


6 MUST DO'S  
FOR YOUR  
INTRODUCTION DAY



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**IS YOUR  
INTRODUCTION DAY  
AN INFORMATION  
TSUNAMI?**



## INTRODUCTION DAYS ARE OFTEN INFORMATION TSUNAMIS

Speakers from various corners of the organization feed their slides to the hungry eyes of your new employees.

In reality, these new colleagues are just people and after a few minutes of intensive listening, their information intake is saturated.



## SO HOW SHOULD IT BE DONE?

Over the past ten years we have learned a lot about this by organizing introduction days for clients such as ABN AMRO, Baker Tilly, Rabobank, Utrecht University of Applied Sciences, TBI, TNT and BDO.

By evaluating and constantly improving our programs and tools, we have come up with the next **6 Must Do's for the Introduction Day of new employees.**

1.

## WHY ORGANISE AN INTRODUCTION DAY?



# 1.

## WHY ORGANISE AN INTRODUCTION DAY?

The introduction day is a powerful tool in the total onboarding approach that you set up for new employees. Ask yourself the question: “What needs of new employees can we meet with the introduction day?”

What do they want to know about the organization? Who do they want to get in touch with? What would they like to get involved with? Maybe they want to show who they are and what they have to say. Maybe they want to share their fresh perspective on the organization with you. Just ask them. Talk to your new employees and conduct surveys. Then you’ll really find out.

And, of course, other colleagues in the organization also want to get something out of the introduction day. So you should try to find out what the needs are of teamleaders, HR and the board.



# 1.

# CASE

## WHY ORGANISE AN INTRODUCTION DAY?

### **CASE: Large scale care organization**

“So why do we organize an introduction day anyway. I always hear employees complain about the meeting. It is dull and takes too long.”

This was a team leader talking to the HR person responsible for the introduction day. And she replied: “I don’t really know why, that decision was made long before I started here.” This conversation went on for some time in a very pleasant atmosphere.

At first it seemed to head in the direction that the introduction day was no longer going to be part of the onboarding process. But then it turned into another direction. New hires would really appreciate a good explanation of the care philosophy of the organisation and a round of sharing experiences with giving care with that philosophy in mind. So the introduction day changed, became interactive and was all about the care philosophy. Nowadays this is a much appreciated part of the onboarding process.



2.

PEOPLE  
BEFORE PLAN





# 2.

## PEOPLE BEFORE PLAN

The most important people deserve the most attention! In the case of an introduction day, these are the new employees. So put them at the center of your programme and start with an introduction round. If you have prepared it well, you can make sure that everyone really feels at ease within half an hour.

An important outcome of the introduction day is the development of a network within the organization. In order to achieve this goal, it is important to actively facilitate this in your programme.

You will experience that people are much more energetic if you start with an introduction round. The group will feel connected and is excited to hear the plans of the organization.



2.

PEOPLE  
BEFORE PLAN

PEOPLE



Community

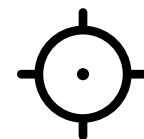


Connected

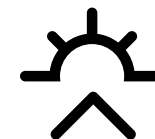


Superficial

functional  
collaboration



Goal

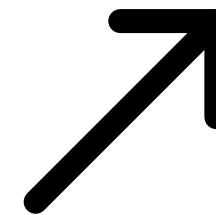


Ambition



Purpose

PLAN



# 2.

# CASE

## PEOPLE BEFORE PLAN

### **CASE: HU Universtiy of Applied Sciences Utrecht**

HU had an introduction meeting with a central role for the Board. In the new set-up, there is still room for a vibrant discussion with the Board, but the group of new hires now meets up with each other beforehand.

Everyone makes a personal profile and upon arrival all receive a badge with that profile and a number of connections in the group. They get to know each other in a fun and relaxed way.

This new set-up is highly appreciated by the new hires and the Board as well. "The groups seem much looser and more energetic than before."



**3.**

**TURN THE  
PERSPECTIVE  
AROUND**

**HELLO  
I'M A  
SUPERHERO**

**WHAT WILL THE  
NEW EMPLOYEE  
BRING?**

**3.**

## **TURN THE PERSPECTIVE AROUND**

During the recruitment and selection process, the experiences and motivations of new employees are discussed in detail. But these backgrounds often do not reach the team or the organization. And that is a pity. Certainly you should take everyone's privacy into account, but there must be a way to inform all about the experiences, qualities and capacities of your new recruit.

Help your new hires to start sharing their backgrounds during the introduction day.



# 3.

# CASE

## TURN THE PERSPECTIVE AROUND

### **CASE: Rabobank Group**

Rabobank started with an introduction meeting at group level. This is a real networking afternoon that is all about getting to know each other and discovering bigger picture of Rabobank.

One of the program items is the Treasure Hunt. The new hires interview each other with questions like: In what field of expertise do you consider yourself to be a master? What do you like to be involved in?

In this setup you can imagine the new IT specialist interviewing the new management assistant and the new director interviewing the new HR officer. Finally, the interviewers introduce their interview partners in their group and explain what contribution he or she will make to Rabobank. A very appreciative and appreciated part of this introduction day.



[Click here for the online case Rabobank introductiedag](#)



[Click here to go to check out this team tool](#)

4.

INFORMATION OUT  
INTERACTION IN



# 4.

## INFORMATION OUT INTERACTION IN



The information tsunami, like we said before, has to be avoided by all means. Start with a very critical review of the information that is currently being given during the introduction day. Can this information be provided in advance or afterwards, for example via a website, email, handbook or a good onboarding app. Share only the most important highlights during the introduction day and you will see that new hires remember them. Now there's plenty of time for interaction. For example:

**Gamification:** Play with the information of your organization, the customers and the work field. You can think of a nice pub quiz or a quiz with movies of people on the street who are talking about your organization and your field of work.

**Thinking along:** You can have a quick 5 minute pitch on a specific subject and then have people in groups interact with each other. Suitable subjects: the future perspective, the strategy, the execution, the culture, the organizational structure...

There are many possible formats for interaction, like: reactions from the audience to a screen, moderation of questions and remarks in the audience, a press conference setting, a house of commons style debate or ...

**Challenge:** Make the audience hungry for your information and insights. This can be achieved by giving your new colleagues a challenge: "Later today, you as a team have to pitch ..."

The information you need for this can be gathered in this afternoon's program. Challenging and fun!



4.

CASE

## INFORMATION OUT INTERACTION IN

### **CASE: Baker Tilly**

Baker Tilly wanted to redesign the introduction days. The two-day program already had a very interactive first day, but the second day was still packed with powerpoint presentations, although a lot of the information was already available through the Appical onboarding app.

In close collaboration with Baker Tilly, Appical and Yes! We Connect the onboarding process was redesigned with a special focus on the introduction day. The new set-up of the introduction day is called “24 hours with Baker Tilly”. The program still starts with getting to know each other. Then The Challenge starts; a Baker Tilly customer requests a new team. In fact it is not even sure if the company, that has

been a valued customer for the past 30 years, will keep Baker Tilly on. What happened? The new generation is taking over power in the boardroom of the customer. They want only the best of the best to provide them with advice in the coming period. The Challenge for the new hire teams is to prepare a pitch together to present themselves as the new team for the client. To prepare for this pitch they collect all information necessary from quick presentations, Q&A's and information stalls. At the end of the 24 hours all pitches are held before the chairman of the Bakertilly board and one of the teams is rewarded as the winner.

Want to read more on our approach for designing onboarding plans?

**5.**

**BE OPEN  
TO FRESH  
PERSPECTIVES**



# 5.

## BE OPEN TO FRESH PERSPECTIVES

Your new employees perspective will only stay fresh for a few weeks. Use their first reactions, comments and ideas to gain insights from the perspective of the market, customers, competitors, partners ...

Your attitude is of the utmost importance. Don't act like you know everything better, or no one will tell you their opinions.

But how should you act?

- Ask (open) questions.
- Listen, listen and listen.
- Have an open attitude.
- Take advantage of the insights ;-)



5.

CASE

BE OPEN  
TO FRESH  
PERSPECTIVES

**CASE: Rabobank CCN** In collaboration with Rabobank Corporate Clients Netherlands we set up a highly interactive introduction meeting. At the end, the director asks the group of new employees: “What would you like to bring to Rabobank from your previous

work environment?” This is followed by a very lively discussion. By doing this Rabobank receives lots of ideas for improvements in the workplace while the new hires feel that they are very much valued. The average score for this introduction meeting is 9.3 out of 10!



Laura van Leijden

Business Manager  
Rabobank Corporate Clients Nederland

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**6.**

**MAKE IT FUN  
AND WELCOMING**



6.

## MAKE IT FUN AND WELCOMING

### **Nice event space**

Invest in a suitable location with plenty of daylight, which is easily accessible and has tasty catering.

### **A warm welcome at the reception**

On the introduction day, place some extra colleagues at the reception desk for a super friendly welcome.

### **Communicate your culture**

The introduction day is a great opportunity to underline the culture of your organization.



6.

CASE

MAKE IT FUN  
AND WELCOMING

### **CASE: BDO**

The BDO introduction days are always held at Papendal, the home of the Dutch Olympic Family (NOC NSF). It is a serene place surrounded by nature and breathing sports from every corner. When you are lucky you encounter a real Olympic champion in the hallway or elevator. This atmosphere fits in perfectly with BDO, where ambitions are high and the ties with sport are close. BDO is a partner of the Disabled Sport Federation. In this great atmosphere, BDO staff receive the new colleagues with a program full of information, interaction, fun and sport. And that feels good!



**BONUS**

## RETURN DAY

Once you have implemented all these 6 points, your introduction day will be very powerful and the new hires really do build a bond with each other.

A final strong addition to this is to have a return day after a couple of months. Have your new employees exchange experiences and make them help each other with their challenges.





## LAST BUT NOT LEAST!

### Good onboarding is a golden opportunity for your organization

It takes a lot of time, energy and money to recruit people. If they don't feel comfortable with your organization, they'll be gone in no time. So invest sufficiently in the onboarding, which you can easily earn back (you can calculate this in our Onboarding ROI calculator).

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YES! WE CONNECT

Dutch

Good onboarding is a golden opportunity for your organisation. Below you can calculate what onboarding costs you now and what the potential improvement is. Great info to discuss with your manager or board!

Adjust the settings and find out how much you can save with onboarding.

Fill in the details of your organization below and check the ROI calculator (Return On Investment).

1. Number of new employees per year?  1.2K 300

2. Recruitment costs per new employee?  0 € 10K € 4,000 €

3. How long does it take for someone to be 100% productive?  0 days 180 days 60 days

4. Time invested by colleagues to start up a new employee?  0 hour 200 hour 60 hour

What are your personnel costs per hour on average?

**ROI CALCULATOR**

TOTAL COSTS recruitment and onboarding	€ 4,860,000
Costs per employee - recruitment and onboarding	€ 16,200
Total costs - unproductive time new employees (per year)	€ 2,880,000
Loss due to early outflow (<6 months) - Recruitment and onboarding costs plus replacement costs	€ 1,008,000

Do you want to know how the calculation was made? And receive all the ins and outs to set up your own onboarding business case? Click below for the e-book.

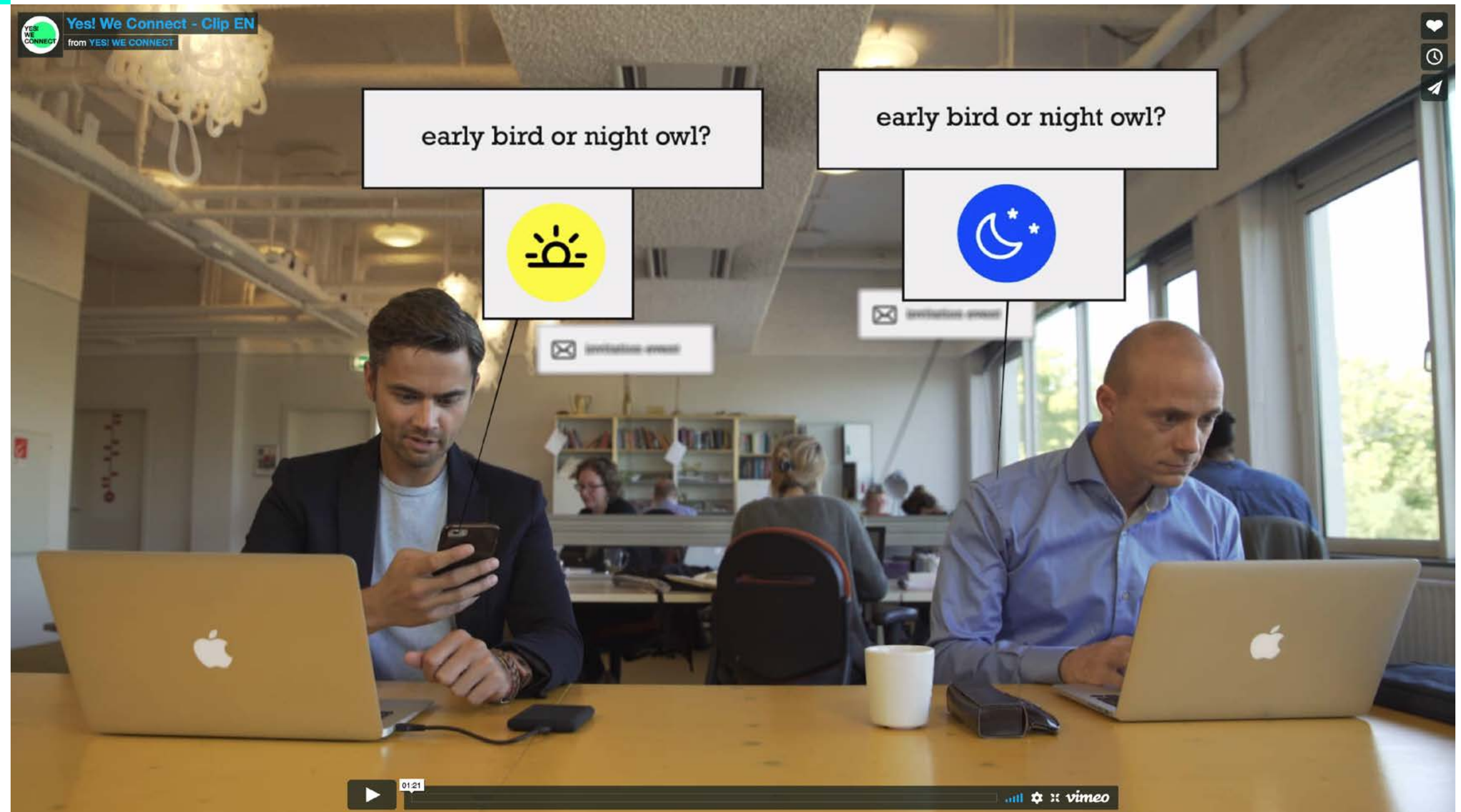
Yes! I would like to receive more backgrounds.

## OUR APPROACH

We made a quick video to envision the perfect introduction meeting. Check it out!

## GET IN TOUCH

And if you have any questions or want us to help you with your introduction day, please contact:  
[frank@yesweconnect.nl](mailto:frank@yesweconnect.nl)



[www.yesweconnect.co/clip](http://www.yesweconnect.co/clip)

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