



How to engage new hire in Pre-Onboarding Phase

Introduction:

Pre-Onboarding is the time between the date of offer acceptance and date of joining. Pre-Onboarding is a period of time that presents a unique opportunity for the employer to welcome new hires and introduce them to their future colleagues. It will help make their induction period easier and keep them motivated while they're working through their probation period. Studies have indicated that this interval is crucial to recruitment and further retention of employees. Yet, it remains an extremely overlooked aspect of Human Resource Management. If this aspect is implemented strategically, a company can reap huge benefits out of it and maximize the productivity of its new hires.

Different types of practices for engaging candidates in Pre-Onboarding :

- **Treat them as part of the organization, even before they have joined:** When a new hire has accepted to join the organization, they have made a certain level of commitment to themselves and the organization. Often there is a period of radio silence where the new hire is expected to join on a date and the hiring manager is keeping his fingers crossed. The best practice is to accept them and treat them as part of the organization. Some simple strategies like sharing the names and getting phone calls from their hiring managers, mentors, buddies goes a long way in making them feel welcome. Provide them with an email id and social media account. Having a working e-mail and internal social media account shows them that they are part of the team, and it makes them easier to connect with.
- **Create a unified experience of Pre - Onboarding and creating the first impression can't be left to individual's Choice and schedules:** Create a structured Pre-Onboarding plan with clear roadmaps, timelines, activities. Use tools that allow easy access and are mobile friendly to leave a connecting experience.
- **Help them understand their job responsibilities before they join to avoid any confusion later:** New hires having clarity of roles and the expectations perform better than those who are Unclear about their roles and responsibilities. Have them reconfirm their job description and share expectations so that they are ready to achieve it from the day go.
- **Get them to absorb the organizational culture and ethos:** Videos and interactive sessions with current employees as to how they live the culture is far more impactful than the stacks of documents. If possible, create a personalized video to make them feel special and welcome.
- **Connect with the teammates:** When appropriate, enable their teammates to get to know the new hire before they start by giving their teammates a link to their goes a long way in making them feel welcome. Provide them with an email id and social media account.



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- **Crafting an Effective Communication Strategy - Move beyond Standard:** Information on your career page WhatsApp push notifications Chatbot to answer candidate queries Send content on employee benefits DID YOU KNOW? Facts to provide information.
- **Pre--Onboarding Gamification (Leaderboards)Onboarding Gamification (Leaderboards):** We can have a scoreboard where we can show the names and current scores of all the users who are enrolled for induction program. Based on the badges and rewards points we can showcase the user's list in the scoreboard.
- **Office/Facility Tour, VR Tour of Office :** New Hires often want a chance to view their new office and how their workspace looks and feels like. You can provide Digital Tour of its offices across can provide Digital Tour of its offices across India using engaging content like videos, 360°office office tour, and pictures. You can also give an option to candidate to view all the facilities: Nearby Hotels PG Information Eatery Outlets Hospitals Metro Station Parking Space Cafeteria And much more.

- **Types of Surveys & Analytics - Types of surveys:**
 - Employee Satisfaction Surveys: Measures the new hire's happiness in their current role. Covers aspects such as pay and work satisfaction.
 - Employee Engagement Surveys: Measures organization's emotional connect to their current organization
 - Kiosk Surveys: Real time surveys that capture their feelings and views.
- **Predict No-Shows in Your Organization:** Analytics on basis of engagement to predict new hires likelihood of joining.

Lack of Pre-Onboarding result into following challenges:

- **Increase the risk of a candidate changing their mind:** In an increasingly competitive recruitment environment, there is always a chance that your candidate gets another, more attractive offer or uses yours to negotiate better terms with their current employer. Besides the competition part, there is the fact that changing jobs is always stressful and can be experienced as a truly life-changing event. As such, it's possible that a candidate questions whether or not they have carefully weighed the pros and cons and eventually decides not to join your organization.
- **Increase time on onboarding:** Everything that is already covered during the pre-boarding period is no longer necessary during the candidate's onboarding. It's possible that, by adding a pre-boarding period to your onboarding program, the latter becomes a little 'lighter' and that candidates are operational faster.
- **Lack of emotional connect:** It is necessary to distinguish between pre-boarding and onboarding. While onboarding often involves a mainly logistical and administrative integration of new hires, pre-boarding is also focused on emotion (meetings, discovering the office premises and perks such as free coffee, table tennis...) the whole purpose of an emotional experience is to make the future recruit feel expected, welcome, and at home in their new team.
- **Lower Retention Rate:** Lower employee retention/attrition is a challenge for every organisation. In a study of over 1000 employees, 31% quit their job within six months of joining. This was result of poor implementation of Pre-Onboarding and Onboarding practices. Lower retention rates increase inconsistency in overall performance of organisation and create a lot of uncertainty.
- **Administrative and Logistical Cost:** While hiring new employees, a lot of administrative as well as logistical expenses are incurred. These include workforce, sourcing cost, paperwork, printing and indirect cost including cost of open headcount, no show, etc. All these expenses can be avoided or reduced by going digital and implementing a Pre- Onboarding process.

- **Lower Productivity:** A new hire is bombarded with documentation and paperwork on his/her joining date. It takes a while before the new hire is embedded into the system and starts becoming productive. Thus pre onboarding helps a candidate to be more productive.

Convinced about the value of pre-boarding? Here are some guidelines to follow

- **Welcome email (or postcard)** It may only be an email or postcard to you, but for the recipient – your future colleague – it means a lot. Receiving a welcome message from your future manager and team members makes people feel welcome and expected.
- **Shall we go for lunch?** A new job is, first of all, a new team, new people with whom we will spend nearly 40 hours a week. Being invited to a lunch, or to an after-work event is a perfect occasion for new hires to chat with future colleagues in order to get to know them.
- **It's the thought that counts** A small present like a notebook, a coffee cup or a pen is always nice to get. Yes, these things are goodies, but they make people feel that they are part of the team. If on top of that some of these goodies are meant for your better half and/or your children, the attention becomes even more personalized
- **Ready to party ?** Is your company organizing an internal event, like for example a midsummer party, soon? Inviting the newcomer implicitly shows them that we are projecting ourselves with them. And for an event that is nicer than, for example, your monthly meeting.



Conclusion:

Ultimately, pre-boarding is an effective way to introduce your company and its culture to a new recruit. It allows you to build engagement and enthusiasm between offer acceptance and their first day by offering the new hire opportunities to onboard for their new role long before they step foot through your organization's doors. It's people's first impression as an employee and the beginning of their (hopefully) long and happy collaborative experience with you as a company.

***“ Talent is the multiplier.
The more energy and
attention you invest in it,
the greater the yield ”***



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HR Onboarding & People Analytics is one of our key focus areas and we have in-house expertise across HR Domain, various technology stacks and major mobile platforms like Android, iPhone etc. This expertise is evident from the fact that we have successfully delivered complex Onboarding and People Analytics and other applications for multiple customers across the Globe.

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