

# **BUSINESS WHITEPAPER**

**PRE-/ONBOARDING**

**STRATEGIES IN AN ERA  
OF EARLY TURNOVER**

NEW PATHS FOR EFFECTIVE EMPLOYEE RETENTION

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## NUMBER OF THE HOUR

**Shocking, but true: every 6th employee in Germany has already mentally checked out (Source: Gallup). The Gallup Engagement Index holds German companies' HR departments accountable annually.**

Naturally, the question arises: why are employees resigning in such large numbers? Because each resignation increases the turnover rate, and that, in turn, costs a significant amount of money.

## EFFECTIVE EMPLOYEE RETENTION

In today's fast-paced work environment, the phenomenon of "ghosting" - the sudden disappearance of applicants or new employees without warning - and increasing early turnover are becoming a growing challenge for companies. In certain professions, this is becoming an increasingly significant issue. Large companies with a strong employer brand are particularly affected by this phenomenon (e.g., with apprentices and trainees). "I've got the job at the big company in the bag. Well, the start date isn't for a few months - plenty of time to secure some really cool jobs now," is often a mentality we hear from those involved. In this post, we'll show how effective pre- and onboarding can help combat these trends and create a stronger bond between the company and its employees.

## RED ALERT

If a new employee leaves the company very quickly, there can be various reasons for this. For early turnover, as a special case of turnover, there are additional causes that are directly related to the hiring process and integration into the new company - that is, the onboarding process. The most common reasons for early turnover are that the employee's expectations of the new company are not met, that there is under- or overwork, or that integration into the team has not worked. The reasons for prematurely ending the employment relationship are often not related to professional qualifications, but rather interpersonal, such as due to lack of feedback and misunderstandings. One way to influence early turnover is to implement targeted onboarding measures to facilitate the new employee's entry into the company.

# WITH THE "RECRUTATION LADDER" TO SUCCESS

Link recruiting and education and get RECRUTATION. In times like these, it is crucial to effectively integrate new employees. The "Recrutation Ladder" offers a structured model to optimize this process and not only attract new talents but also bind, develop, and promote them to the company in the long term. With this approach, you can counteract turnover and significantly increase employee retention. Because to attract applicants and bind them sustainably to the company, systematic communication in the recrutation process is necessary. In short, recrutation creates digital introductory content and platforms that are highly interactive and address current challenges.



# THE STAGES EXPLAINED IN DETAIL

At each stage, companies face various challenges. Below, we take a closer look at what to specifically focus on at each stage.

## 01 ORIENTIERUNG = ORIENTATION

Let's start with the cultural and language barriers: For globally operating companies, it is often a complex task to ensure that the onboarding content is culturally sensitive and available in multiple languages. Ensuring the consistency and timeliness of onboarding content across different departments and regularly updating them to reflect current practices can also be a challenge.

## 02 RECRUITING

In the recruitment stage, bombarding new talents with too much information at once can be overwhelming and counterproductive. Similarly, difficulties with navigating the eLearning platform, accessing materials, or technical issues can hinder the learning process.

## 03 PREBOARDING

During preboarding, challenges may arise in integrating the eLearning platform into existing HR systems or databases, leading to administrative hurdles and data discrepancies. The lack of interactive elements in onboarding content can lead to disinterest and a passive learning experience.





## **04 ONBOARDING**

In the onboarding stage, maintaining the engagement and motivation of learners throughout the process, especially in a remote or virtual environment, can be challenging. Promoting social integration and fostering a sense of community among new employees can be difficult in such environments.

## **05 DEVELOPMENT**

One-size-fits-all approaches in the development stage may not cater to the specific needs and backgrounds of individual learners, resulting in a less effective onboarding experience. Difficulty in tracking progress and evaluating the effectiveness of the onboarding process can lead to gaps in the learning and development process. Ensuring that eLearning content is accessible to all employees, including those with disabilities or limitations, is an important but often overlooked aspect.

## **06 CAREER PLANNING**

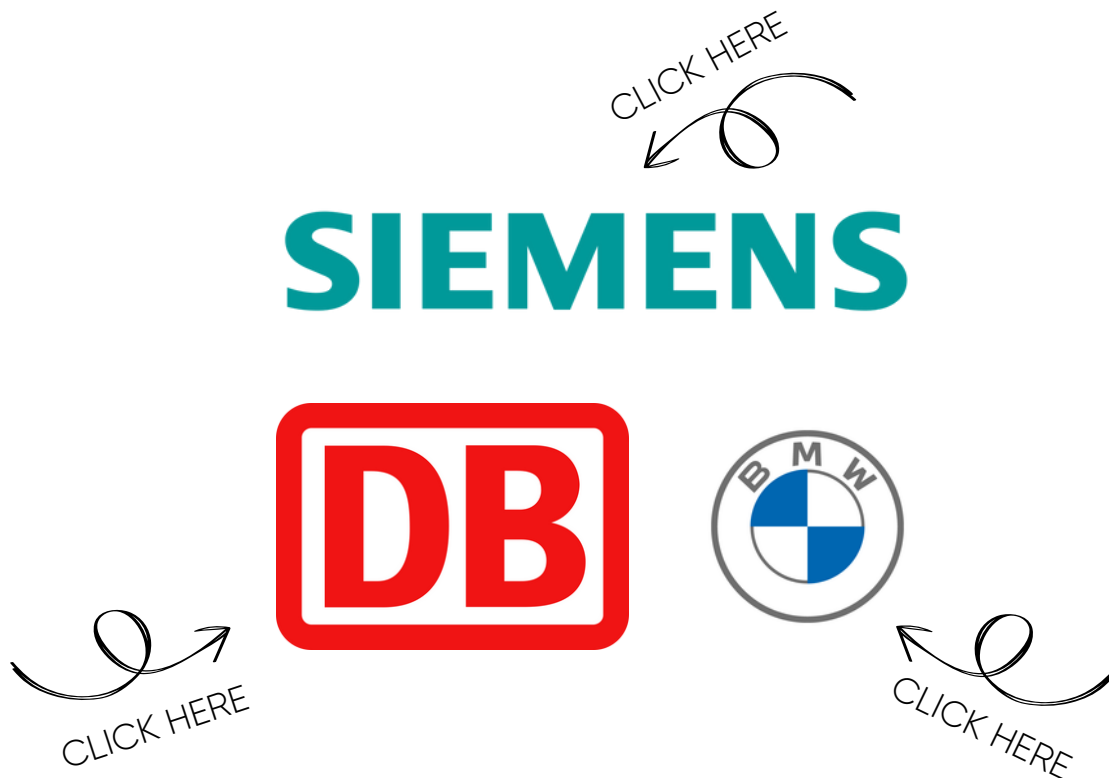
In the career planning stage, employees may find it challenging to find time for eLearning alongside their other tasks, especially if the onboarding content is lengthy or dense. The absence of a clear mechanism for feedback and mutual communication can make it difficult for learners to express concerns or ask questions.

Throughout all stages, ensuring that all onboarding material complies with relevant laws and industry regulations is often a complex and ongoing task.



# SUCCESSFUL EXAMPLES OF ONBOARDING & DEVELOPMENT

Digital content that caters to individual needs can greatly help address a variety of interpersonal challenges and soft skills, ensuring the effective integration of potential and new employees into the team. We'll show you three best practices: Thanks to Siemens Austria, Deutsche Bahn, and BMW, we were able to demonstrate how effective the approach using the Recruitment Stairs can be. Other award-winning examples (PORSCHÉ AG, etc.) also show that these challenges can be addressed.



Would you like insights into these 3 projects? Simply click on the respective logo and you will be directed to the desired project page.

If you would like more exclusive insights, schedule an informal online appointment with our experts, and we will be happy to discuss your use case as well.



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