your business goals.

With robust new hire management tools, iCIMS offers a holistic approach to talent acquisition and enables organizations to tie their key business objectives with their human capital acquisition processes. In addition to this superior Talent Platform, iCIMS clients benefit from an unparalleled customer experience and award-winning customer support teams.

To learn more about iCIMS suite of talent acquisition solutions, call (800) 888-4422 or take a look at an online virtual tour of the iCIMS Talent Platform: [http://www3.icims.com/candidatemanagementdemo/1555/9948](http://www3.icims.com/candidatemanagementdemo/1555/9948)