

# THE ULTIMATE GUIDE TO MASTERING THE MARKETING EMPLOYEE INDUCTION:

**Steps for Success**

**2023**

# Introduction

Finding the ideal marketing candidate with the help of a specialist recruitment company is only the first step in building an effective team. Once you've discovered the right candidate for your business, you must ensure they can thrive in their new role.

According to a study shared by Harvard Business Review, up to 20% of all staff turnover happens within the first 45 days your candidate spends in their new role.

We are doing something wrong. In today's world, where talented candidates prioritise empathy and support from their employer, the lack of a strong induction program could leave you with significant turnover.

Without the right induction plan, candidates struggle to integrate into your company's culture, adhere to your policies, and achieve their highest productivity levels.

To make matters worse, a poor induction program can influence the relationship your employees build with your brand, reducing engagement and exacerbating poor performance.

Investing in a comprehensive, personalised, and powerful induction strategy is the best way to improve employee retention and productivity and enhance your employer brand.

Today, we will cover everything you need to know about building an effective induction strategy for your marketing team.

**Jo Wassell**

# What is an Induction Program? The Basics

An induction program is a strategy marketing agencies use to support new employees to understand the business's operations, culture and processes and what is expected of them so they contribute in all areas.


In the past, many H.R. managers and business leaders looked at the induction process as an administrative task, reserved mostly for signing forms and collecting documentation. However, in today's world, the induction process is evolving.

As finding talent in the B2B marketing industry becomes more difficult, 87% of H.R. leaders say employee retention is now more important to them than ever before.

Retaining employees doesn't just mean providing them with useful feedback and guidance; it also means setting them up for success with the right induction process.

Induction strategies don't just introduce new candidates to a business and their role; they also help to acclimatise staff members to the working environment, ensure they feel empowered in their new job, and help them integrate into the organisation.

Induction programs are also crucial for every member of staff. Remote and hybrid marketers still need effective induction plans to ensure they can work efficiently, interact with other team members, and follow business processes.



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# Employee Induction vs Employee Onboarding

To create a successful induction program, business leaders must understand that induction and onboarding aren't the same. Although the terms are frequently used interchangeably, onboarding is more of a tactical process, while induction is more strategic and comprehensive.

In the marketing industry, onboarding involves a lot of form-filling and administrative work. Companies must ensure they have the right employee contact details, payroll information, and documentation. Onboarding can also include introducing employees to the workplace, setting them up with I.T. tools, and explaining organisational policies.

Onboarding ensures an employee has everything they need to commence work in their new role.

**Employee induction, on the other hand, is a far broader experience.**

While onboarding helps an employee enter the door to your company, induction takes your staff members on a tour of your business, empowering them to succeed in their roles.

Induction helps to make new employees feel like a central cog in the workplace, immersing them in the company's culture and processes. During the induction process, you can provide your team members everything from training to new ways of connecting with colleagues.

## **The Importance of Employee Induction.**

Unfortunately, while induction is essential to helping an employee thrive in their new role, it's something many companies fail to do well, according to a report by Gallop. Around 88% of companies still have poor induction programs, focused too heavily on paperwork.

After a lengthy and complex hiring process, skipping the induction process and leaving new staff members to find their way around the company can be tempting.

However, investing in the right induction process can deliver significant benefits. For instance, studies show that companies with engaging and powerful induction programs retain up to 91% of their workers after the first year. Other reports indicate that induction plans not only improves retention by 82%, but they also enhance individual employee performance by 11.5%.

## Aside from making it easier to retain your crucial talent, agency induction plans also:

### 1

#### Increase productivity and performance:

An induction program doesn't just introduce staff members to their new roles but helps them thrive in their position. The right induction program will provide guidance and training on how to use tools, and direction for employees, boosting productivity by more than 70%.

### 2

#### Reduce costs:

Although an induction program might seem time-consuming, it can save companies time and money in the long term. Induction programs help to enhance employee performance, which can make businesses more profitable. Plus, they help companies to avoid issues caused by staff misunderstanding their role. Some studies show \$37 billion is spent yearly to support unproductive staff.

### 3

#### Enhances company culture:

Company culture has become a major priority for marketing employees searching for new roles. An important part of the induction process is introducing staff to the company culture and helping them assimilate. The right induction program can help improve staff bonds and overall team performance.

# 4

## **Ensures consistency:**

Introducing an induction program for every new team member allows companies to ensure everyone starts their job with the same information and systems as everyone else. This leads to a more consistent work environment, fewer errors, and better collaboration between staff members.

# 5

## **Boosts engagement:**

Perhaps most importantly, a good employee induction plan helps staff members feel more comfortable and engaged. It allows employees to learn faster and feel confident in their position. Staff members are more likely to feel satisfied in their new job.

# The Components of a Successful Induction Program

The components of a successful induction plan can vary depending on the role the candidate needs to fill. However, most companies will create a checklist containing a few essential components that must be covered for all staff members.

Some of the key components of a successful induction program include:

## An employee welcome:

Induction programs should make team members feel welcome and included in the business environment. A warm welcome can set the tone for the rest of the induction and help the candidate to feel valued in their new role.

## Orientation (Tours):

In the physical office environment, most induction plans will include a tour of the facilities. This may involve introducing staff to their office, meeting rooms, break rooms, and any other environments they may need to interact with.

## Employee setup:

The setup process involves ensuring a staff member has everything they need to thrive in their new role, such as crucial software, email addresses, and passwords. It could also include ensuring the work environment is comfortable and suitable.

## Meetings:

To immerse themselves within the company culture, team members must interact with their colleagues and get to know crucial staff members. Candidates should be introduced to key stakeholders, senior leadership teams, colleagues, mentors, or buddies they'll work with.

## Clarification

During the induction process, it's often helpful to provide an employee with clarity on their roles and responsibilities and how they fit into the wider team. Discussing things like policies, processes, and collaboration strategies is also essential.

## Health and safety

Most induction programs will also cover crucial administrative information, like health and safety regulations relevant to the business. This can help team members feel more confident and protected in their roles.

## Documentation:

Alongside health and safety guidelines, most agencies will provide employees with other crucial documentation to guide them through the induction process. These documents could include standard operating procedures, information about target customers, and product or service information.



# Steps to Induct New Employees into Your Company

The induction process has become far more complex as the marketing workplace has evolved and employee priorities have changed.

Today, inducting your new staff member into a business doesn't just mean taking them on a tour of the facilities. It also means ensuring employees feel comfortable and confident in their new roles.

## Here are some of the core steps to include in your induction process

### **Step 1: Pre-induction communication**

The induction process starts before your employee enters the office on their first day. Adequate communication before an employee begins their new role is important. Business leaders, managers, and H.R. professionals should reach out to staff members with plenty of useful information.

They should provide an overview of the company's vision, goals, cultures, and values, setting the tone for what to expect from your agency. Most business leaders will address the administrative work of employing a new hire during the pre-communication process.

You may need to ask staff members to fill out employment agreements, read through an employee handbook, and submit crucial information to payroll. You'll also need to ensure staff members have access to the right resources, such as company email and collaboration tools, password management and productivity software, etc.

## During pre-induction communication, make sure you:

Ask the right questions: Define what your employee needs from you to get started in their role. This could include physical hardware, such as a laptop or headset, access to crucial software, documentation, or guidance on their responsibilities.

Get multiple people involved: Start immersing employees into the company culture immediately, with introductory meetings with new colleagues. Encourage team members to reach out to your hire and welcome them before their starting date.

Stay responsive: Promptly answer any questions your new hire might have about their role, their responsibilities, and your company.

### Step 2: First-Day Formalities and Introductions

When your new employee is ready for their first day, they should have the resources they need to dive in, such as email addresses and software. However, during the first day, it's important not to overwhelm your employee with too many tasks or excessive information.

The first day your new team member spends with your company will be crucial to the relationship they build with you as an employer. Have someone ready to welcome your new hire as soon as they get into the office, and give them a detailed tour of the space.

Ensure new staff members get a feel for the company culture and atmosphere during the tour, introducing crucial office facilities, break rooms, and meeting spots.

Arrange for a meeting between your new hire and their manager, where they can discuss the responsibilities and role of the employee in greater detail. During this conversation, provide extra insight into how the employee's performance will be measured over time.

Since the first day relies heavily on introductions, arranging a group lunch where your marketing team can sit down with their key team members and learn more about them can be helpful.

It's also worth setting some time aside for housekeeping tasks, like setting up new equipment, logging into accounts, enrolling in benefits programs, etc.

### Step 3: Comprehensive Orientation

After introducing your employee to the basics of your office and the team they'll work with on their first day, the next step is ensuring they're properly oriented in their new environment. Familiarise your team with their new surroundings, showing them where they can find kitchens, bathrooms, and first-aid boxes.

Ensure their workstation is set up for success, and guide them through using new tools and resources if uncertain. During your orientation program, it's also worth providing insight into your team's general schedule and operations.

Let your staff members know where they'll be able to find supervisors and managers if they have any questions, where they can interact with their colleagues, and when regular meetings and conferences typically take place.

You may also need to introduce your staff member to company policies and employee handbooks, which cover all the key procedures in your business. Ensure they know any legal requirements they need to abide by, health and safety rules, and company policies surrounding dress code, sickness absence, and annual leave.

### Step 4: Role-Specific Training

Training and development should be a crucial part of your overall process for empowering and engaging your employees throughout their time with their company. Around 87% of millennials say they believe development in the workplace is crucial to success.

Implementing role-specific training into the induction process is an excellent way to show commitment to investing in your staff members and helping them thrive. Examine their day-to-day responsibilities and determine where they may need extra support.

For instance, you might need to teach your team members how to use new software or follow specific standard operating procedures. It's also worth taking some time to discuss your employee's personal needs regarding training.

Talk to your staff member and ask them whether there are any areas they would like to focus on when it comes to training in the initial months of their role. You can also begin to implement plans for long-term training and development.

## Step 5: The Buddy Program

While H.R. professionals and marketing managers will play a crucial role in the induction process, they may not always provide one-to-one guidance. A buddy program can be an excellent way to help your employee thrive and settle in your company.

A buddy program ensures your team member always has someone to turn to if they have questions or need extra guidance. It's also a great way to start embedding your new hire into your company culture, paving the way for strong professional relationships.

Determining how you want to structure your buddy program is up to you. You might partner your new employee with someone with a similar role, or you might select a buddy that can support your hire with strengths that mitigate their weaknesses.

## Step 6: Regular Check-ins and Feedback

One of the biggest mistakes companies make with the induction process is assuming they no longer have to worry about their new hires after they've completed their first week. Inducting a new staff member into your business can sometimes take weeks or months.

With this in mind, it's important to be proactive about ensuring the success of your new team member. Arrange for regular check-ins between new hires and managers, where staff can share any concerns they might have.

It's also important to implement a strategy for two-way feedback. Ensure your managers and supervisors guide your team member in improving their roles. At the same time, listen to your employees' feedback about the induction process.

Paying attention to employee feedback can ensure you can improve the quality of your induction process for future hires.

# The Role of H.R. and Managers in Employee Induction

As mentioned above, H.R. professionals and managers are important in the employee induction process. The role each of your team members play will depend on the size and structure of your business.

For instance, the induction of a specific employee might be the team manager's responsibility. However, the development, design, and evaluation of induction policies and programs may be the responsibility of H.R. specialists. These specialists may also be employees' first point of contact (outside of the buddy system) if they have any questions.

## The Role of H.R. and Managers in Employee Induction

- **Empathetic:** Provide empathetic guidance to employees, and be mindful of their specific needs, communication methods and requirements.
- **Strategic:** Avoid overwhelming employees with too much information at once, and understand they may need time to adapt.
- **Proactive:** Regularly communicate with new employees to create a two-way system for feedback and growth.
- **Comprehensive:** Don't just focus the induction program on documentation and form filling; make sure you cover the company culture too.
- **Supportive:** Listen to your staff members and adapt to their needs. Show them you value their input and expertise.

# Potential Challenges in The Induction Process

An effective induction process is crucial to ensuring the success of each new employee you bring to your business. Failure to implement the right induction process could result in disengaged hires, low retention rates, and poor productivity levels.

Knowing what kind of challenges you might face during the induction process is essential to ensuring your team member succeeds. Here are some common obstacles to overcome

## Role clarity:

One of the biggest challenges businesses face in the induction process is providing teams with clarity on their role. Ensure your team member fully understands their responsibilities and how they're contributing to the company's success.

## Information overload:

When you're keen to get your employee up and running as quickly as possible, it's easy to overwhelm them with too much information. Avoid bombarding your staff members with more information than they can handle.

## Lack of digital support:

Digital tools and technology are becoming essential to virtually every marketing role. To ensure your new hire can succeed in their position, providing them with the right technologies and I.T. guidance is important.

## Rushing through the process:

A good induction process takes time. Don't try to do everything on the first day. Be patient, and make sure you're mindful of your employee's schedule and ability to absorb information.

## Impersonal experiences:

While having an induction checklist handy to guide you through the essential steps in your process is helpful, the experience should be personalised. Don't rely on a one-size-fits-all approach. Adapt the induction process to your new [Sector] employee's specific role and needs.

# Potential Challenges in The Induction Process

The employee induction process is still a vastly underestimated concept in the marketing industry. After working with an effective recruitment team to find the ideal candidate for your new role, it's easy to assume they'll be able to jump into your business and thrive straight away.

However, failing to invest in the right induction process can lead to several problems. If you're not inducting your team members correctly, you're not setting them up for success in their roles or building their relationship with your company.

Don't overlook the importance of a good induction strategy. Ensure you're welcoming your team member into your business correctly, and they'll reward you with greater productivity, loyalty, and exceptional performance.

**Jo Wassell**





## About Jo Wassell, founder Invoke

It was after working in marketing for over 18 years - both in-house and agency side - that Jo decided to create Invoke. What started out as a recruitment practice has since grown into a full-service executive coaching, career coaching, training and headhunting practice dedicated to the marketing and creative sectors.

Her years spent in the industry highlighted just how hard it is to find the right people, and the subsequent challenges of retaining, training and nurturing talent to help them excel at a personal and business level.

Jo has a passion for helping people unlock their true potential. Helping them to really pinpoint what it is they aspire to be. And providing them with the tools that will help them underpin the foundations for growth.

Her experience from the front-line of marketing includes working on brands such as Nokia, Aston Martin, Oracle, CapGemini and the BBC. The consolidation of this experience underpins the foundation of Invoke; Jo understands the complexities and pressures of the marketing world at all levels, and can now bring those insights to create a stronger, more fulfilled workforce for businesses today.

# Contact us

## About Invoke

Invoke is a boutique marketing recruitment firm. Our purpose is clear: to provide you with bespoke recruitment and career coaching services that shape the leaders of today and tomorrow. We thrive on igniting transformative change, cultivating exceptional personal and business performance, and nurturing the leaders who will drive your success.

With a foundation built on decades of experience in marketing, business, and headhunting, backed by the latest industry insights, we possess the expertise to ensure your skills stay ahead of the ever-evolving curve.



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