

How to boost employee attraction, onboarding and retention through people development

By Terry Simmons,
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The challenge for HR and leadership teams

Recruitment is a real challenge currently across many roles and industries. You don't want to risk losing your valuable employees and retention has never been more important. This guide covers three challenge areas which are prominent at the moment:

- Poor onboarding can negatively impact employee retention from day one
- Ad-hoc people development creates disengaged team members
- Health and wellbeing of employees impacts on culture and productivity

In this guide, we share fresh ideas on how you can tackle these challenges through your people development strategy and plans.

NURTURE | RETAIN | ATTRACT



How getting onboarding right from the start improves retention in the long run

Is your onboarding process hampering new employee productivity and ultimately retention?

Did you know...

88% of organisations feel they don't onboard well

70% increase seen in new employee productivity due to effective onboarding

82% improvement in employee retention due to great onboarding

Remember, onboarding is a journey, not an event!

New employees need to know they made the right decision to join and could have a long-term future with you:

- They need to feel involved and part of the business quickly
- Be sure to introduce a sense of company culture and values by delivering positive engagement and experiences from the outset
- Managers should be proactive and encourage opportunities to network internally for new joiners

Onboarding best practices

- Think about what to cover, and what **NOT** to cover (what do they really need?)
- Explain your organisational values and culture – why is it a great place to work and how do they contribute?
- Provide warm welcome messages early on from senior leaders
- Survey newer employees about their joining experience and address any negative experiences
- Set clear expectations about the role and what they should look to achieve in the first week, month and year – provide a checklist and a 30-60-90 day plan
- Cover the key processes, tools or software they need to get to grips with – use interactive elearning resources and technology to fast-track take up
- Provide ongoing, planned support & training to reduce time-to-competence



Stats at a glance

Addressing development during onboarding increases satisfaction by **3.5x**

New team members typically take around **12 months** to reach peak performance potential

Team members are **3.4 times** as likely to feel their onboarding process was successful, when the manager takes an active role in onboarding

47% of companies are not sure how to assess the success or failure of their current employee onboarding initiatives

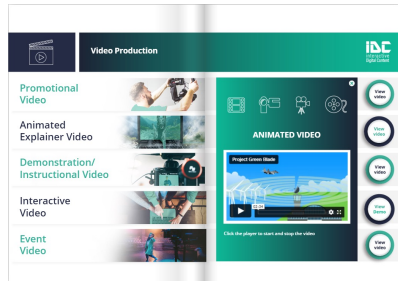
Consider adapting your onboarding processes now to deliver a journey – not just an event!

Tried & tested tools for onboarding & people development

Here are some recommended activities which you can employ during the onboarding process.

1

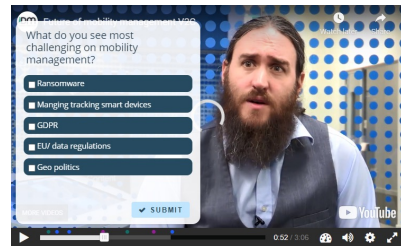
Recruitment Stage



- Interactive PDFs

2

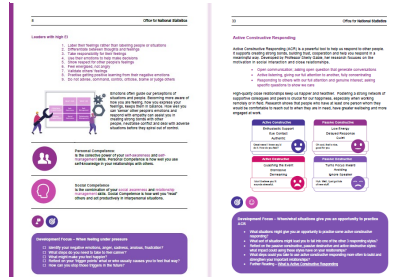
Pre-Boarding Stage



- eBooks
- Interactive videos
- Interactive PDFs

3

Onboarding Stage



- Explainer videos
- Digital guides, workbooks & checklists
- Process Infographics

4

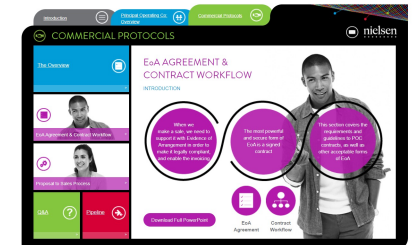
Core Training Stage



- Courses e.g. role specific & compliance
- Job Aids
- Interactive PDFs
- Interactive videos

5

Performance Training Stage



- Bespoke learning pathways & courses e.g. leadership & personal & professional development

How well-structured hybrid people development creates better engagement

Is a lack of people support and development affecting your employee retention abilities?

Did you know...

84% of HR professionals agree that recognising employee contribution increases engagement

70% of the variance in employee engagement is down to managers

36% of businesses are already redesigning L&D activities for hybrid – are you one of them?

Invest in skills for leaders and individuals

- Ensure new starters and team members don't miss out on ongoing skills development as a result of hybrid working
- Train managers to focus on outcomes rather than activities, as part of the performance management process
- Equip leaders and managers with insights and coaching skills to help empower team members in managing their own personal development

Focus on the employee experience throughout their entire career with your organisation

- Continually invest in your most important asset – your people
- Enable your employees to thrive in their roles through a structured approach to people development
- Act on employee feedback and communicate how you are addressing any negative comments
- Invest in employee recognition, health and wellbeing
- Provide appropriate, positive learning and development opportunities
- Improve internal communications where needed
- Develop a great onboarding experience



Stats at a glance

63% of companies fail to have regular discussions with their employees about their career growth and aspirations

Treating workers – at all levels – with respect was rated as “very important” to **67%** of employees, higher even than compensation, which was rated by **63%** of employees as very important

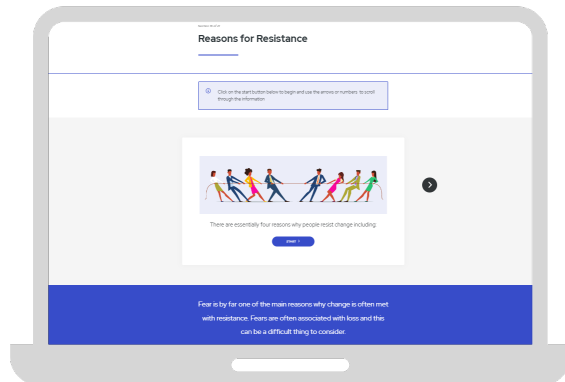
One of the reasons given by employees for leaving their job includes their manager's behaviour (**11%**)

Do all your employees have a clear, engaging and impactful development plan?

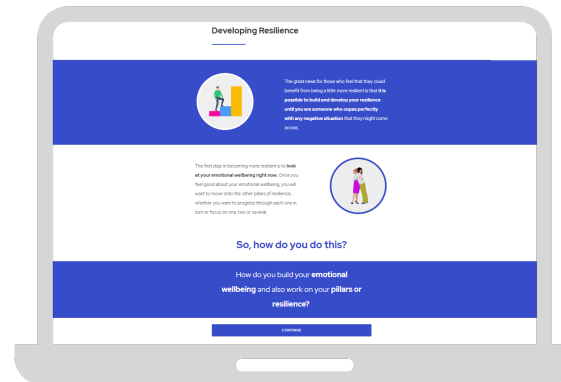
Developing your people in the hybrid environment

Below are some examples of the courses we have created to help clients overcome a variety of people challenges in a changing world. As well as courses, consider using a variety of learning tools and resources to support your team in meeting the challenges of hybrid and remote working:

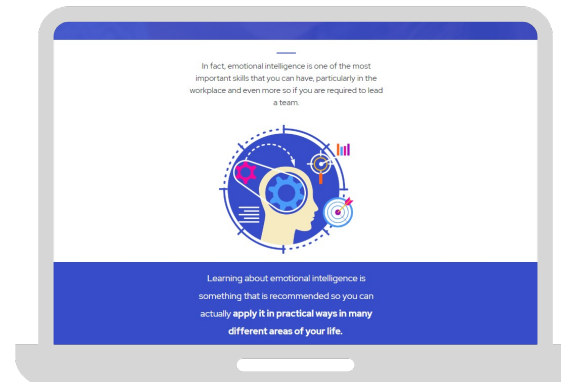
Managing Change



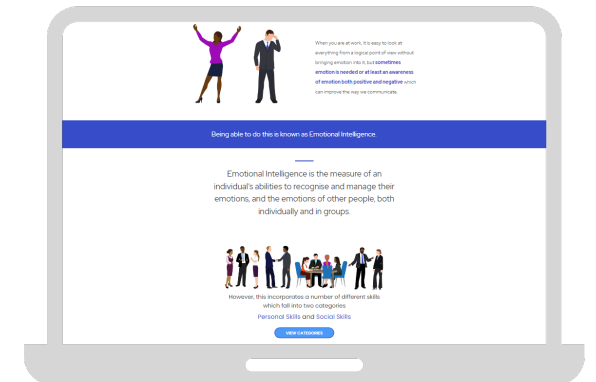
Developing Resilience



Emotional Intelligence



Effective Communication



Support your team with a range of learning tools & resources

- Interactive courses & pathways
- Digital guides, workbooks & factsheets
- Interactive PDFs & interactive videos
- Explainer videos
- eBooks
- Infographics

How health and wellbeing training positively impacts on culture and productivity

What impact is a lack of focus around health and wellbeing having on your most expensive asset – your people?

Did you know...

35% of employees report that the stress they experience at work is having a negative impact on them

84% of HR professionals have observed 'presenteeism', both in the workplace and working at home, over the past 12 months

79% of businesses report some stress-related absence in their organisation over the last year

Support employees to work confidently and healthily in a rapidly changing work environment

People management is more important than ever in hybrid working – managers need to:

- Prioritise wellbeing and promote activities that help maintain good mental health and develop resilience
- Spot signs of poor wellbeing and understand how to provide meaningful support
- Engage and energise teams to help them feel connected and valued

Employees and managers require a higher degree of resilience and coping mechanisms to handle ongoing ambiguity and reduced stability

- Provide a space/time where managers and leaders can come together and discuss shared challenges
- Help managers identify signs of poor wellbeing and what to do about it
- Upskill employees so they can perform and thrive in a changing environment
- Provide regular check-ins for individuals and consider a buddy programme to ensure individuals do not get forgotten



Stats at a glance

One in four employees dread going to work, don't feel safe voicing their opinions about work issues, and don't feel respected and valued at work

The top three contributors to employee burnout are unfair compensation (**41%**), unreasonable workload (**32%**), and too much overtime or after-hours work (**32%**)

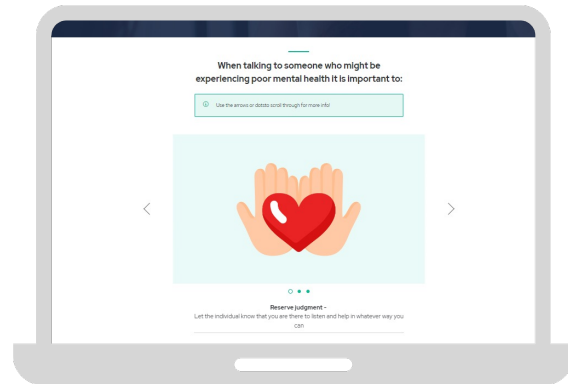
51% of employees say they would change jobs for one that offers flexible working

Is a lack of strategic focus on health & wellbeing affecting your business performance?

Support resources to aid wellbeing in the workplace

Addressing wellbeing is critical within all businesses. Below are a few examples of the many course materials we have created to support positive mental health and wellbeing in the workplace:

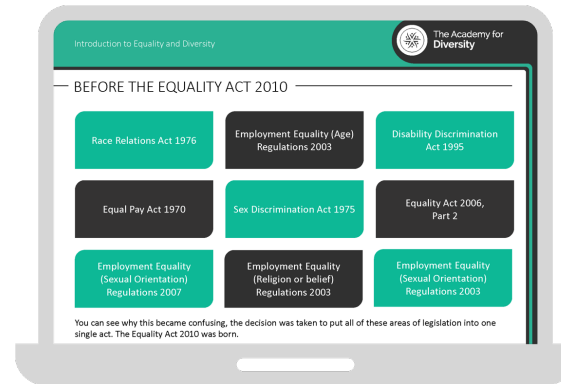
Mental Health First Aid



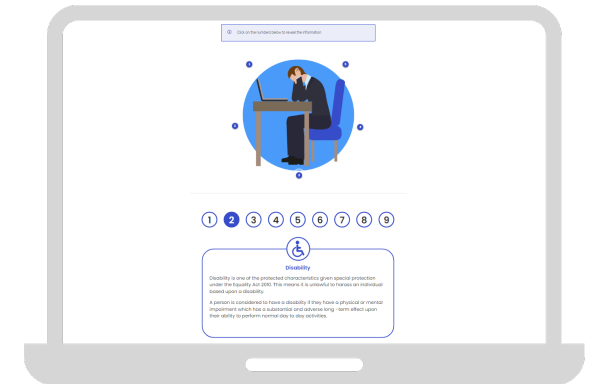
Coping with Stress



Supporting Inclusivity



Addressing Bullying & Harassment



Support your team with a range of learning tools & resources

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Connect with us

Learn more about how eLearning Plus+ is helping organisations adapt and stay ahead in this changing climate. Our expert guidance and tools enable a more strategic learning focus, stronger learning outcomes and improved learner engagement.

Contact us to find out how we can help scale and enhance your training delivery.



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About the author

Terry Simmons founded eLearning Plus+ over a decade ago when he recognised the critical importance of helping businesses take a more strategic approach to learning and development, to ensure it aligns with business objectives. Terry understands how central people are to achieving business productivity and profitability.



In the current climate, he has been working with clients to generate relevant strategic training plans and digital learning resources that contribute towards better onboarding and people development, which ultimately leads to better employee retention and improved profit margins.

As a highly experienced learning and training professional working across many different industries, he focuses on generating workplace training strategies and blended learning activities that deliver engaging learning experiences and positive ROI. A former director in several blue-chip technology companies and SMEs, Terry has over 35 years of experience in strategic thinking, board management, digital content creation and strategic learning solutions.

