

Master the Game of Onboarding



STARTING OFF ON THE RIGHT FOOT

Take your cue from companies that empower their HR departments, showcasing company culture and building loyalty from the start.

Rover: Free Range Employees

Freshly hired developers are already off leash from the word go. They make live updates to the online dogsitting service's website on day one.



Birchbox: Calling Card

The curator of beauty products equips each new employee's desk with a candy bowl and a special callout: a handmade welcome flag that proclaims, "Hi. I'm new. Come say hi!"



Google: Join the Class

"Nooglers" get great swag, including a Noogler tee-shirt, and meet their mentors and "class" of fellow new hires on the first day. And of course, they dig into the famous food in Google cafes.



Bonobos: Fact and Fiction

Prior to the newbie's arrival, the hiring manager emails the entire company three biographical "facts." Only two are true. To uncover the lie, employees must meet the rookie. The first person to spot the lie snags a \$25 store credit.



Wheatsville: Inspiring Generosity

This Austin-based food co-op promotes generosity by giving each new employee two small food items, such as a couple of oranges. The first is to keep, and the second is to give away before the end of the first day.



Warby Parker: Literary Legacy

Each employee receives a copy of Jack Kerouac's "Dharma Bums" which inspired the company name. Rounding out the welcome kit are a gift certificate for a free eye exam; two pairs of glasses, a bag of Martin's Pretzels; and a gift certificate to a Thai restaurant.



REI: Get Your Hands Dirty

A perennial on Fortune magazine's annual list of the 100 best companies to work for, the outdoor gear retailer includes an outdoor service project in its employee orientation.



Zappos: Bet You Won't

The online retailer offers all new hires who complete its training program \$3,000 to leave. That's how highly the company values a good cultural fit.



Fun and Games, Make a Real Business Impact:

In a 2013 study, companies that excelled at onboarding achieved a **91 percent employee retention rate.**



Another study ballpark the cost of losing an employee within the first year at **3x his salary.**

3x

Those first-day gift bags and get-to-know-you games, when tied to a strategic onboarding program, will **drive measurable business outcomes.**



About Sterling Talent Solutions

Sterling, a leading cloud solutions provider for the Human Capital Management industry, is transforming how HR screens and onboards new hires from offer letter to day one. The TalentWise Cloud is built on a foundation of compliance, embracing federal, state, and local government regulations; industry standards; and corporate policies. The single solution unifies HR systems and tasks, delivering a streamlined workflow. HR can have more confidence, breathe easier and deliver an awesome new hire experience. Recognitions include: "Top 10 Provider" in HRO Today's Baker's Dozen for seven consecutive years; Red Herring North America Top 100 and Inc. 5000 in 2015.

Your Complete Guide to Onboarding eBook



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