



THE FUTURE
OF EMPLOYEE
ONBOARDING
WILL BE MORE
PERSONAL,
DIGITAL AND
CONTINUOUS

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Ogilvy | Social.Lab

Joining a new company can feel like boarding a ship without knowing its destination or how to interact with its crew members. Meeting new colleagues on Zoom, getting up to speed with the company culture and more broadly learning new ways of working have dramatically changed the way employees and companies experience onboarding.

However, onboarding doesn't have to be a struggle. It can be a productive and enjoyable experience for both hiring managers and employees. Our HR team has compiled the key onboarding initiatives that have contributed to keep new hires engaged and help us recently earn the title of Best Place to Work (Media Marketing and Pitch Point).



SOPHIE BAYET

COPYWRITER - EMPLOYEE SINCE 2018



SELIM HAMZAOUJ

ACCOUNT DIRECTOR - EMPLOYEE SINCE 2014

DEVELOPING A MORE HUMAN APPROACH TO ONBOARDING

With distancing measures, the way we work, communicate and learn has changed. But we believe that the companies that want to adjust to this new scenario need the human aspect at the center of their activities. We have supported our new hires with many initiatives to help them meet as many new colleagues as possible and give a full view of the business.

These initiatives include organising regular cross-team meetings to get new employees to meet people from other departments, pairing new hires with buddies who can show them how the sausage is made at our company and empowering our managers with detailed onboarding checklists and online leadership courses.

Companies that share a similarly flat structure have many options when it comes to developing

a more human approach to onboarding. For example, we opened a direct line of communication between people working at different levels with a virtual coffee break between our CFO Cédric van Kan and our new hires so that they can ask questions during their first week. We also set up a quarterly virtual breakfast with our CEO Rob Hill to help newcomers better understand how their work fits into our broader vision.

All these initiatives have helped us welcome, train and motivate our new hires to make them an integral part of our teams. “With COVID-19, the human aspect of our work has been challenged. But this tough period also brings an opportunity to update the way we onboard new talent and build tighter and more personal connections within our teams so that no one is left behind”, said Tiffany Goossens, our Payroll and Benefits Officer.

LOUKA VANDENBERGHEN
SENIOR ACCOUNT EXECUTIVE - EMPLOYEE SINCE 2015

LAURENZ VAN LIERDE
SOCIAL ACCOUNT EXECUTIVE - EMPLOYEE SINCE 2019



TAKING FULL ADVANTAGE OF DIGITAL TOOLS

There used to be a time when companies were reluctant to allow employees to work from home, thinking that without any supervision, no work would get done. Based on a recent survey, 62% of companies in our industry already have plans for allowing staff members to work fromhome after the pandemic (ACC, March 2021).

With remote work and onboarding still part of our future, we want to take full advantage of digital tools for a smooth and paperless employee onboarding.

We even hope to go a step further soon by simplifying our processes with automated email sequences and onboarding videos.

For now, to guide our ambition, we have chosen a “less is more” approach based on the idea of printing fewer documents and sending fewer emails while using more digital

tools to ensure that newcomers get all the support they need.

As a result, our HR team now works more efficiently, and newcomers spend less time and energy searching for company resources.

Since onboarding is all about internal communication, companies can use more digital tools to keep teams connected. During this pandemic, we have increased our use of social channels, such as Facebook groups to encourage regular communications and maintain a sense of community within our teams.

“Switching jobs during this pandemic was risky. But when I started at OSL, I was pleasantly surprised to see that my onboarding was geared towards using digital tools to work more efficiently and learn how the company works from the inside”, noted Jacques Foul, a new social media strategist in our OSL family.

REBECCA VALICON

JUNIOR ART DIRECTOR - EMPLOYEE SINCE 2020

BILL BILQUIN

COPYWRITER - EMPLOYEE SINCE 2016



PLANNING FOR CONTINUOUS ONBOARDING

Onboarding takes time. Our new employees usually need more than three months to master our company guidelines and become productive in their new position.

Like most companies, we provide all the necessary office equipment and documentation on the newcomers' first day. We then ensure that onboarding continues the following days and weeks with scheduled meetings, catch-ups and reviews to make sure that they feel at ease and ready to start working.

We're also big on continuous learning. All our newcomers are encouraged to follow trainings and workshops to develop their digital skills and learn about our company values on key societal issues such as diversity and inclusion, unconscious bias and ethics, to name a few.

To maximise efficiency, we combine onboarding programs with groups of newcomers, which also allows them to meet new people in the process. We are also open to feedback and regularly ask new employees to share their

opinion on our onboarding. This is a continuous learning experience where we can address their concerns and have them ring the alarm when our process needs improvement.

In the end, this pandemic has pushed us to rethink our onboarding approach, foster close relationships with new employees, make the best use of digital tools and continue improving the way we support our teams.

As American actor Will Rogers said, "you never get a second chance to make a good first impression". Many companies have understood that an effective onboarding is a competitive advantage in the marketplace, not only to get new employees on board but also to keep them engaged in the long run, as we all sail to calmer waters.

Stay tuned for more articles where we look at the HR initiatives that have shaped our company culture in the last 12 months. For more information about onboarding, feel free to contact [Tiffany Goossens](#). To discover our latest job opportunities, visit [our Jobs page](#).

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