

GREAT  
IDEAS

&

ENGAGING  
TRAINING

&

GORGEOUS  
CREATIVE



## CASE STUDY: On-Bored?

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# The challenge and our approach

We were faced with the challenge of developing an engaging and effective on-boarding experience for the client. The client had 1,000 employees across 20 locations. They needed a solution that would work for a site that would have one new starter every six months as well as a site that would have 20 every month. They faced a number of challenges:

- Their existing induction process was boring, inconsistent and focussed on hierarchy of the business
- Attrition was too high within the first 12 months of employment
- They operated within a franchise model so there was no clear identity of the employer brand
- The solution had to be delivered by peers

So we...

- Worked with the business to understand the key challenges
- Spoke to employees to define what was important to them
- Researched other great initiatives in the induction process

# Three simple 'wins'

Following our work with the people in the business, and our extensive research into the on-boarding topic, we identified the following three simple 'wins' for induction

## Belonging

The first step...

### TOP TIP:

Nobody needs an org chart!

We all need to feel we belong to the environment we work in. The feeling of 'fitting in' is fundamental to success in the early days

- Pre-joining information
- Pre-start reading/training
- Create a sense of excitement about the experience ahead
- Bringing purpose and values into everything we do

## Bragging Rights

Step two...

### TOP TIP:

What's in it for them?

We live in a social media world where we all love telling people how great our lives are. A great induction experience will enable this.

- Engaging session that you want to tell your friends about
- Benefits
- Excitement about the future

## Engagement

The magic...

### TOP TIP:

You want them to come back!

The on-boarding experience is key to reducing attrition.

- Peer group facilitators
- Engaging material and design
- A clear, but simple 30 – 60 – 90 day plan of action for everyone
- Leader involvement
- Fun and competitive experience
- Belief in purpose and values
- Lower attrition







## With us it's personal.

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