

WHITE PAPER SERIES

EMPLOYEE ORIENTATION DO'S AND DON'TS

During a recent [CRO Forum](#) meeting, we had a chance to discuss the entire process of employee orientation. Here are some of the insights gathered from that discussion. The following comes in no specific order:

- Employee Orientation is not just the job of human resources, but that of the entire organization.
- A great deal of orientation can be conducted pre-hire. By the time an employee accepts the job, they should have a very firm grasp on their job requirements, who their co-workers are, the company's products and services, company's clients and customers, as well as the company's vision, mission, goals, values, etc.
- Don't attempt to cram the employee orientation into only a few short days. It should be spread out over their first 60-90 days of employment. It is important for the employee to be able to absorb the information. They can only do that if they can attach some meaning to it.
- A number of the companies have a new employee orientation video. One suggestion that makes sense is to show any updates to the orientation video during quarterly all-company meetings.
- There is no substitute from a welcoming from the very top. If the CEO can't spend a few minutes in person with new employees, they should at least send a welcome note to their home.
- Pick up the tab for new employees to go to lunch with existing employees, both within their department and in other departments.
- Consider making orientation fun. You can use a scavenger hunt, play a Jeopardy game, an off-site outing, etc. One CEO pretends he is a drill sergeant and has all new employees recite the company's values statement.
- The e-mail or notice should come from the employee's new manager introducing the new employee. One company I know attaches the employee's photograph to the e-mail message.
- You must be aware of existing employees being resistant to the change represented by new employees, especially where the new employee brings with them a new technology. Your existing employees may fear new employees because they fear losing their own value to the company.

- Provide a “new employee box” complete with stapler, pens and pads, and other desktop items.
- Provide new employees with a financial orientation to your company and their job.
- One company places a trail of balloons from the entrance of the company to the employee’s new desk. Sounds like a fun orientation to me.
- Don’t forget about orientating the family. Send something home whether it’s a welcome note, video, flowers, food basket, etc. This is a great retention strategy too.
- Have new employees share with existing employees why it is they decided to work for your company.
- Consider doing an existing employee “re-orientation”.
- Use the 60-Day New Employee Survey ([PDF](#)) ([WORD](#)) with all of your new employees. Not only does this immediately get them into the “learning loop” it also makes them realize that you value their insight and opinions from day one.
- View the Orientation Checklist ([PDF](#)) ([WORD](#)) we have prepared.

CONCLUSION

The first 60-90 days of any employee’s job is a critical period. It will greatly influence how they view your company for possibly years ahead. If you have any orientation suggestions not set forth above please forward them to info@employeradvisorsnetwork.com and we will share them with our readership.