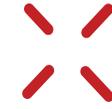


M&S  
CORPORATE GIFTS

Make employee  
first impressions  
unique and  
memorable





## Great employee onboarding can improve retention rates by 82%.<sup>1</sup>

When hiring new employees, it's easy to see why your prospective workforce would want to make a good first impression, but it's also important to consider what they think about your business. Finding the right new starter can feel like somewhat of a huge task, but once you do, you'll want to make sure you give them every reason to stay in their new role – and it all begins with the induction process.

# ▶ Reduce worries with efficient onboarding



It's important to think carefully about the first contact with your new starter, after a potentially challenging interview process. You can begin your onboarding process from the moment you offer them the role. By starting off on the correct note, you'll be able to engage them right from their first day when you welcome them into the team.

Before they even start, your new starter will most likely have expectations about your brand, their new colleagues and what their day-to-day tasks will be. They will have spent some time researching your business but may still have some worries and anxieties about fitting in and performing their role.



A positive and in-depth process can help them to settle in, understand your visions, values, and build the necessary foundations with their peers. Making this process memorable for all the right reasons will enhance their experience and give them the confidence to say that they have made the best decision. Only 12% of employees strongly agree their organisation does a great job of onboarding new employees,<sup>2</sup> so, make sure you're doing things appropriately.



.....

**Organisations with a standardised onboarding process experience 50% greater new-hire productivity.<sup>3</sup>**

# ▶ Where to start with onboarding



If you're unsure where to start, holding a brand workshop could help you understand your current brand and identify where changes could be made. Take a sample of employees from the most senior to those on the ground, and get everyone talking.

You may uncover nuggets of insight that you never knew existed, and it could help your brand evolve, attract new customers and make a great first impression.

# Building your process.

No. 1



Sending the job offer

No. 2



Accepting the offer

No. 3



Sending information

No. 7



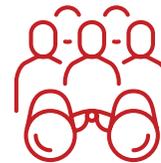
The first three months

No. 6



Learning and development

No. 5



Company-wide orientation

No. 4



Their first day



# Two thirds

of HR leaders plan to continue virtual onboarding after Covid.<sup>4</sup>

# Prepare them to join your business

Before your new team member starts, being honest and open with them will play to your advantage. Taking steps such as making the offer letter as warm and welcoming as possible, whilst also professional, will instantly resonate with your new starters.

If you need further paperwork or documents, make sure it's as simple as possible for them to be supplied. Once the acceptance process is complete, you can begin to manage expectations of important logistics and benefits.



# Process and operational considerations:



Benefits



Their team  
and line manager



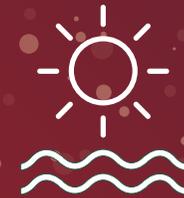
What they need to know  
for their first day



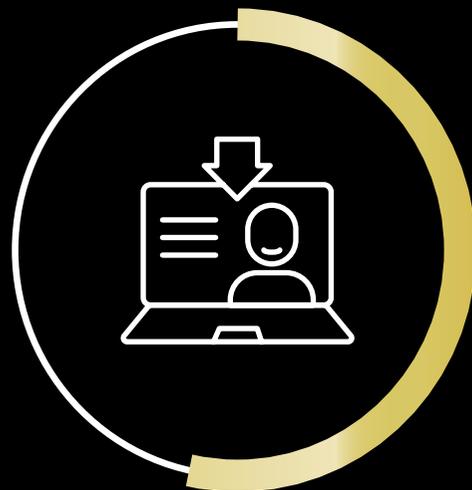
Their point  
of contact



Salary



Holiday  
allowance



World-class companies are **53% more likely** to provide pre-boarding activities.<sup>5</sup>

During the time between your new employee accepting the job offer and their first day, you could implement initiatives that will help them feel part of the team, such as meeting other new starters, their manager or colleagues for an informal coffee before official enrolment.



# Give employees a **memorable** first day

Although you may have done everything in your power to ensure a seamless first day, your new employee may still feel apprehensive about their fresh start. With quality integration and making them feel like they belong, you'll be able to foster a better focus on their work and boost their commitment too.

56% of new hires prefer having a mentor or buddy to help them.<sup>6</sup> So, having another member of the team allocated can help them feel at ease and be able to concentrate on their work performance, rather than worrying about who to call if their computer isn't linked to the printer or how to log into Teams on their first day.



Employees with good onboarding experience are 18x more likely to feel highly committed to their companies.<sup>7</sup>

# You can take simple, basic steps to ensure things go smoothly...

**No. 1**



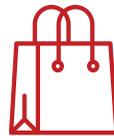
Deliver their work equipment e.g., laptop and phone etc.

**No. 2**



Prepare a planned agenda

**No. 3**



Send them a welcome kit that includes items like the employee handbook

**No. 4**



Assign as buddy or mentor they can partner up with.

**No. 5**



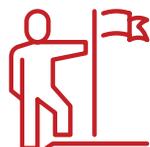
Ensure new starters are online and part of communication groups as soon as possible.

**No. 6**



Hold initial welcome meetings (virtually where possible).

**No. 7**



Offer company orientation meetings - providing details such as values, HR policies and collaboration processes.

**No. 8**



Clarify roles and expectations for their new position.

**No. 9**



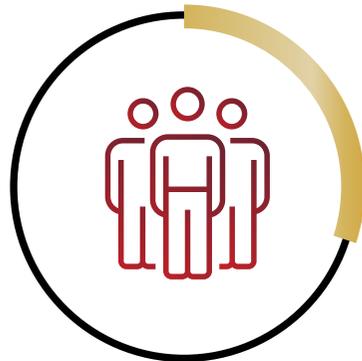
Schedule regular 1-to-1 meetings with their line manager.

**No. 10**



Use virtual quizzes and polls to keep onboarding lighthearted.

# Onboarding doesn't stop on day one



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**Only 12% of employees strongly agree that their organisation does a great job of onboarding.<sup>8</sup>**

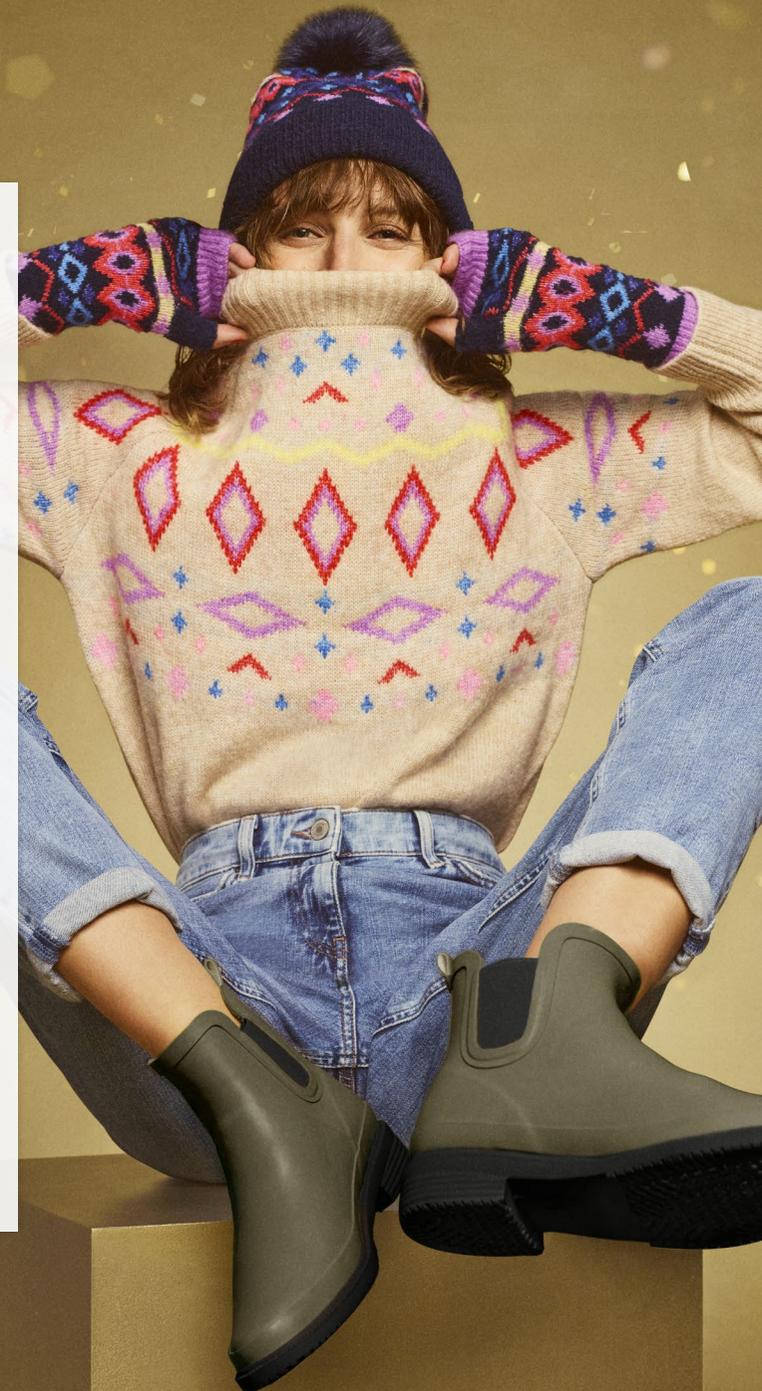
New employees tend to take around 8 months to 1 year before they can be as efficient as their existing co-workers.<sup>9</sup> So, having a set internal schedule can help you to manage your new employees and keep them loyal and motivated. UK employees are some of the least engaged in the world, with average engagement scores of just 45%,<sup>10</sup> so a clearly set out onboarding plan can help.



Learning and development is crucial to employees, but it's also important for your business too. Employees that are encouraged to further their skills within your company provide the opportunity to promote from within – which saves you time and money for recruitment. Setting out a personal development plan can help to keep employees motivated to complete tasks, check them off the list and grow within their role.



**94% of employees would stay at a company for longer if the business was investing in their career development.<sup>11</sup>**



# Recognise and reward

One of the most important aspects of the induction process is setting out the expectations of their role – and how this can be recognised and rewarded. Giving employees a clear understanding of what's expected from them also unlocks the potential for them to go above and beyond which is a win-win for your business.

**37% of employees consider recognition as the most important factor in boosting their productivity level.<sup>12</sup>**

From seemingly small things such as a verbal 'thank you', to celebrations in company-wide meetings and even financial incentives, offering your employees rewards propels them to succeed, which ultimately benefits your business.



**38% of HR workers believe their current recognition and reward programmes are not as effective as they could be.<sup>13</sup>**



# Recognise the extraordinary with M&S

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