


What if we thought about
Onboarding as a product?


How can we apply design
principles to ensure that we are
designing **a product the
employee wants to buy – and a
product that gives the buyer a
great buying experience?**



Great experiences
don't happen by
accident!



I completed the onboarding training. It was good.



I made the right decision to join this company. I love my new job!

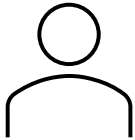


Define your Onboarding North Star through the eyes of your stakeholders.

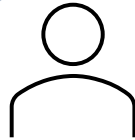
ACTIVITY

If you get it right, what would your new employee say ...

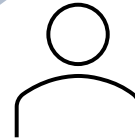
At the end of their first day.



At the end of their first 90 days.

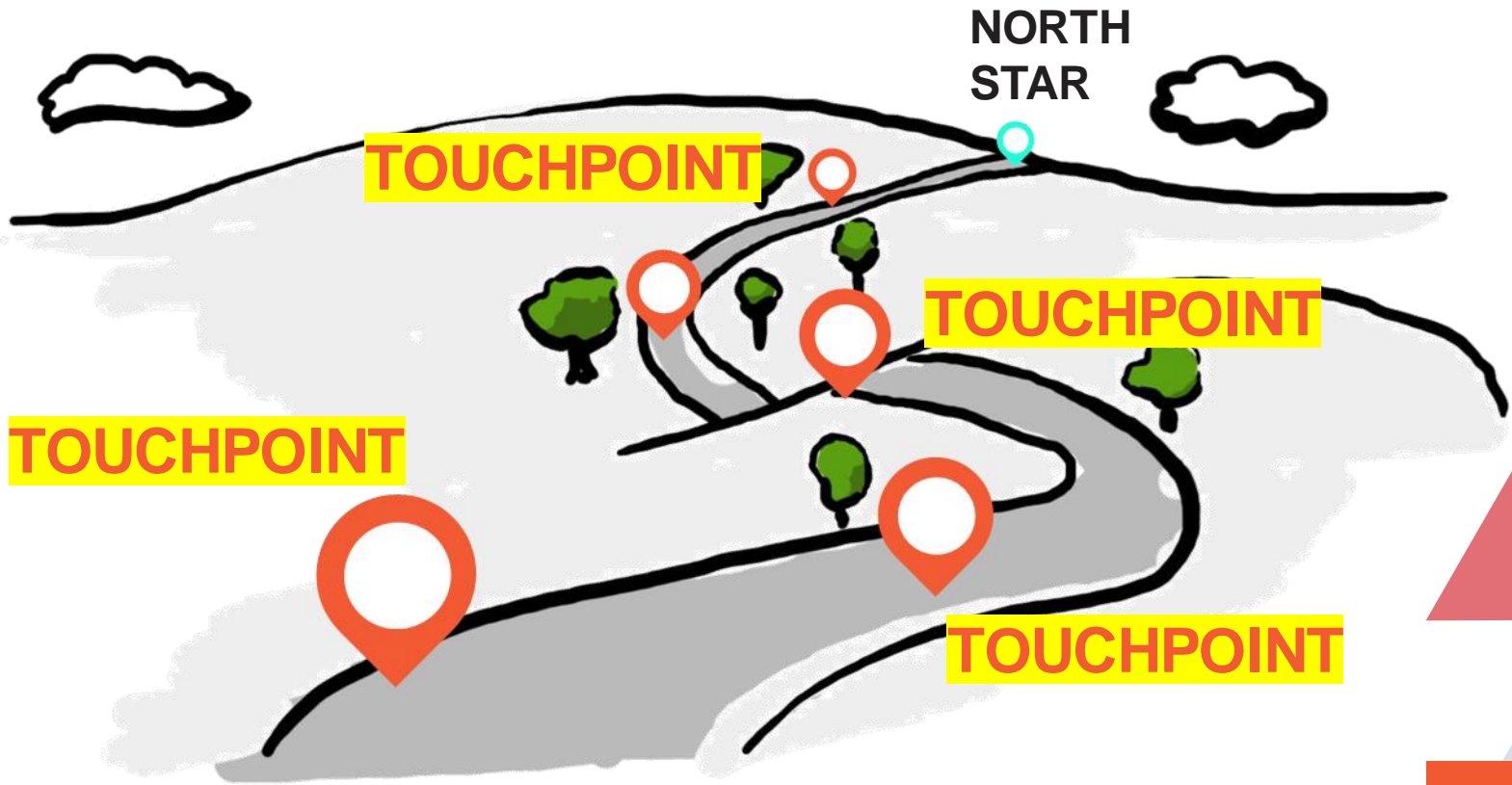


To their friends and family about their new job.





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ACTIVITY: 3 MINUTES

What are touch points along the journey?

What is the touchpoint?	Who is accountable for the touchpoint?	If you get it right, what would the new employee say?

60%

of employees cite their manager
as the reason they quit their job

Source: 2019 SHRM Report

MOMENTS THAT MATTER

An instance of contact or interaction where a new **employee forms (or changes) a favorable or unfavorable impression about the company.**

ACTIVITY: 3 MINUTES

How can you set managers up for success?

Manager Touchpoint	If we get it right, what will they say?	What do we need to do to support the manager create this experience?

THE **EX**-factor OF **CHANGE**

Lessons Learned in Change
The Change Experience Stage-Gate Framework

A practical and proven framework for use in the design and
delivery of experience-centric change strategies that
effectively move people through change.

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