Orientation to Onboarding: Magnifying New Hire Success

Psych Press News
What is Onboarding?

Onboarding is a process that introduces new hires to your organisation’s culture.

“The best onboarding strategies provide a fast track to meaningful, productive work, and strong employee relationships”

– Ndunguru, 2012
Orientation and Onboarding

- Orientation and onboarding are complementary
- Orientation is a starting ‘event’ covering formal requirements such as legal obligations
- Onboarding is a longer-term even lasting weeks or months aimed at enhancing a new hire’s potential for success
Maslow Meets Onboarding

Orientation is focused on formalities and avoiding problems, onboarding encompasses how to achieve excellence.

“Ask two questions: what emotional take-away does the onboarding process create? What perceptual take away does the onboarding process create?”

– Ndunguru, 2012
Value of Onboarding

Thus, onboarding should achieve...

- Belief and acceptance of organisational goals and values
- Commitment and effort towards the organisation
- Desire to remain connected with the organisation
Growth of Onboarding

- Pre-GFC, implementation of onboarding grew strongly
- Intention or implementation went from around 40% to 76% of Aberdeen Group surveyed businesses
- By this time, orientation programs were in nearly 93% of businesses

– Dai & De Meuse, 2007
Successful Onboarding

Best-in-class onboarders use strategies such as...

- Creating new hire checklists
- Introducing new hires to the ‘go to’ people
- Provide forms to new hires before their first day
- Create peer networking opportunities

— Laurano, 2013

“Onboarding fails when it’s viewed as an event instead of a process...”

— Vargas, 2013
Implementing Onboarding

“There are two key performance indicators of successful onboarding: time to productivity, and engagement and retention”
— Dai & De Meuse, 2007

Success Factors...
• Emotionally engage starting day one
• Articulate expectations and your reasoning
• Addressing cultural fit is a journey, not a destination
• Link expectations to skills and relationships
• Onboarding is about helping hires form new habits
If you’re serious about Onboarding...

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