



CASE STUDY 05

ONBOARDING & INDUCTING NEW PEOPLE INTO OIL TANKING

COMPANY: Oil Tanking
INDUSTRY: Oil & Gas
LOCATION: United Kingdom
CATEGORY: Culture & Engagement



Following a review earlier this year, Oil Tanking wanted to improve the way that it onboards employees who are taking up positions in their head office.

We created an approach which appeals to three distinct audience groups:

1. An employee working for an existing company moving into their HH office for a temporary (exchange) assignment.
2. An employee working for an existing company moving into their HH office for a multi-year assignment as an expat.
3. An employee joining head office in Hamburg as a first role.

Our building blocks for design were based on the Five C's, which will ensure consistency and clarity, while still being compelling and creative.



'Jo is passionate about people and organisational transformation and translates this into a global setting using expert production and planning skills. Jo has the capability to inspire an organisation and its people to become the very best they can aspire to be.' **Oiltanking- HRD**

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THE PURPOSE

<p>COMPLIANCE</p> <p>We need to make sure that employees understand workplace policies and know what they're getting into legally when they take your job offer (i.e. HSE, Legal Modules, Code of Conduct, etc)</p>	<p>CLARIFICATION</p> <p>Employees must understand their position, expectations that will be placed upon them and be provided with the necessary tools to succeed.</p> <p>The importance of their role must be made clear, as well as how and where they fit within the organisation.</p>	<p>CULTURE</p> <p>Employees need a solid framework for understanding the culture. Initially, culture should be observed and then, after a while, assimilated.</p> <p>Inspire newcomers with visions of the future by telling stories and providing the history. This type of proactive approach will help make on-boarding successful</p>	<p>CONNECTION</p> <p>Supporting the new employee by introducing them to different individuals across all departments and making sure that they are provided with relevant information will accelerate their integration into the business.</p> <p>Building connections with people translates to connection with the mission and direction of the whole organisational system.</p>
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CARED FOR

HOW WE WILL GET IT RIGHT?

- Minimize the fear of unknown
- Practical relocation information, advice and hand-holding
- Provide a tight early schedule for the new joiner
- Give the new joiner the knowledge and tools to be successful
- Ask for feedback; constantly evolve
- Make them feel at home
- A memorable first day
- Provide a support network
- Don't overload with form-filling