

# 8 Secrets to the World's Best People Programs

Learn how companies like yours are driving employee engagement and productivity.

The world of work is changing so quickly that crafting an effective HR program can be intimidating. How do you navigate the complex tapestry of employee needs, expectations, and motivations? How do you design people programs that not only resonate but also inspire?

Our own experience and the insights from our **“2023 Global Employee Connection Survey”** research show that now is a great time to reassess and recalibrate. Amidst disruption, uncertainty, and evolving workplace cultures, there is an opportunity for HR leaders and organizations to return to the basics and focus on the core elements that truly drive employee engagement and experience.

Here’s the good news: The key to unlocking the potential of your people and programs doesn’t lie in extravagant budgets or flashy initiatives. Instead, it’s woven from three simple yet profound threads: authenticity, flexibility, and human connection.

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## The Cornerstones - Authenticity, Flexibility, and Human Connection

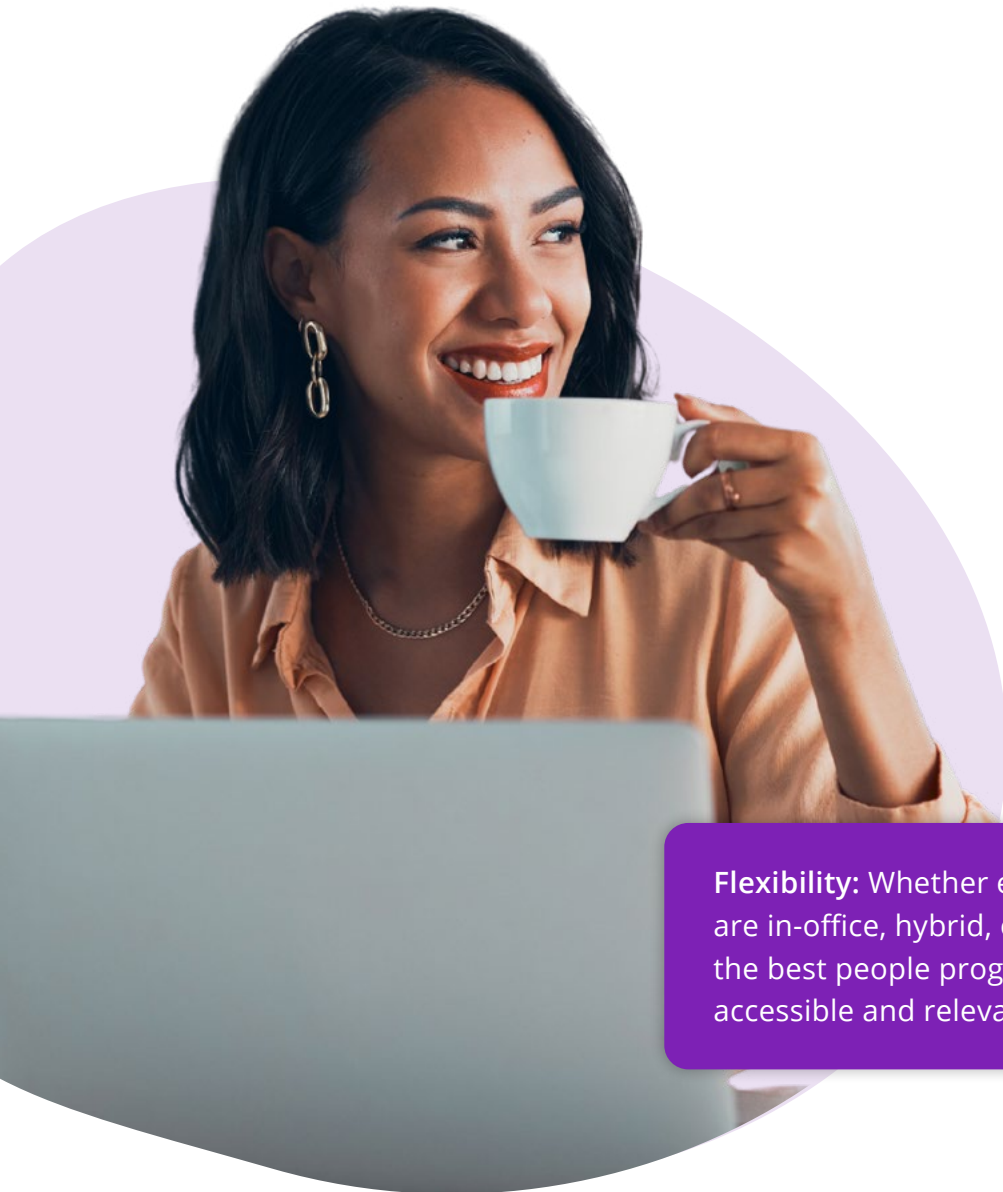
### Authenticity is a keystone in this trio.

As an organization, it's essential to understand what makes your culture tick. Have you mapped out your current people programs? Do they align seamlessly with the core values that your employees champion? If so, you're doing something right. But that's just a starting point. To truly resonate and stay relevant, you'll want to amplify the voices of the people your programs serve and make that your true North. Remember, your people ARE your culture.

How often do we, as HR professionals, gather genuine feedback from our teams? How frequently do we invite them to be co-creators of their professional journeys, ensuring that their perspectives are not only heard but are also instrumental in shaping future strategies? Not often enough, according to our recent survey, where 27% of employees said the reason they decline to participate in people programs is because they don't feel authentic.



**Authenticity:** Nurturing genuineness in every initiative adds credibility and builds trust.



### Next, let's talk about Flexibility.

It's no longer enough to offer a one-size-fits-all model to employees. We need to meet them within their unique contexts in an empathetic and personalized way. For example, our survey found that the #1 reason people didn't participate in programs was because they weren't offered at convenient times (43%).

This translates to crafting self-paced programs that seamlessly integrate with their workflows, ensuring that learning and growth are organic experiences rather than burdensome add-ons. And that, in turn, means finding ways to scale and automate the experience in a personalized way — so you aren't going mad trying to personalize and accommodate everyone manually!

**Flexibility:** Whether employees are in-office, hybrid, or remote, the best people programs are accessible and relevant to all.

## Lastly, the glue holding these elements together is Human Connection.

Our survey showed that companies' biggest flight risks are their disconnected employees – who are 4x as likely to quit in the next six months. In the maze of KPIs, metrics, and objectives, it's easy to forget that, at its core, HR programs are about people.

There isn't a singular initiative or a magic bullet that fosters connection. Instead, it's a consistent theme that should permeate every HR initiative. From onboarding to mentorship, from team-building exercises to feedback sessions, we should always be asking: How does this enhance human connection? Whether it's fostering bonds within teams, bridging gaps between departments, or strengthening the bond between the employee and the organization, nurturing these connections is critical.

### As you design your people programs, remember that they should always be built on these three pillars.

In this eBook, we will share some of the ways we have seen our clients put on these pillars, building more successful, scalable people programs. We'll also offer insights, strategies, and actionable takeaways that may change how you approach HR in your organization.



**Connection:** Building a sense of community is crucial — enhancing collaboration, breaking silos, and nurturing belonging.



## Secret 1

### Put People First

The essence of a successful workplace is its people and the strength of the connections they forge. Use your people programs to connect people in an authentic way from day one in order to help them feel welcomed and valued.

#### ✓ Foster Peer Learning and Career Development:

Programs should promote collaboration and shared learning experiences, bridging any existing generational or hierarchical gaps.

#### ✓ Add Mentorship Programs:

Mentoring programs offer unique human connections, enabling knowledge transfer and fostering mutual respect.

#### ✓ Develop DE&I Programming:

By creating an inclusive environment, employees from diverse backgrounds can form stronger connections and mutual understandings.

# dermalogica®

## How Dermalogica Puts People First

### Results with Enboarder:

- ✓ 83% completion rates for new hires
- ✓ 90% of employees report positive engagement with the onboarding process
- ✓ +35% increase in positive engagement since using Enboarder

The global personal care company focuses on inclusive human communication during preboarding to bring its culture to life.

The team used Enboarder to build workflows to automate preboarding, onboarding, and even create a dedicated pregnancy track for expectant mothers. Using technology to automate small, meaningful moments of connection in the employee journey, they have created an amazing experience for new hires that helps them feel connected right from the start — and saves critical time for HR.

*"Our company pillars are personalization, human touch, and education, and I think that's what Enboarder helps us bring is that human element. We talk about our culture, about being a tribe, and being a collectiveness, and that's what Enboarder helps us bring to life,"*

**Sarah Beardsworth**, HR Director, Dermalogica

## Secret 2

# Scale Onboarding and Other Critical Processes

Ensuring that every new hire feels integrated and valued is paramount to onboarding, and a key component of effective people programs.

- ✓ **Personalize Onboarding Journeys:**  
Tailor the onboarding experience to the individual, not the role. Incorporate personal interests, preferences, and long-term aspirations.
- ✓ **Create Continuous Feedback Loops:**  
Regular check-ins and feedback ensure new hires adapt seamlessly to the company culture and workflow.

## LANDOR & FITCH

### How Landor & Fitch Scales Onboarding and Other Critical Processes

#### Results with Enboarder:

- ✓ 70% engagement rate for new hires
- ✓ 4.5 rating out of 5 for new hire onboarding experience
- ✓ 40 hours of HR work saved per week

At global brand consultant Landor & Fitch, it was critical to connect a dispersed global team of employees to their culture and align them with colleagues and managers from day one.

The team created a global onboarding workflow that guides new hires and managers through preboarding, day one, and beyond through an on-brand, visual experience. This includes a guide for managers on delivering a great onboarding experience — with nudges for them to send new hires a personalized welcome message or video and prompts to assign starters a buddy to help them build connections. In addition to receiving standard forms during preboarding, new hires get a consistent flow of bite-sized information about Landor & Fitch's culture, teams, and values.

*"Now we just launch our new hires, from any of our studios across the globe, into the workflow and let Enboarder do all the hard work for us. We can sit back knowing everyone's getting a consistent experience that is also uniquely Landor & Fitch."*

*Amy Robinson, global people project lead, Landor & Fitch*

### Secret 3

## Understanding Employee Sentiment

The best people programs take employee sentiment into account, and further our understanding of employee experience. Understanding employee satisfaction by soliciting feedback is also a potent method for continuous improvement.

#### ✓ **Conduct Regular eNPS Surveys:**

These provide insights into employee satisfaction and areas of potential improvement.

#### ✓ **Open Up Transparent Feedback Channels:**

Allow employees to voice concerns, ensuring they feel heard and valued.



## How Foxtel Understands Employee Sentiment

### Results with Enboarder:

- ✓ Employees rate their first 2 weeks in the business 4.7/5
- ✓ Managers rate the onboarding workflow a 4.2/5 in helping them prepare for their employee's first week
- ✓ 50%+ increase in eNPS scores

Streaming and entertainment company Foxtel uses pre-built workflows that automatically nudge new hires and people managers at various intervals and allow HR and hiring managers to closely monitor employee sentiment scores.

New workflows through Enboarder increase satisfaction and create wow moments across the employee journey. Managers can also pop into Enboarder at any point to check on employee sentiment through eNPS. If, for any reason, those scores start to drop, the team is notified so they can provide extra support and prevent unwanted turnover.

*"Our Foxtel Media business unit is a fantastic example where the uptake on the Enboarder tool is massive, it's significant. That's a testament to the business partners that we've worked with who keep communicating and sharing what the tool does, and also leaders stepping up and helping us drive that message forward. It's those wow moments that really excite us."*

**Karina Vanderwerf**, Head of HR, Talent Acquisition and HR Support,  
Foxtel Group



#### Secret 4

## Reaching Deskless Workers

Engaging remote, hybrid, or field workers is essential for culture cohesion and overall employee satisfaction. Make sure your people programs reach, include, and accommodate everyone in an equitable way.

### ✓ Offer Mobile-Friendly Platforms:

Accessible tools and platforms ensure that employee, regardless of location, feels included.

### ✓ Establish Regular Virtual Meet-ups:

Online gatherings can help bridge the gap between desk-bound and deskless workers, fostering unity.



## How Sandvik Reaches Deskless Workers

### Results with Enboarder:

- ✓ New onboarding process launched in 2 weeks from design to go-live
- ✓ Sandvik's referral program gathered over 50 referrals within the first few months of launching
- ✓ Enboarder workflows save the Sandvik team roughly 5 hours per onboarded employee – nearly 2 months annually!

Global engineering company Sandvik has a widely dispersed workforce, ranging from on-site engineers to service technicians, customer service representatives out in the field, and corporate staff in offices throughout Australia.

The team implemented Enboarder to improve onboarding, promotions, internal comms, employee referrals, and offboarding. Today, the company sends everyday and critical communications via SMS — quickly reaching both in-office and deskless workers who may not have access to their laptops or are out of mobile data.

*"We have onboarding workflows for both corporate and deskless staff, and we have different content depending on location so we can cater to different cultures and preferences."*

**Kylie Cook**, Recruiting and Talent Manager at Sandvik

## Secret 5

# Seamlessly Integrating HRIS

By integrating technology tools and leaning into their individual strengths, we can improve the efficiency and effectiveness of people programs — and the overall employee experience.

### ✓ **Unify Technology Platforms:**

Reduce redundancy and improve data accuracy.

### ✓ **Automate Workflows:**

Streamline processes like leave applications, performance reviews, and training sessions.

## Moneysupermarket Group

# How Moneysupermarket Group Seamlessly Integrates HRIS

### Results with Enboarder:

- ✓ 100% visibility for HR since launch
- ✓ 4.3/5 manager rating on the new and improved experience
- ✓ Increased new hire engagement

The team at Moneysupermarket Group layered Enboarder on top of their tech stack. Now they can continue to leverage data from their HRIS, but in a drastically more engaging way.

Using Enboarder's native integration, the team loads new hires from their HRIS into their onboarding and other workflows. Now HR and employees don't need to go into each and every system to make necessary updates. That's a win-win!

*"With Enboarder we're able to add photos and pictures, change the text, change the font size and color. Our benefits brochure is now linked and directly embedded into the screen."*

**Kiera Hazley**, People Operations Team Leader at Moneysupermarket Group

## Secret 6

# Empowering Managers to Drive Employee Engagement

Managers play a pivotal role in employee engagement and overall job satisfaction. Be sure your people programs are calibrated to encourage their regular participation and enthusiasm.

### ✓ Plan Regular 1:1s:

Encourage managers to hold regular check-ins to understand employee aspirations, challenges, and needs.

### ✓ Equip and Train Managers:

Managers are the key to the employee experience. Give them the tools and skills to be effective mentors and leaders.



## How TomTom Empowers Managers to Drive Employee Engagement

### Results with Enboarder:

- ✓ 200% increase in manager participation in HR programs
- ✓ 92% of managers recommend Enboarder to their peers

The team at TomTom, a Dutch mapmaker and geolocation services company, wanted to lower their number of new hire “no-shows” and early leavers. As they set out to revamp onboarding, they also saw an opportunity to redesign their people programs in a way that would drive engagement across the board — and particularly for managers, who had the single largest impact on TomTom’s engagement.

TomTom used Enboarder to roll out their onboarding, L&D, internal moves, offboarding, and reboarding programs in a way that resonates with their people.

*“Now we know what our new hires like and what our managers like to receive, and we’re able to reach out in a timely fashion if we’re seeing a lack of engagement.”*

*Kelly Nightingale, L&D Project Coordinator, Tom Tom*

## Secret 7

# Crafting Effective Company-Wide Communications

Open, transparent communication fosters trust and breaks down barriers. This is a critical component to making people programs work.

- ✓ **Centralize Communication Platforms:**  
Ensure every announcement or directive reaches all employees.
- ✓ **Set Up Feedback Mechanisms:**  
Allow employees to voice opinions on company-wide directives, promoting a sense of inclusion.



## How Hugo Boss Crafts Effective Communications

### Results with Enboarder:

- ✓ 77% decrease in under 3-month turnover
- ✓ 75% decrease in absenteeism
- ✓ 65%+ increase in productivity

When the global pandemic hit, clothing company Hugo Boss found it challenging to get critical messages to its Australian employees in a way that cut through the noise and kept them connected. The HR team also didn't even have visibility into who was reading or engaging with their communications.

The team turned to the solution it had been using to onboard and offboard employees for years because it knew first-hand how easy it was to cascade information through the platform. Today, Hugo Boss uses Enboarder to reach every employee across any device – computer, phone, or tablet – and create a more engaging experience for new hires.

*"It was clear to us that being able to reach our employees across any device (computer, phone, tablet) was the most efficient and effective way to reach all of our employees. It was also the best thing we had for alleviating some of the pressure from the line managers who were trying to feed the information to the wider teams"*

**Rhiannon Jarrett**, HR Business Partner, Hugo Boss Australia

## Secret 8

# Making the Digital Experience Better

A positive digital experience is no longer a luxury, but a necessity. It should be table stakes for your people programs.

### ✓ **Make Platforms User-friendly:**

Ensure that your digital tools are intuitive and accessible.

### ✓ **Train Everyone:**

Equip employees with the skills to navigate and utilize digital platforms effectively.



## How Ogilvy Makes the Digital Experience Better

### Results with Enboarder:

- ✓ 75% of all employees have engaged in the platform
- ✓ 53% of hiring managers engaged in the platform
- ✓ 76% of buddies are engaged in building critical connections with new hires

Global advertiser Ogilvy was struggling with onboarding processes in its South Africa operations. Not only was the “wow” factor inconsistent, but the entire onboarding process was manual and antiquated – involving lots of emails, attachments, scanning paperwork, and other time-consuming manual work.

Ogilvy set out to create a standard, easy way of digitally onboarding every new employee that focused on building human connection. The new Enboarder onboarding experience launched in just two months, followed by a similar journey for Ogilvy’s grad program.

*“The beauty of this product is that it has a lot of templates ... It makes the L&D and HR team look like rockstars.”*

**Marissa Wild**, National Head of L&D and Change Manager, Ogilvy South Africa

Creating a successful people program is not about ticking boxes. As you can see in the examples we've shared — and the results they see — it is about creating an ecosystem where employees feel valued, connected, and engaged.

By emphasizing authenticity, fostering connections, and ensuring flexibility, organizations can navigate the complexities of the modern corporate landscape with confidence and competence.

All of the companies in this eBook do that by using Enboarder's Human Connection Platform. Enboarder powers people programs by cutting through the noise and connecting employees in an authentic, meaningful way — from their first day to their last.

**Learn more about Enboarder on [our website](#), or [reach out](#) to our team today for a tour of the platform!**



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