

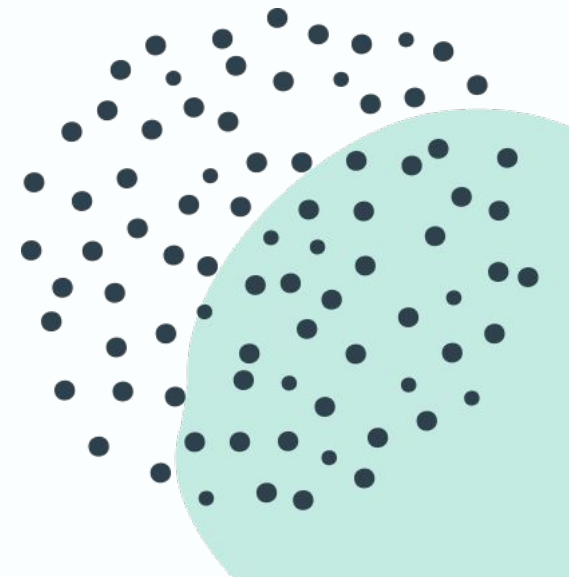
# FIVE WAYS YOUR PRE-BOARDING PROCESS FALLS FLAT

LeAnne Lagasse

Joy O'Steen

ROI Talent Development

[www.roitalentdev.com](http://www.roitalentdev.com)

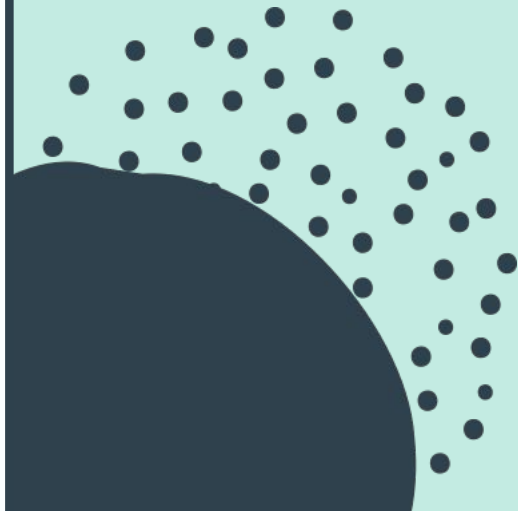


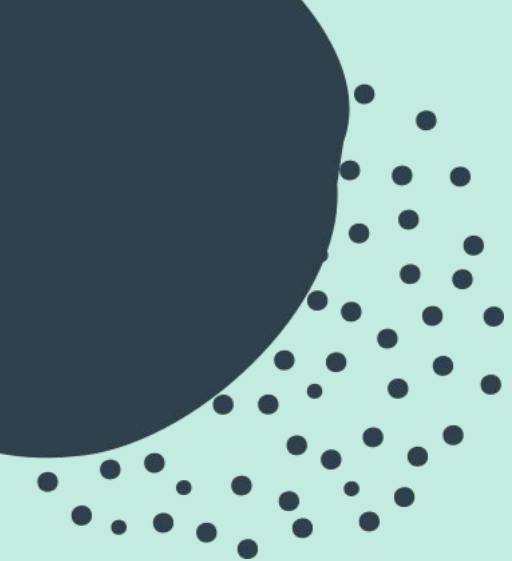
THE PROBLEM

10%

OF EMPLOYEES STRONGLY  
AGREE THAT THEIR  
ORGANIZATION DOES A GOOD  
JOB OF ONBOARDING

Gallup





**EMPLOYEE  
GHOSTING**

**41%**

OF EMPLOYEES BELIEVE  
IT'S OKAY TO  
GHOST AN EMPLOYER

HR Clutch Report

THE CASE FOR BETTER  
PRE-BOARDING

81%

RETENTION OF NEW HIRES FOR  
COMPANIES THAT USE  
PRE-BOARDING

Aberdeen

# Uncertainty about:



NEW PHYSICAL  
SPACES



NEW PEOPLE &  
RELATIONSHIPS



NEW ROLES &  
RESPONSIBILITIES



# Uncertainty Reduction Theory

by Charles Berger and Richard Calabrese



AS UNCERTAINTY  
INCREASES,  
INFORMATION-SEEKING  
BEHAVIOR INCREASES

AND

AS UNCERTAINTY  
DECREASES  
INFORMATION-SEEKING



**DO THE  
AUDIENCE  
ANALYSIS**

# Communicate About:

## **THE PHYSICAL SPACE**

Examples: Where to park, how to access the building, who to meet, what to wear, what to do about lunch, etc.

## **PEOPLE & RELATIONSHIPS**

Examples: Leader self-disclosures, team composition, key people and their roles, assigned mentor or buddy, social invitations

## **ROLES AND RESPONSIBILITIES**

Examples: Info on onboarding process, setting up the technical, employee training and compliance info, updates on work projects

You're sending mixed signals

#1

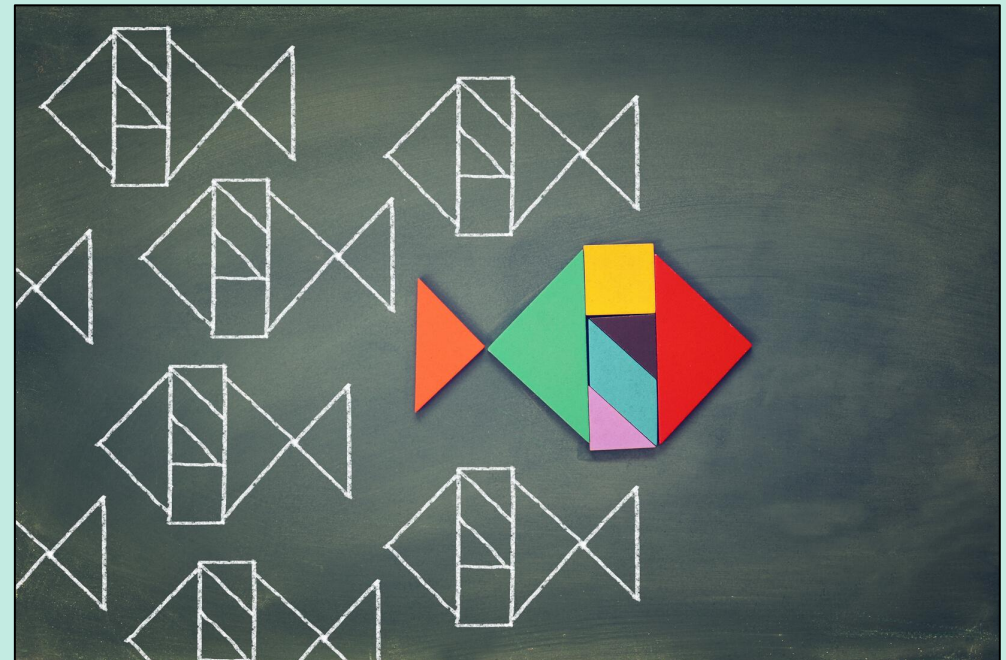




# The Power of Connection

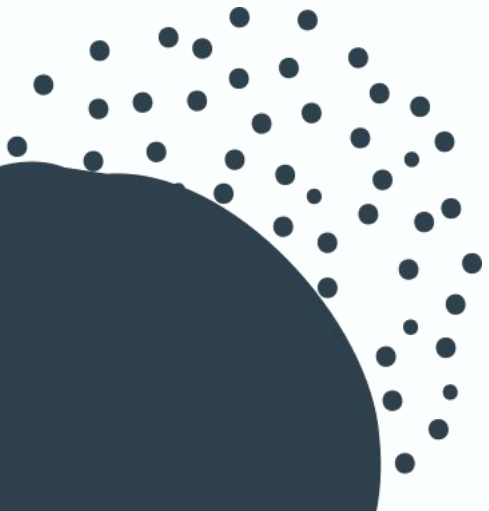
Belonging cues communicate:

- We value you
- We need you
- We're invested in you
- You're safe with us



You aren't setting yourself up for a powerful Day 1 experience

#2



4% of new hires leave after a disastrous first day

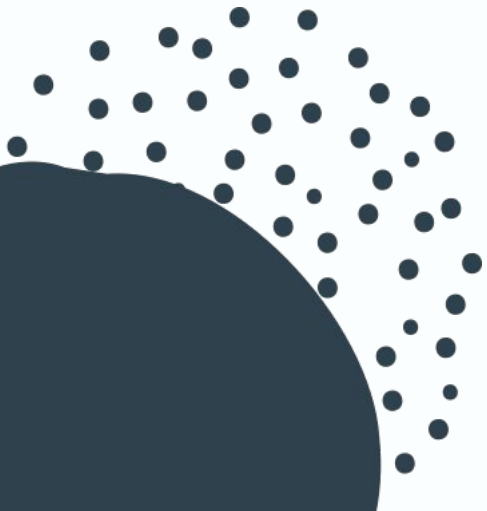
22% of turnover occurs within the first 45 days

Bersin by



# You aren't Individualizing

#3



## WHAT MATTERS MOST?

A Focus on the Company?

A Focus on the Individual?

- Cable, Gino, & Staats, 2013

New employees from Group #2 were **250% more likely** than those from Group #1 (& **157% more likely** than those in the control group) to be with the company 7 months later

You aren't preparing the office for a  
new hire **BEFORE** the new hire  
arrives



#4



“The worst thing for a new employee is being wooed through the recruiting process and then arriving on the job and the receptionist isn’t even expecting you or your office isn’t set up.”

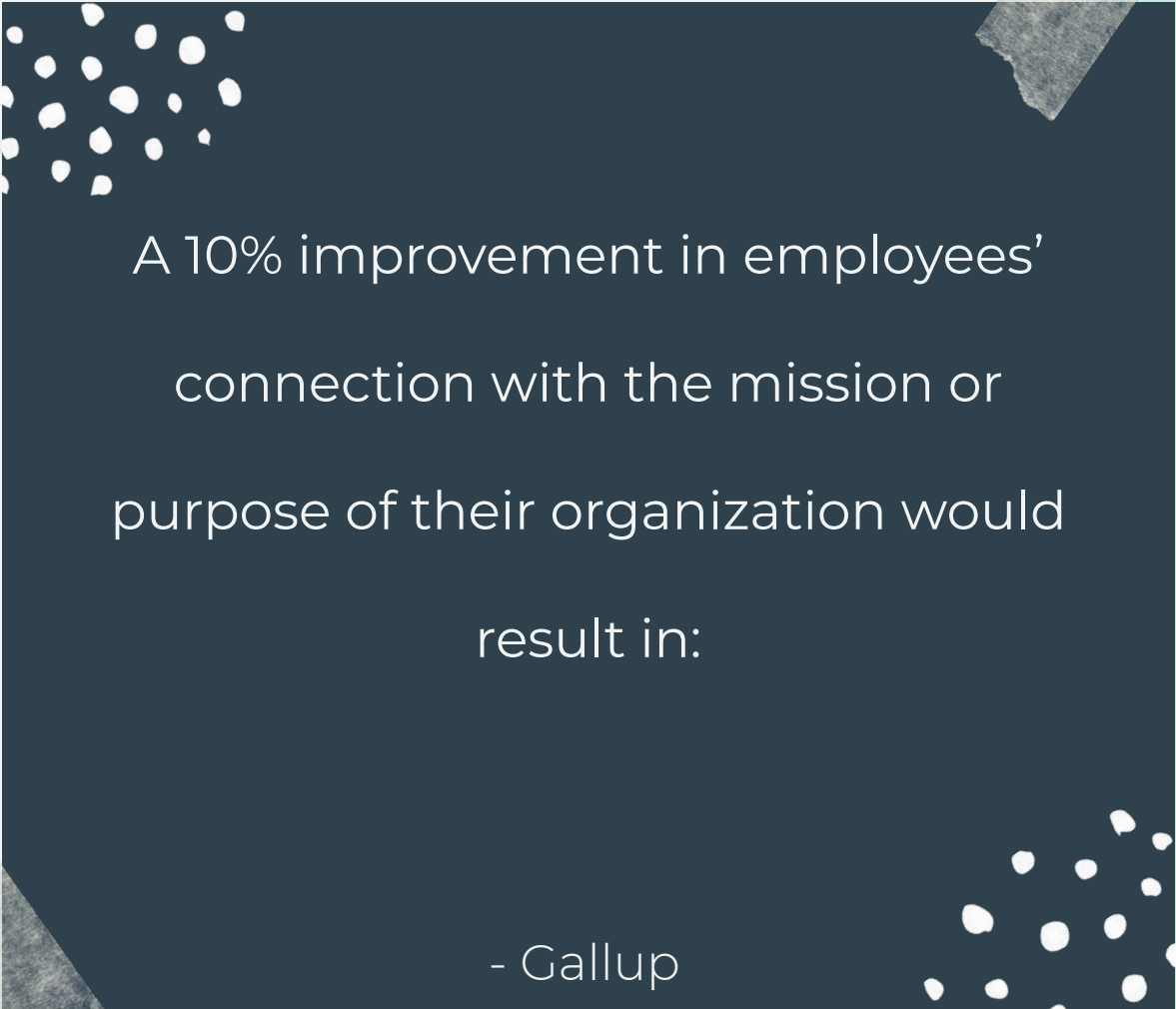
-Ben Peterson, CEO of BambooHR

You aren't introducing your new employee to your culture

#5

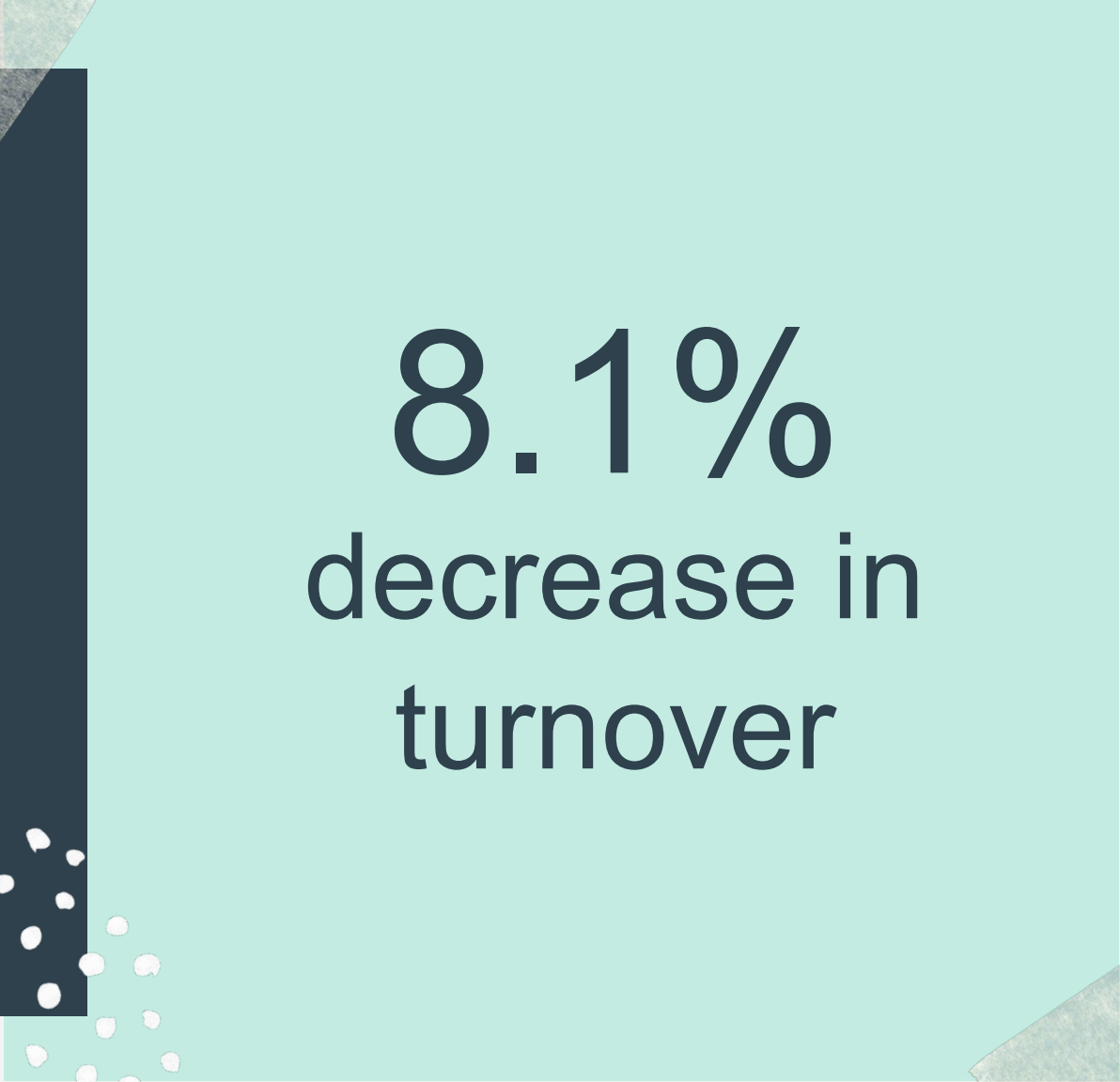






A 10% improvement in employees'  
connection with the mission or  
purpose of their organization would  
result in:

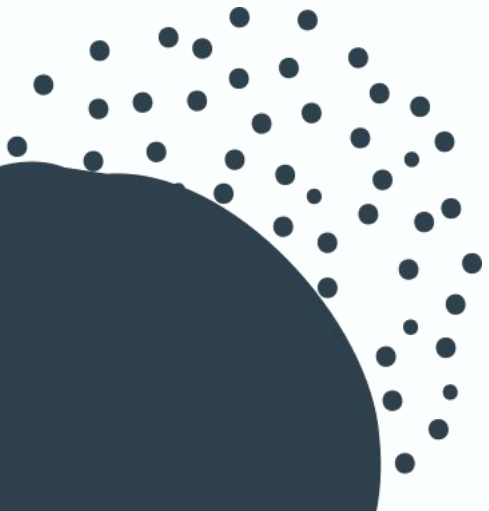
- Gallup

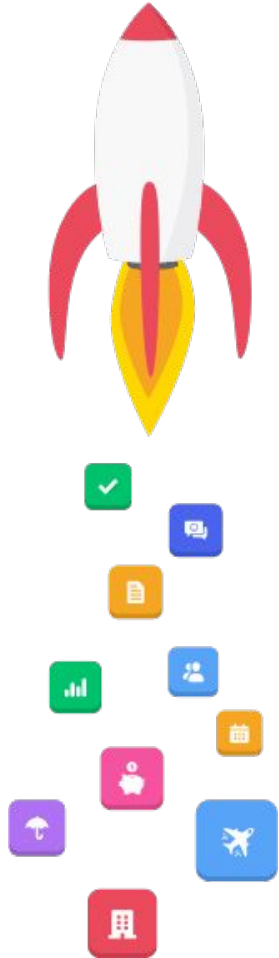


**8.1%**  
decrease in  
turnover

You're making pre-boarding a  
one-way conversation

**BONUS**





# About GoCo

GoCo's mission is to **empower SMBs and their HR**, so they can focus on growing happier, healthier, and more productive teams



# Digital Pre-Boarding in Minutes

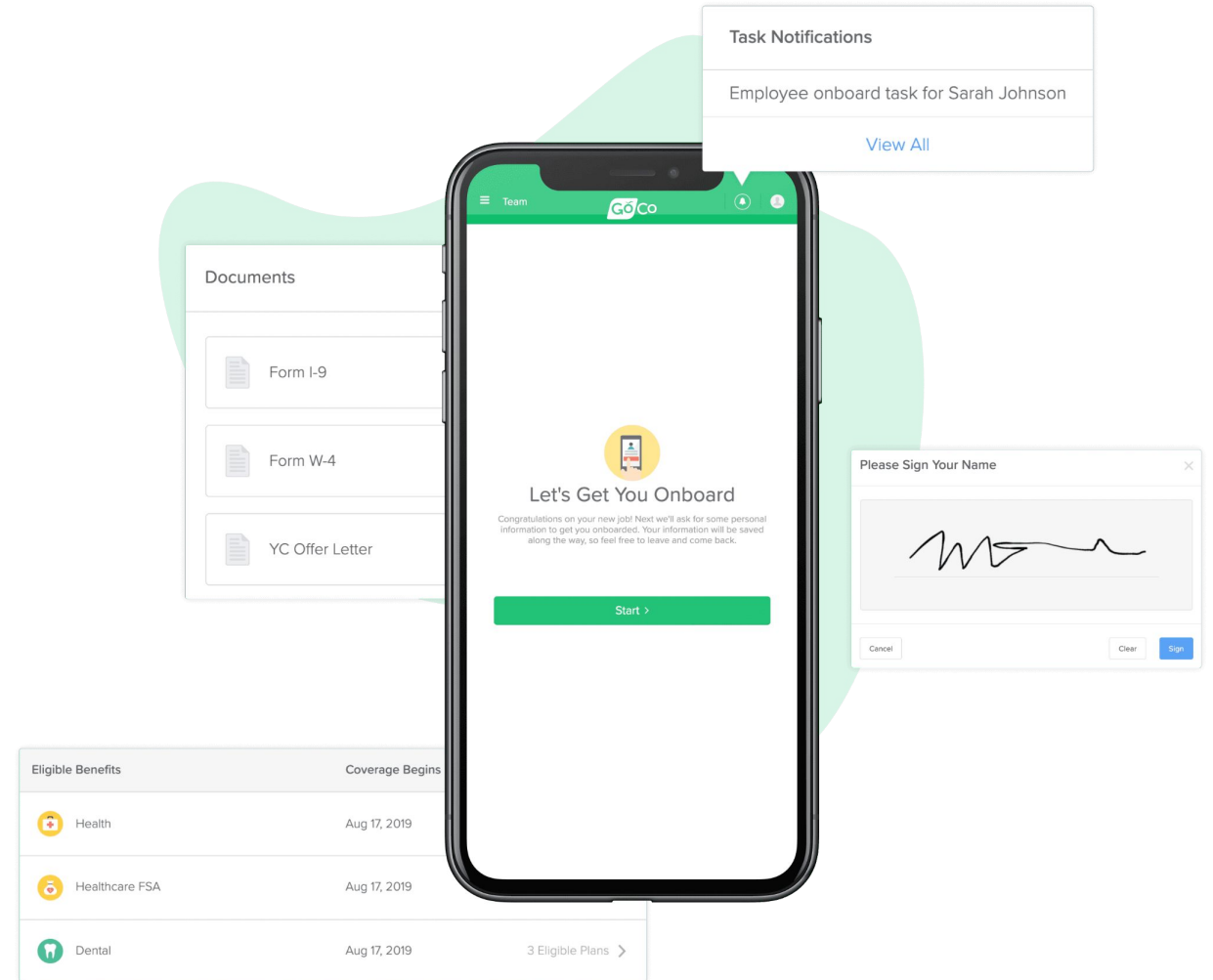
**New hires onboard digitally in minutes before they start**






**Tasks and due dates are assigned dynamically in GoCo**

**Teams are always in sync**












**Reminders are automated**

**See task statuses at a glance**



Employee Onboarding		
<input checked="" type="checkbox"/>	Run Background Check	 Due Mar 1
<input checked="" type="checkbox"/>	Send offer letter to new hire	 Due Mar 5
<input type="checkbox"/>	Schedule Orientation & Training	 Due Mar 5
<input type="checkbox"/>	Create an email account for new hire	 Due Mar 5
<input type="checkbox"/>	Add new hire to payroll	 Due Mar 6

Thousands of HR teams are automating and streamlining their pre-boarding workflows with GoCo ❤️

<input type="checkbox"/>	 <b>Onboarding Checklist for John Doe</b>	 <p> <b>Setup email for John Doe</b> Completed by Tom on Mar 5</p>
<input type="checkbox"/>	 <b>Expense Report for Emily Garande</b>	 <p> <b>Complete self assessment</b> Completed by Edwin on Mar 5</p>
<input type="checkbox"/>	 <b>Performance Review for Edwin McFly</b>	 <p> <b>Review &amp; Approve Promotion</b> In Progress Assigned to CEO</p>
<input type="checkbox"/>	 <b>Promotion Request for Ingrid Queens</b>	





## Let's Do Lattes!

Schedule a consultation with a **GoCo** expert and the coffee is on us.

[goco.io/coffee](https://goco.io/coffee)

Book & complete your call in the next 2 weeks and we'll send you a \$10 Starbucks gift card!

Q&A

