

FINAL



Media Release

21 April 2008

ATTENTION: Business and employment editors

Welcome onboard – [click here](#)

When a new staff member arrives at the offices of Drake International, their options include clicking on an intranet link to watch an interactive message from the company's international Chairman Bill Pollock giving his personal greeting to new staff.

They can also click again to see their New Zealand General Manager, Gay Barton, expressing her personal welcome, plus an outline of the company's culture, its direction and the commitments it makes to not only its staff, but also to their customers.

The intranet links are a case of the company practicing what it preaches. Drake has just released its latest White Paper on "Onboarding and Orientation" – with onboarding the process that extends traditional orientation programmes into an exercise that runs from first contact, right through the first 12 months of employment.

Gay Barton says would-be employers need to recognise that in today's job market they are sellers, not buyers.

"They have to put much more effort into selling their organisation to candidates and establishing their employee value proposition (EVP), and promoting their employment brand.

"Our white paper picks up where these recruitment steps stop, once a company has selected and recruited that talent. Where to next? Your onboarding and orientation programme.

She says the Drake philosophy is that people are the engine room of any successful organisation.

"Having the right people with the right skills and behaviours is what organisations need in today's competitive environment.

“The payback for employers is much more than happy workers. It is also good economics.

The latest Drake white paper says effective onboarding programmes can yield a return on investment of up to 125%.

It says, traditionally, employees take 120 days to become top performers and that an effective onboarding programme can cut that time down by 15 days, which means productivity savings can easily outweigh programme costs.

Other savings come from the streamlining benefits of having a formal process and the savings that come from reduced recruitment costs through increased staff retention.

Gay Barton says orientation programmes once consisted of a half or full day of filling in forms, listening to welcoming speeches, taking a tour and maybe watching a video about the organisation. Now much more is expected.

“The reality is that organisations with a proactive approach to ‘Onboarding and Orientation’ can reap significant financial benefits.

In summary, Drake’s White Paper breaks the onboarding process into the following steps:

The pre-offer:

It’s important to make first impressions count and that means providing meaningful, positive information, about the role and the company.

Extending the offer:

This should see the potential staff member given a comprehensive pre-employment package containing all relevant contracts, information, and forms.

The first day:

It is vital to capitalise on a new employee’s enthusiasm and energy by making their first day as positive as possible.

The orientation programme – contents:

This should be broken down into intensive, highly informative modules that highlight all aspects of your organisation and give the new staff member a complete understanding of all its initiatives and the responsibilities of their particular position. The modules should cover wider company issues and job-specific information.

Post-Orientation:

This is an evaluation after the orientation component is completed, which allows for areas of further training to be identified.

Gay Barton points out that technology can also play a key role in the process. In her case, the intranet presentation gives people a taste of what an organisation is about and what options it provides to them in terms of training, career structures and job satisfaction. It is supplied via Drake's interactive messaging technology, so that they have an understanding of one of the Drake technologies from day one.

She says it should be used to ensure that the employer's expectations of people and the standards it requires are clearly stated.

"The message is pretty clear. You can only make a first impression once so don't blow the opportunity – do it properly.

"Onboarding and orientation programmes do not take away the responsibility that managers have in directing and inspiring people.

"But, as organisations grow, these programmes provide the structures necessary to ensure that people within an organisation are on the same journey and have the same values."

You can obtain a free copy of the White Paper by contacting your nearest Drake International office, or by inquiring through the company's website www.drakeintl.com

For further information contact:

Donna Kerrison
National Marketing Manager
09 379 5610
0275 70 66 83
donna@nz.drakeintl.com

About Drake International

Drake International is a leading provider of staffing solutions that solve business problems for New Zealand organisations. Established in Canada in 1951, Drake operates in eight countries around the world.

More than a recruitment company, Drake is recognised as a world leader by business decision makers, for its expertise in enabling organisations to improve their profitability and productivity through flexible staffing, permanent recruitment, training and development, and by using innovative technologies.

Drake's extensive network of services meets the diverse needs of the market and is geared towards solving real business problems for New Zealand organisations.

0800 840 940
drakeintl.com