



Employee Onboarding: Re-Imagined

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Case Study: Onboarding Re-Imagined

Background

A client in the healthcare industry wanted to redesign their employee onboarding experience. The CEO was tired of having new hires go through a boring HR transaction. He believed there was a better way to onboard new hires, while making them feel part of the culture he was on a mission to transform.

Scope

- Identify areas of opportunity to create a new culture.
- Create a new inter-departmental employee onboarding experience.
- Create a new "onboarding team."
- Design a plan that integrates training across various business units at the hospital.
- Develop an experience where senior C-Suite leadership would be involved.

Outcome

- An experience was created based on the corporate values. Instead of onboarding on a weekly basis, new hires were onboarded on a monthly basis as a cohort.
- Day 1 (as it was called) was designed to give new hires an unforgettable experience.
- An onboarding team was put in place to "create happiness" across multiple touchpoints (from the moment the new hire parked, to the moment they went home for the day).
- Spend was reduced from \$100,000/year to \$45,000 by finding efficiencies in the process.
- Engagement scores increased as a result of a new culture being created.

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