

Developing your Roadmap for an Exceptional Remote Onboarding Experience

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Sigura

Sure. Safe. Secure.

At Sigura, we have an unparalleled passion, pride and commitment to a critical mission for mankind: Delivering superior water quality solutions that improve the environment and enhance the security, health and safety of the global communities we serve. With our track record of innovation and simple, intuitive solutions that anticipate your needs, Sigura customers and consumers feel more secure in their water treatment, surveillance and enjoyment.

1 500+ workers worldwide



Why care about
Onboarding?

Business Case for Onboarding Investment

Revenue Growth

Increased Productivity

Organizations with a formal onboarding process also saw a **60% greater annual improvement in revenue** per full-time employee. (*Aberdeen, 2010*)

Retention

Improved Retention

90% of new hires decide within 6 months if they intend to stay - Companies that invest the most time and resources into onboarding have the highest levels of employee engagement (*Hewitt Assoc. 2003*), which greatly reduces the risk of a new hire leaving the company.

Customer Experience

Better Customer Experience

Companies that implement formal onboarding programs have reported achieving **63% year-over-year improvement in customer satisfaction** (*Aberdeen, 2010*)

Employee Engagement

Increased Engagement

Effective onboarding is linked to higher engagement levels in the first year of employment - **89%** of new hires from companies that are **Best-in-Class** in Onboarding report themselves as **“highly engaged”** in their first year of hire...Only **25%** of those in companies identified as **Laggers** in their Onboarding program's performance are **“highly engaged”** (*Aberdeen, 2010*)

The Evolving Goals of Onboarding

Onboarding as an operational activity

- ✓ Laptop provisioning
- ✓ Compliance forms
- ✓ Benefits Enrollment
- ✓ Payroll Enrollment



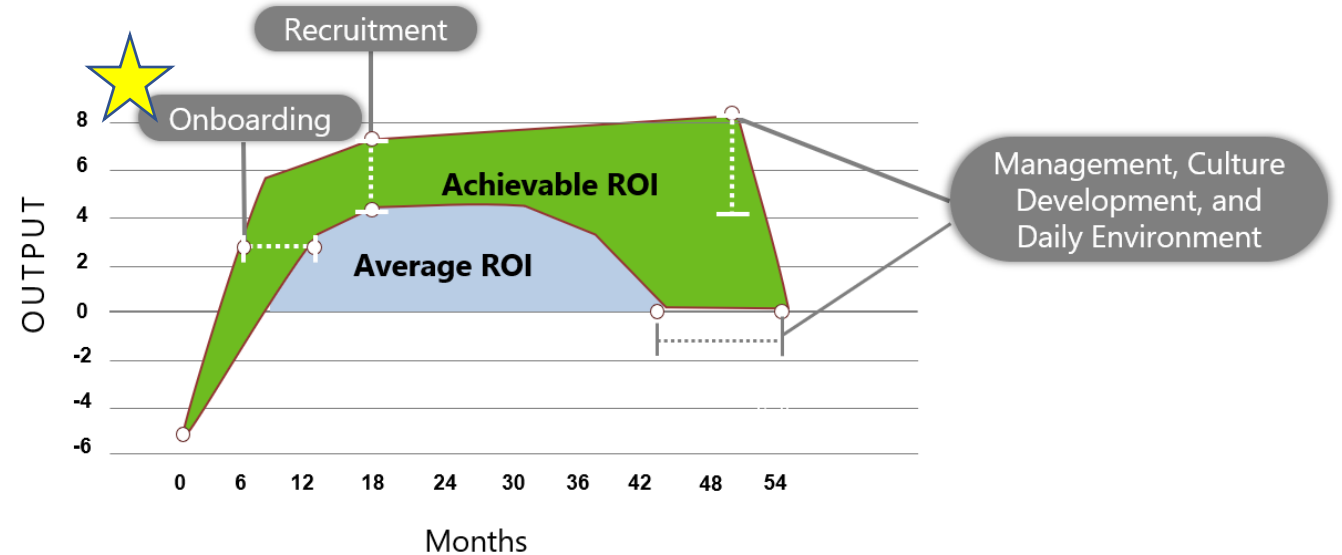
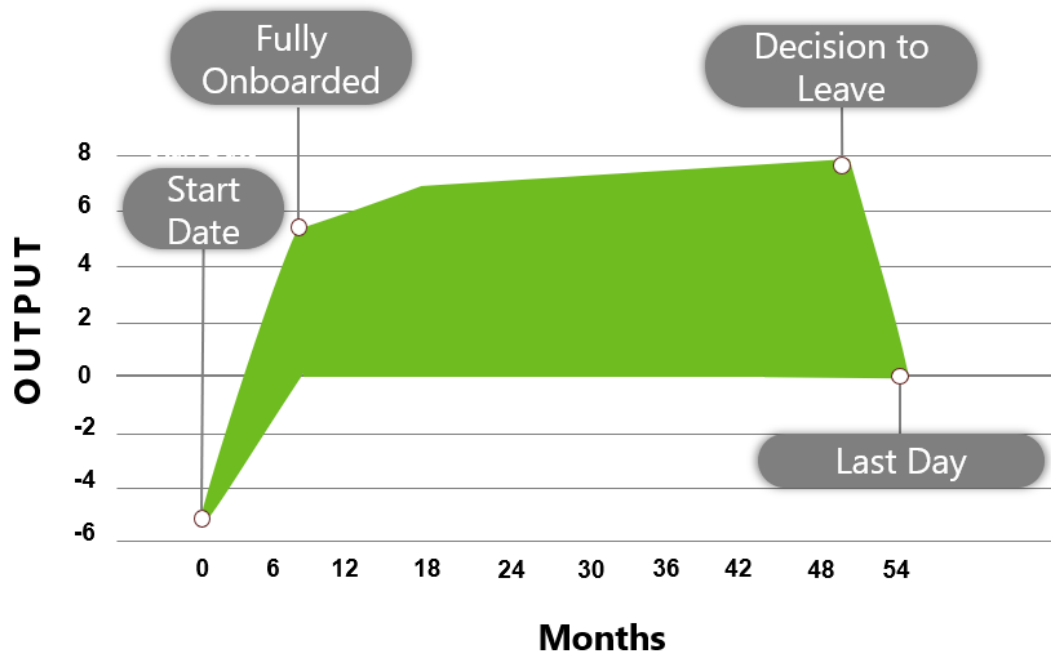
Onboarding as a strategic lever

- ✓ Retention & Engagement
- ✓ Attraction of Talent
- ✓ Culture Transformation
- ✓ Customer Engagement
- ✓ Revenue Generation



The New Hire Experience is a key input in Maximizing Employee Lifetime Value (ELTV)

Above all, maximizing your Employee Lifetime Value (ELTV) should be the top priority of any company.



When you create better employee experiences, you can maximize ELTV by inspiring commitment & effort.

The New Hire Experience Sets the Stage

From David Lee's *For Onboarding Success, Remember This Mantra*:

When people are in **unfamiliar territory**, they're **more alert** for any clues that will help them navigate the terrain. They're also more likely to **leap to conclusions** when forming perceptions and opinions.

Because new hires are more vigilant for clues, they're likely to notice even the most minor examples of a **poorly executed** orientation and onboarding.

They're more likely to see these as indicative of a **poorly run organization that doesn't care** about employees.





How to Design Employee Experiences (like the New Hire Experience)

EX = H5W

Roles
Projects
Development

Who

What

Where

Offices
Home Offices
Travel
Int'l Assignments
Conferences

Co-Workers
Managers
Leaders
Vendors/Partners
Customers

When

Why

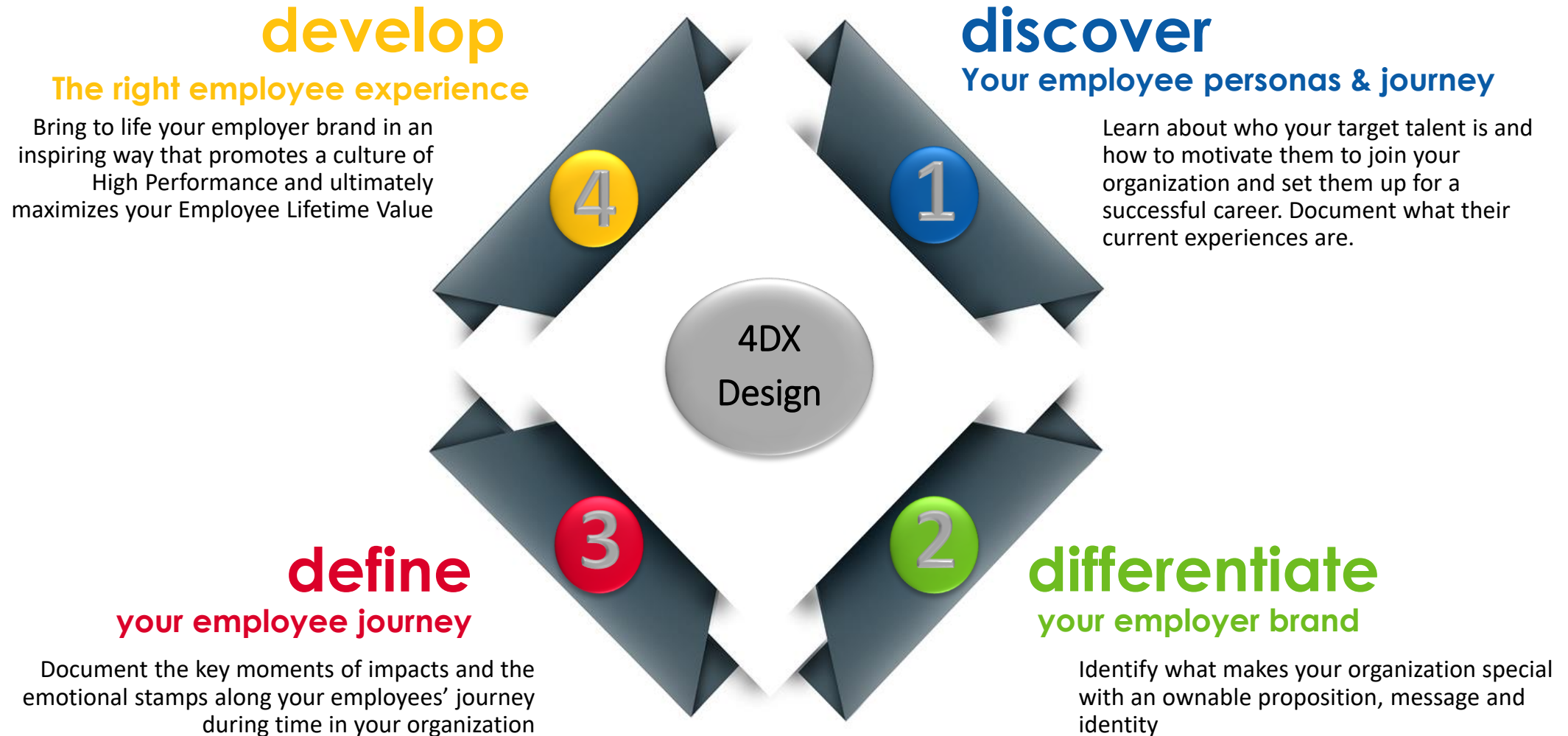
How

Technology
Processes
Policies

Schedule
Flexibility Options
Work/Life Integration
Time Off

Purpose / Meaningful Work

4DX Design: Building your Signature Employee Experience



4DX Design: Discover

Who is the target talent you are trying to attract and retain?



SW Engineer
(North America,
female)

*I want to work at a
stable and flexible
place that allows me
to exercise my
creativity to solve
challenging and
meaningful problems
while working with a
respectful, fun, and
collaborative team*

How to reach
them

TOP ATTRIBUTES I CARE ABOUT

- Work / Life balance
- Flexible working hours / Working from home
- Stability
- Competitive Pay and Benefits
- Great team spirit and culture
- Working with latest technologies
- Learning new things
- Variety of challenging projects
- Being set up for success and opportunity to grow
- Strong, engaging culture
- Open, transparent leadership I can relate to
- Exercising creativity and solving the right problems
- Having a voice and taken seriously
- Being recognized for hard work and having a reasonable workload
- Building something that matters
- Building something without dealing with internal politics
- Few legacy constraints to deal with
- Location

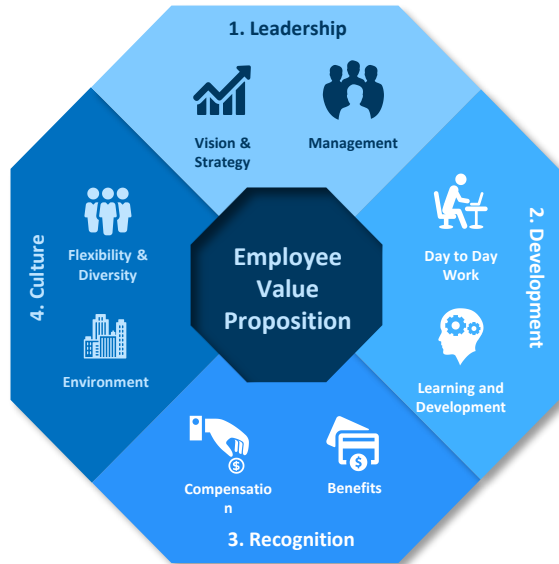
WHY CHOOSE US? OUR VALUE PROPOSITION

- (For some roles only) We offer flexibility to enable you to work from home.
- We focus on making what people have to do easier so people do; we run the everyday transactions that make your life easier and used by million of consumers.
- New technologies we are working on: Omni Channel, Internet of Things, Cloud, Big Data, AI/ML, AR/VR, Blockchain, etc.
- Agile development - Minimal bureaucracy
- Collaborative, respectful and friendly culture
- Focus on Learning & Development

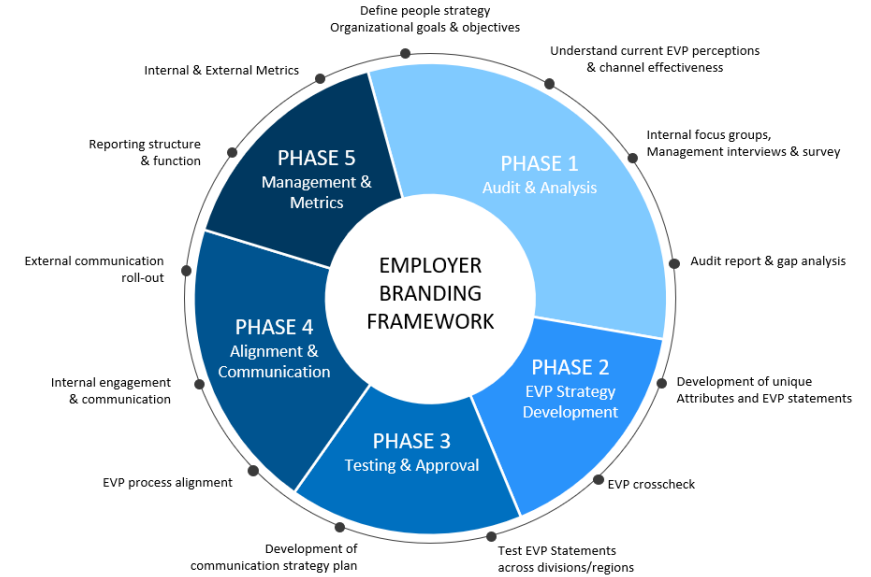
Networking, Referrals, LinkedIn Jobs/Comp
University Relations



4DX Design: Differentiate



Define your Employee Value Proposition (EVP)



Develop your Employer Brand

Employee Value Proposition (EVP)

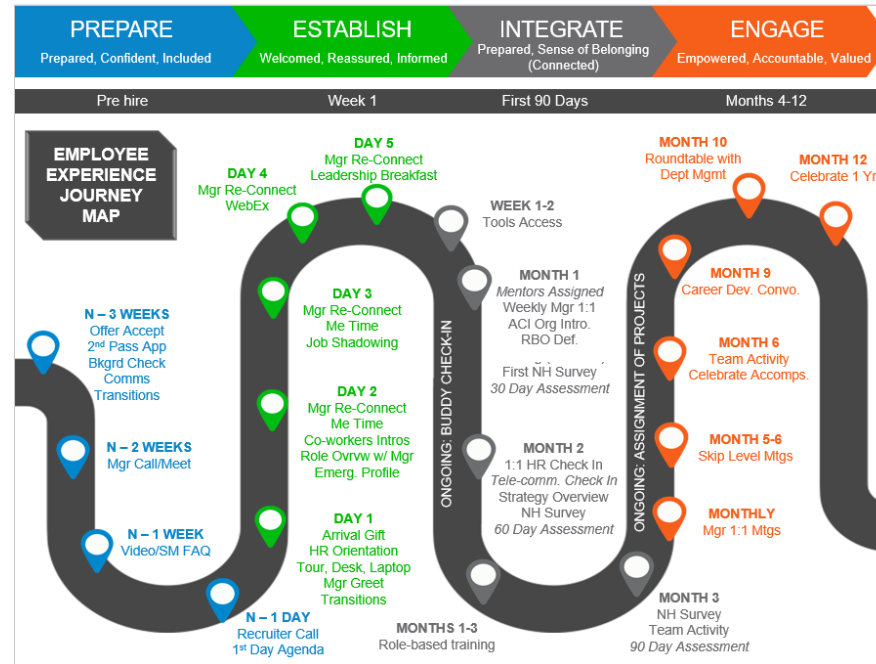
Serves as the defining statement of how a company identifies as an employer, and communicates the mutual offers made by both employer and employee; namely, the value employees can expect to receive from the organization, as well as the value they are expected to contribute.

Employer Brand

The external reputation and image of the company as an employer specifically. Through messaging, marketing, and advertising, the employer brand establishes the positioning of the company not only to existing employees, but publicly to active and passive candidates and other key stakeholders within talent attraction.

4DX Design: Define

- What are the key moments of impact in your employee journey?
- What are the experience table stakes?
- What are potential delighters?
- What emotional stamps do you wish to evoke?



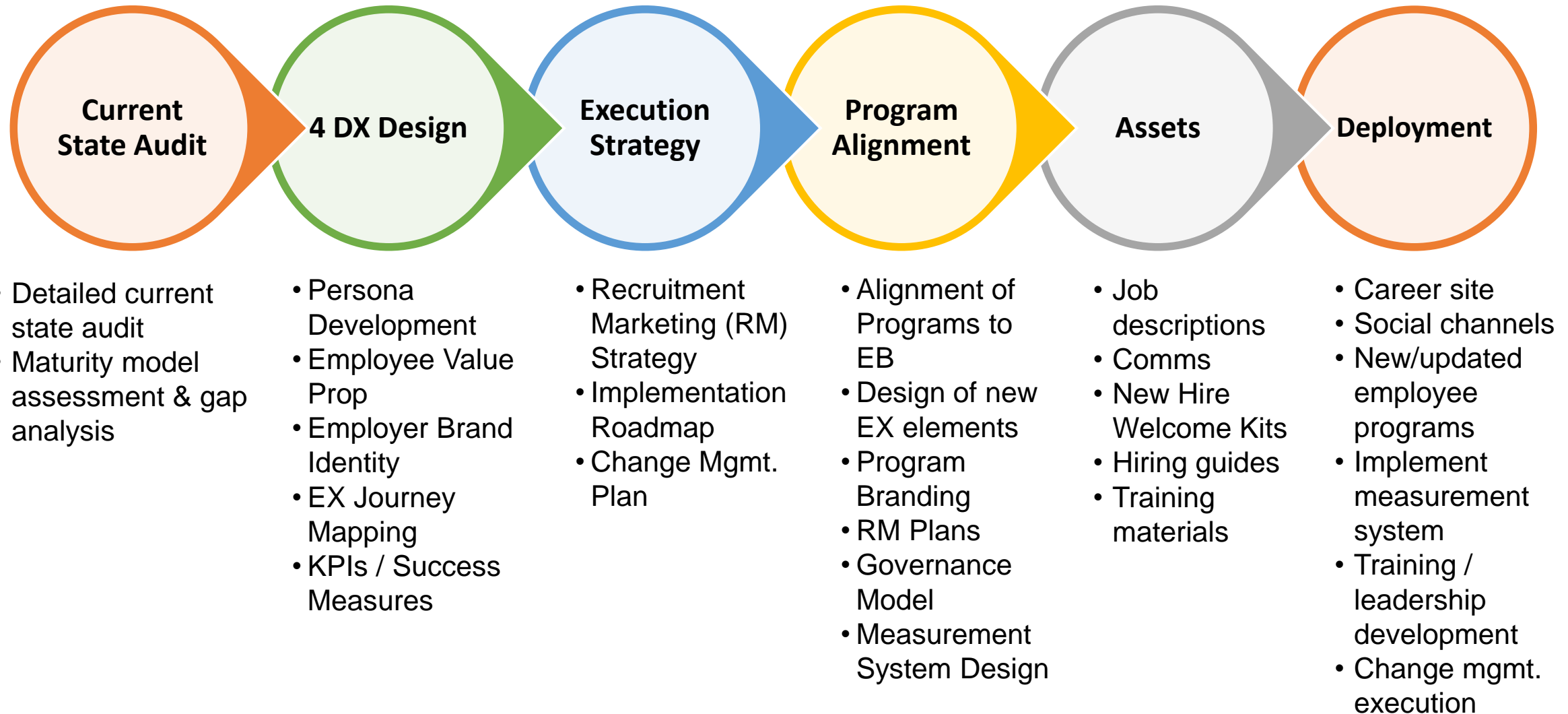
They won't remember what you said or what you did, but they will remember how you made them **FEEL**


4DX Design: Develop

Develop your
Employee Journey
through the lens of
your Employer Brand



4DX Design: Activating your Signature Employee Experience





What's Unique about
Remote Onboarding?

What must be addressed with remote hires?

1

Making the 1st special

2

Getting the new hire set up with what they need

3

Connecting the remote hire with others in the organization

4

Ensuring the new hire learns about the company, culture, and their role

5

Building / strengthening relationships with the new hire and their colleagues ongoing



Some ideas

- Send a well-branded Welcome Gift
- Implement onboarding technology to enable access to new hire forms and other inspiring materials that help introduce the employee to the company and the people (e.g., Day in the Life videos)
- Provide new hires with visuals of team members that include bios. Make sure they are scheduled for early meetings that can be facilitated with video conferencing so they can get to know each other better.
- Assign a New Hire Buddy who can help the new hire navigate through their early days
- Build a comprehensive learning plan that includes both virtual instructor-led and self paced training activities
- Implement 30-60-90 Day Goal setting for managers to review with new hire regarding expectations on early contributions and areas of focus.
- Do New Hire Sat surveys to check in on experience

Examples (What others are doing...)



Remote new hires complete a 6 week virtual bootcamp where they are assigned three different “buddies” that take them through a structured curriculum. The buddies include:

- **Leader Buddy:** An experienced member of the team who guides and mentors the new hire.
- **Role Buddy:** Helps the new hire understand their job role and duties and helps them get started with their work.
- **Culture Buddy:** Helps the new hire engage with the rest of the team and understand the organization’s culture.



New hires are:

- Provided with a \$500 stipend to set up their home office
- Given a comprehensive contacts list to direct them to help for specific issues
- Introduced via Slack and monthly newsletters



Developing a branded New Hire Welcome Gift package that will include gifts that are distinctly tied to the Sigura brand identity that will help bring to life the story of our Purpose and who we are.



Things to do.

1.

Develop the New Hire Journey. Use a structured framework like 4DX Design to ensure you are capturing all the important elements of the experience based upon your target personas and your employer brand

2.

Do a current state assessment to understand where you are currently against where you want to be to create the ideal new hire experience.

3.

Focus on the emotional stamps. Ultimately employees will remember most how you made them feel as new hires. And make sure you **develop a program brand** as this will enhance the experience for your new hires.

4.

Make sure you are addressing the **unique needs of remote new hires** to still execute on the necessary steps required to make sure new employees are up and running quickly and set up for success at your company.

Have any Questions? Please reach out



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