

A multi-story office building at night, viewed from a low angle. The building's facade is composed of a grid of large glass windows. Through the windows, the interior of various office floors is visible, illuminated by warm yellow and white lights. The office spaces contain desks, chairs, computers, and some people working. The overall scene conveys a sense of a busy, modern corporate environment.

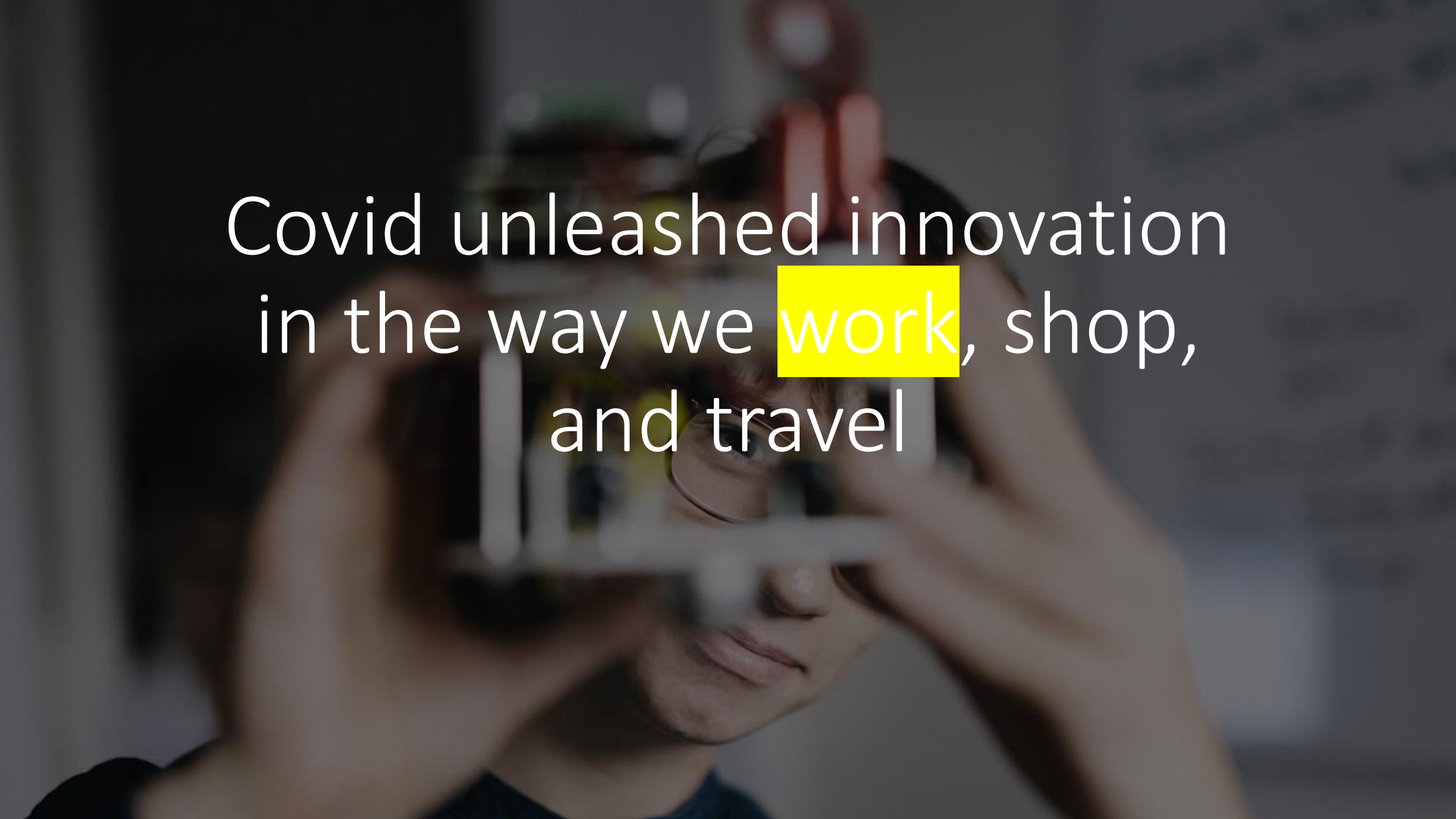
Experience Management: Onboarding the Future of work

Estela Vazquez Perez

Human Capital Institute 2021

Land acknowledgement

I acknowledge that I am on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples.



Covid unleashed innovation
in the way we work, shop,
and travel

Let's talk about

- A framework to **design value added people programs** that will not only resonate with employees but will help you manage the employer brand reputation from within.
- Adapting onboarding programs to virtual or hybrid working environments in onboarding
- Establish your employer image using your current offer in a relevant way. This is branding for HR!
- An operating model to successfully promote human resources programs and **engage new hires** as early as possible with a great handoff between departments.
- Create new people programs that are engaging and financially viable delivered through relevant **micro-learning** that gets managers involved and engaged too.
- Master engagement funnels, high quality communications, and automate your people business. This is marketing for HR.



Poll – what are you most interested in exploring today?

- A framework to **design value added people programs**
- Adapting onboarding programs to hybrid working environments
- Establish your employer image in onboarding
- An operating model to successfully **engage new hires** as early as possible
- Create new people programs that are engaging and financially viable delivered through relevant **micro-learning**
- Master engagement funnels, high quality communications, and automate your people business. This is marketing for HR.

Focus onboarding on well-designed and value-added people programs

The basics

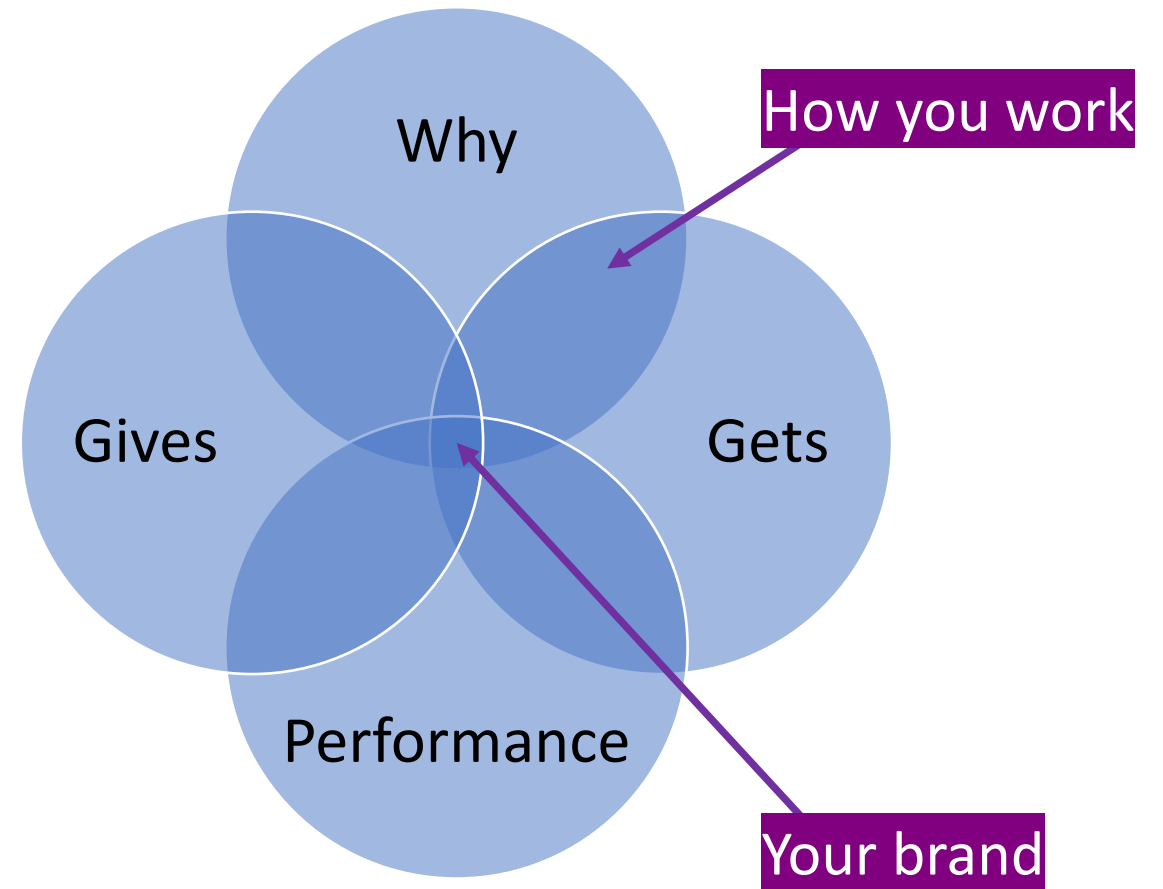
Competitive

Differentiating

People programs are categorized based on value to employees

Adapting to virtual or hybrid working environments starts with onboarding.

Use strategic blueprints to better communicate with employees.



An **operating model** to successfully promote human resources programs and engage new hires as early as possible.



Evaluate your
Technologies

Format,
Production
and channel
distribution



Storytelling
Talent

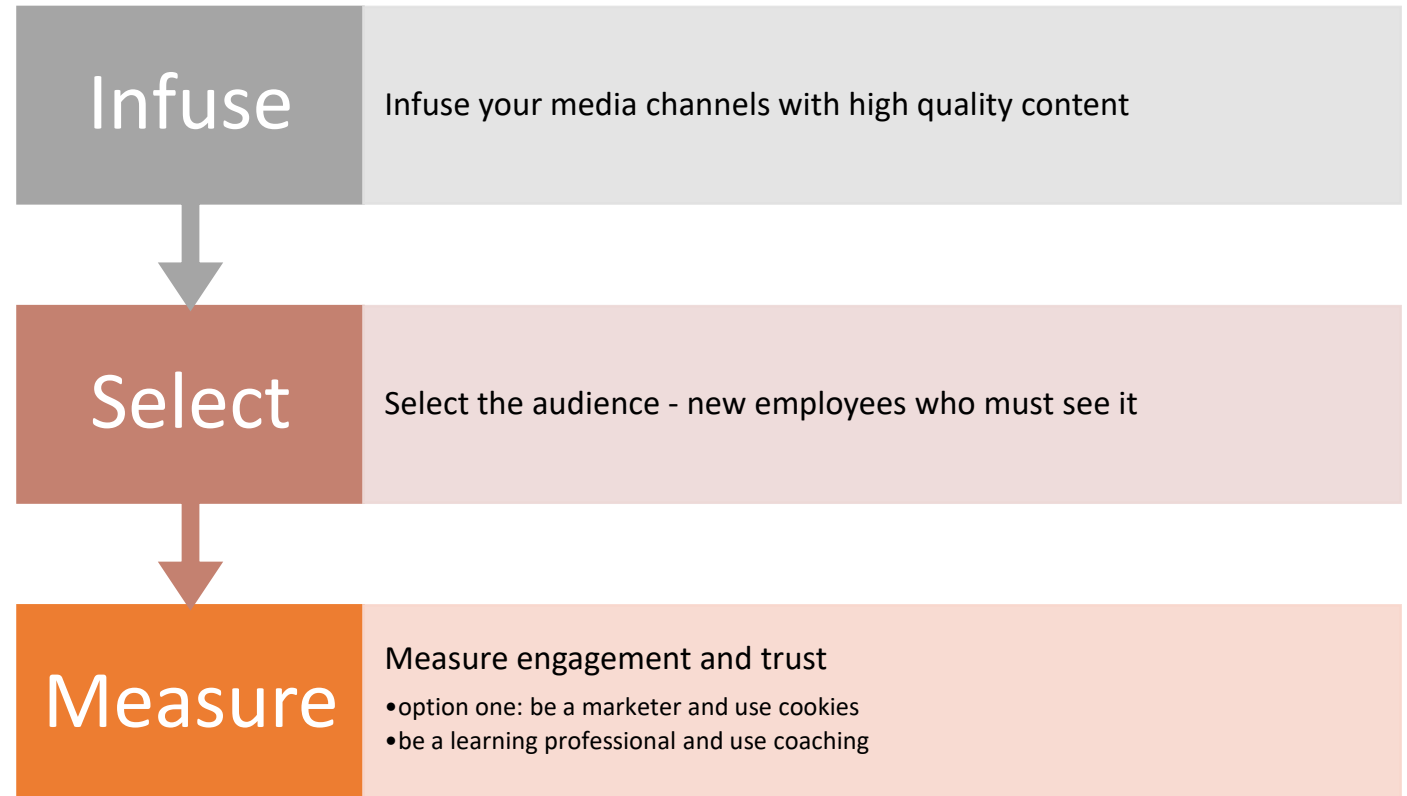
Show them how
they will succeed
with relevant
topics for their
employee journey.



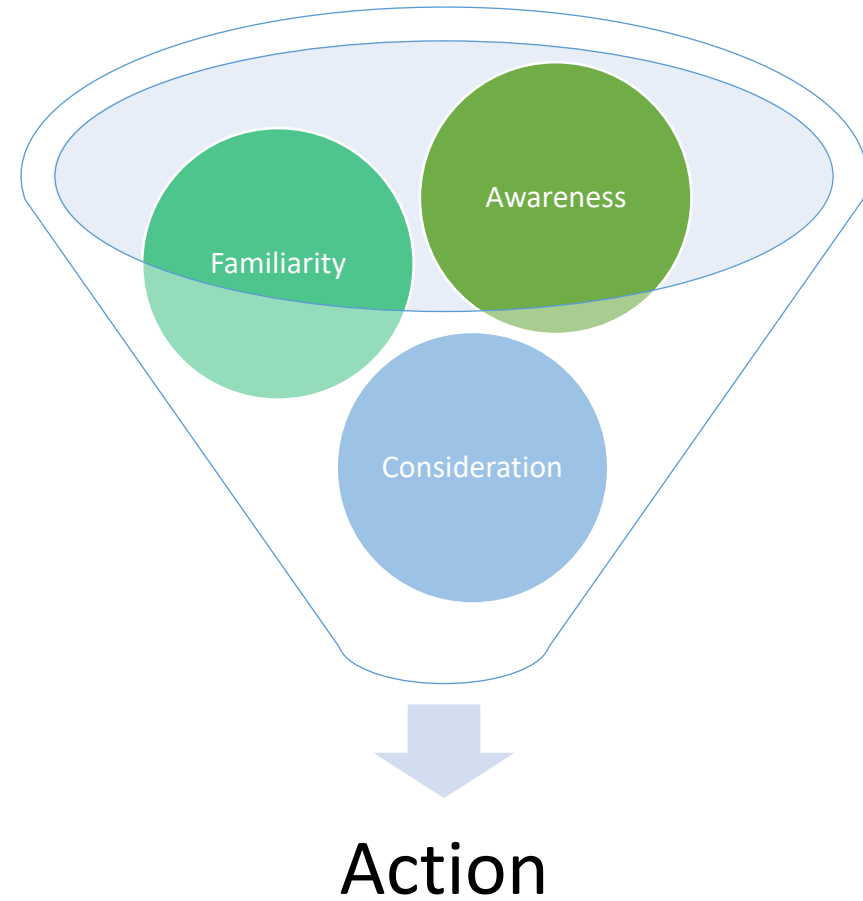
Brand and
people Strategy

Stay on brand and
organizationally
aligned.

Create new people programs that are engaging and financially viable delivered through relevant **micro-learning** that gets managers involved and engaged too.



Master engagement funnels, high quality communications, and automate your people business. This is marketing for HR.



Trends


5 Global trends


3 Canadian trends


7 workplace trends post pandemic




Global trends


- 

1 Creating control
- 

2 Bargaining for balance
- 

3 Cultivating connection

The pandemic has placed constraints on
- 

4 Curating the home
- 

5 Acting on allyship

Canadian Trends



Diversity, Equity and
Inclusion are not a trend

Shopping is local and
virtual

Digital experiences that
engage and add value

Employee Experience: 7 Workplace trends post-pandemic

1. Technology enablement, Digital, Automation, AI, Robotics
2. Collaboration in a distributed activity
3. Powerful data and information security
4. Personalized learning
5. Performance management focuses on human skills
6. Social expectations of working with purpose.
7. Talent and market diversity



7 steps to onboarding post-pandemic

*By Estela Vazquez Perez,
Employer Brand &
Experience
Management Strategist*

1. Adapting onboarding programs to virtual or hybrid working environments
2. Establish your employer image using your current offer in a relevant way. This is branding for HR!
3. Creating value added people programs that will not only resonate with employees but will help you manage the employer brand reputation from within.
4. Delivering relevant coalitions and micro-learning that gets managers involved and engaged too.
5. Communicating to promote human resources programs and engage new hires as early as possible with a great handoff between departments.
6. Mastering engagement funnels and automation.
7. Using Data to customize relevant employee services and programs



Estela Vazquez Perez

Employer Brand & Employee Experience Strategist

Estela Vazquez Perez is a speaker and contributor to the Human Capital Institute. Her career has taken her to lead employer branding centres of expertise, thought leadership on youth employment, and employer of choice strategies at Fortune 500 companies including Royal Bank of Canada and Scotiabank.

Catch up with her latest discoveries at **Realized Humans**, an Employee Experience Institute Inc. podcast, about reimagining the Future of work and the human experience.

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