Preboarding and onboarding – keys to a great start

Tips on the path to satisfied employees

Imagine stepping into a completely new role at a brand-new job. Your heart beats a little faster, thoughts race between excitement and nervousness. What you experience in the first few days, even before your official first day, sets the tone for your entire journey.

A solid onboarding is easy to underestimate, but there is much to gain. Organizations that treat the introduction as a strategic investment see that new employees stay longer, become productive faster, and feel more engaged.

A well-thought-out onboarding can increase employee retention by up to 82% and boost productivity by more than 70%. Yet, only about 12% of employees feel that their employer does this well.

So how do you create onboarding that truly makes a difference and ensures employees get off to a great start?

It's about having a clear structure, long-term perspective, and creating meaning. Onboarding should be a natural part of your culture.

"Only about **12 % of employees** feel that their employer works **really well with onboarding.**"

Source: Brandon Hall Group

A well-designed onboarding can
increase the time an employee stays within the

organization by up to **82%** and **boost**

productivity by more than **70%**

Preboarding - more than just waiting for day one

Onboarding doesn't start Monday at 9:00 a.m. It starts the day your new hire accepts the job offer. The time between signing the contract and their first working day is a golden opportunity to show they made the right choice and to begin the introduction.

It is during preboarding that the curiosity and engagement of a new hire are at their highest, which makes it a fantastic opportunity to build relationships, create a sense of security, and lay the foundation for a long-term employment.

What successful preboarding can look like:

A successful preboarding setup can vary in scope but should balance practical information with relationship-building elements:

- A personal greeting from leaders or colleagues
- An introduction to the company's culture and values
- Playful or interactive elements, along with an opportunity to introduce oneself in advance
- Practical details such as the agenda for the first day and other essential information

By combining clear information with a sense of belonging,

you as an employer can create security and engagement even before the very first working day.

The impact of good preboarding

✔ **Reduce the risk of losing the candidate**

Many candidates are involved in multiple recruitment processes at once. If you don't nurture the relationship, another offer may seem more attractive.

✔ **Strengthen psychological safety**

Changing jobs is a big transition. By providing information, warmth, and welcome beforehand, you reassure them that they made the right choice.

✔ **Build culture from day one**

Preboarding is your chance to showcase company values, culture, and mission. Including the CEO or key people in the welcome makes it feel more personal.

Onboarding – when the first day truly matters

If preboarding is about sparking curiosity and building trust, onboarding is the actual journey into the organization. Here, the new employee goes from anticipation to becoming part of the community and contributing for real.

A structured onboarding process helps new employees become productive and engaged more quickly. It also extends retention, since those who start strong stay longer and contribute more.

Onboarding is not just an HR issue – it is directly tied to business results. Today, it's also crucial to think in terms of your employer brand. A strong onboarding strengthens your reputation as an attractive employer and helps both attract and retain the right talent.
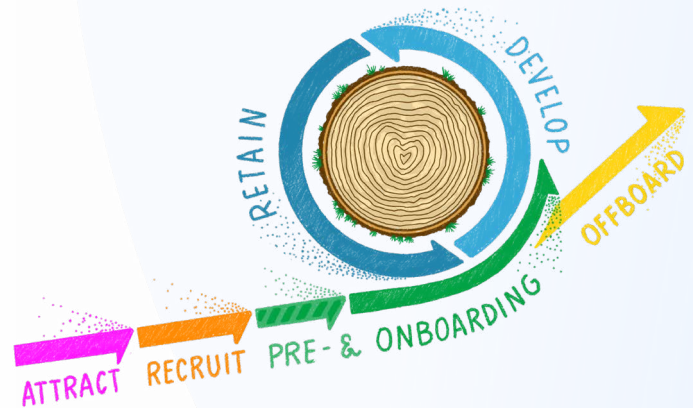
Key things to consider for great onboarding:

1   Clear purpose and direction

 Clarify why onboarding is a strategically important part of the employee journey. Connect the process to your company's vision and values to create meaning and context. Provide an overview of what onboarding includes and how long it lasts to set clear expectations.

2   Strong culture and sense of belonging

 Help the new hire feel like part of the team quickly. Arrange early meetings with colleagues, encourage participation in social activities, and give insights into how collaboration and meetings work in practice – both formally and informally.

3   Clarity in role and responsibilities

Provide a clear introduction to their role, responsibilities, and how these connect to team and organizational goals. This builds focus, motivation, and reduces the risk of misunderstandings.
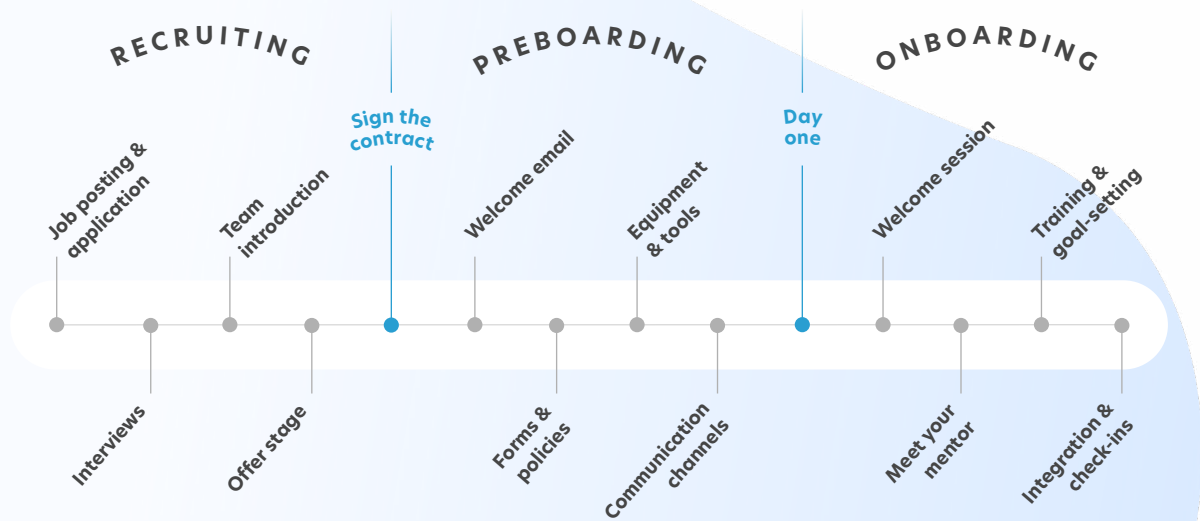
4   Practical support at the right pace

Introduce tools, systems, and policies gradually, with supporting materials and go-to people. A balanced pace minimizes stress and ensures a smooth, confident start.

5   Engaged leadership and mentorship

Onboarding is most powerful when managers are visible, accessible, and engaged. In hybrid or remote workplaces, leadership becomes even more critical. Supplement with an onboarding buddy or mentor who supports the new hire in daily life, especially in the first critical weeks.

6   Measurement and continuous improvement

Track the onboarding experience both during and after the process. Collect feedback and measure the experience to develop and adapt the setup over time, strengthening both quality and employer brand.

A good onboarding is about more than just checklists. It builds bridges between the individual and the organization and gives the new employee the best possible conditions for success.

RECRUITING   PREBOARDING   ONBOARDING

Job posting & application · Interviews · Team introduction · Offer stage · Sign the contract · Welcome email · Forms & policies · Equipment & tools · Communication channels · Day one · Welcome session · Meet your mentor · Training & goal-setting · Integration & check-ins

A learning platform simplifies the entire journey

Creating a truly great preboarding and onboarding journey requires more than good intentions. It requires structure, consistency, and the right tools. For many HR and team managers, building a cohesive introduction that is both engaging and scalable can feel like a major challenge. This is where a digital learning platform becomes a valuable partner.

With Learnifier, you can easily design preboarding and onboarding processes that are both inspiring and effective – whether you are welcoming a new employee, partner, or customer. By gathering content, communication, and interaction in one platform, you create a seamless onboarding journey.

In Learnifier you can, for example:

✔ **Build tailored courses** that match both company needs and the employee's role – from first contact to full participation

✔ **Present your culture, values, and key people** in a personal, inspiring way using video, images, and storytelling

✔ **Share practical information** to help new employees feel prepared and confident – from checklists to first-week schedules

✔ **Create interactivity** through quizzes, reflection exercises, and social forums that boost engagement and learning

✔ **Track participant progress** and collect feedback along the way to improve and adapt the process
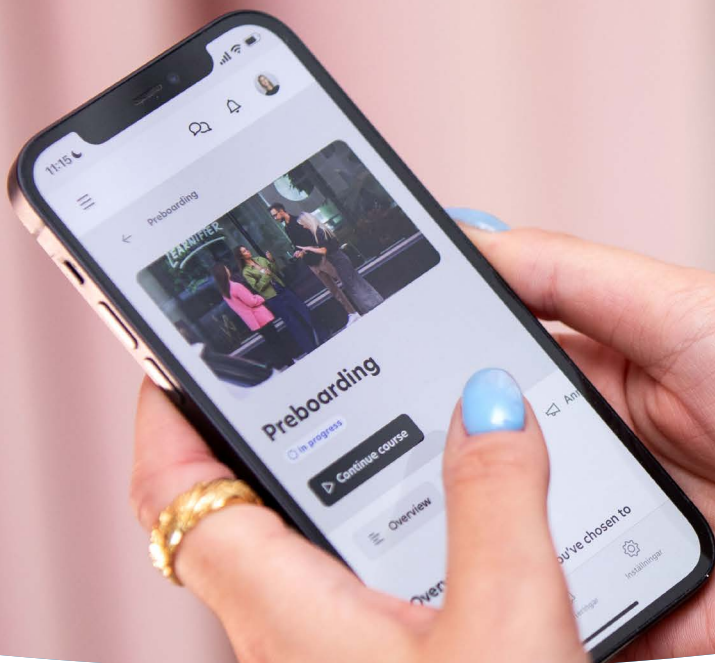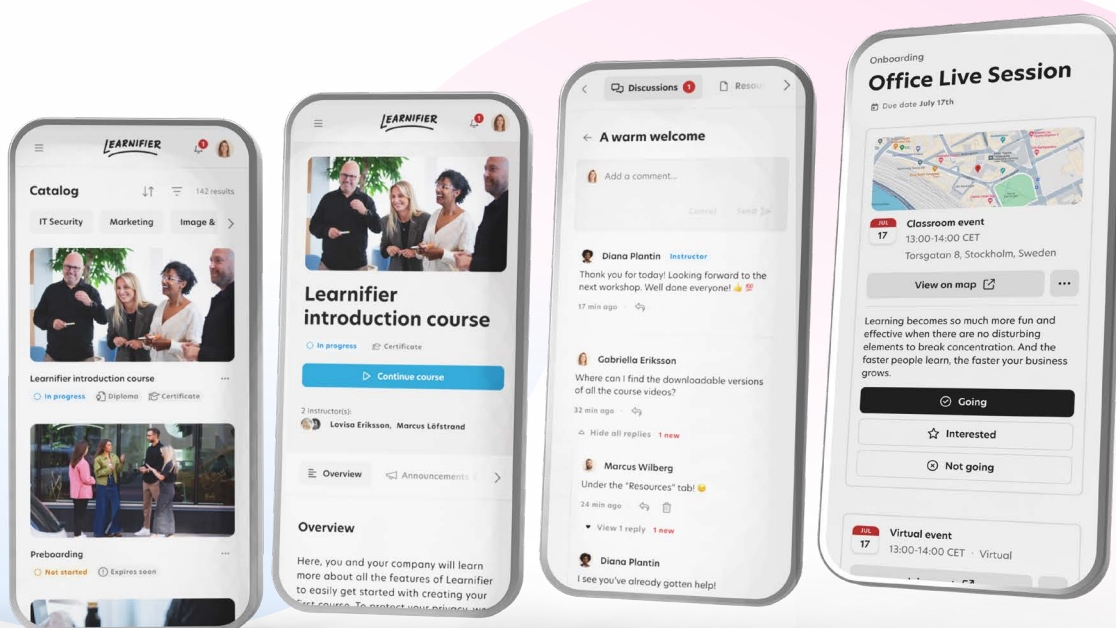
With a user-friendly interface and flexible features, Learnifier makes it possible to scale onboarding without losing the personal touch. You can automate much of the process while still creating a sense of presence and care.

This way, Learnifier becomes not just a tool for introduction, but a platform for learning and engagement throughout the entire employee journey.

Ready to try it out?

or

No credit card needed.