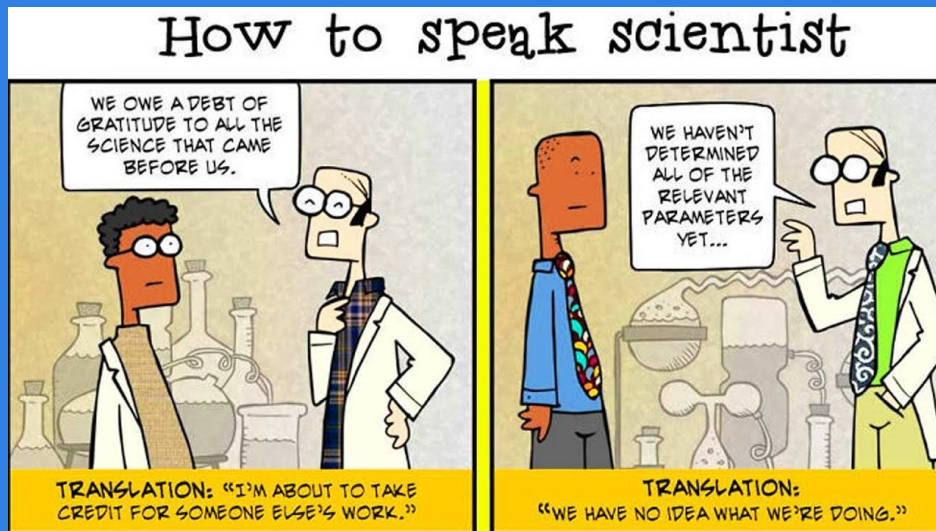
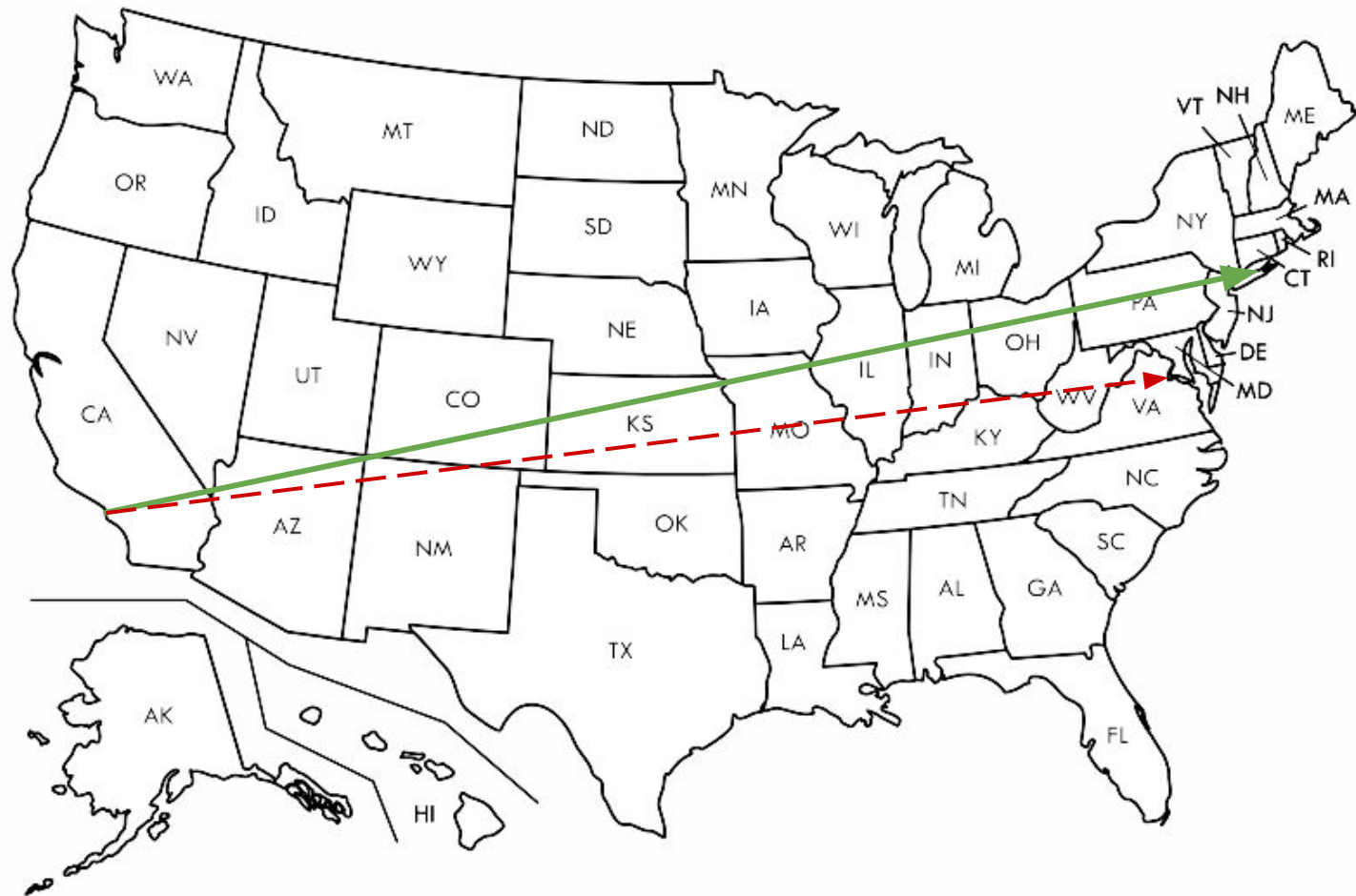


# “Better Onboarding”

*And why trajectories matter*



Source: youtube.com



# Tim dials on from...





This is SOFAM  
(Pre-Pandemic)



SOCAR

# This is Tim



## Origin:

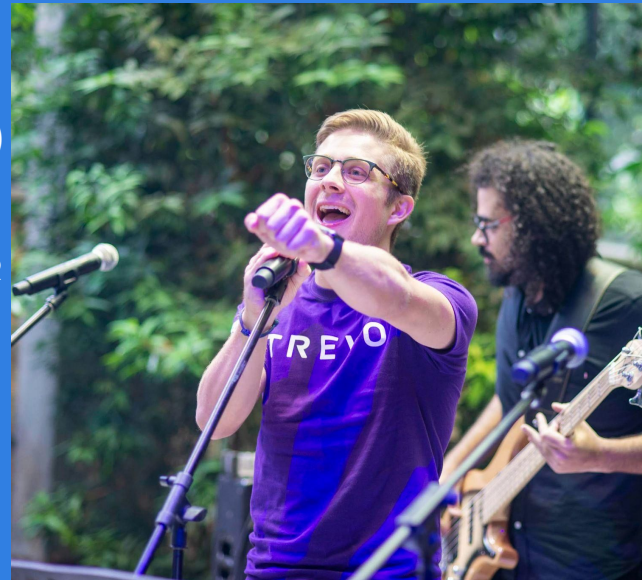
- Sydslesviger & Viking (Germany x DK)

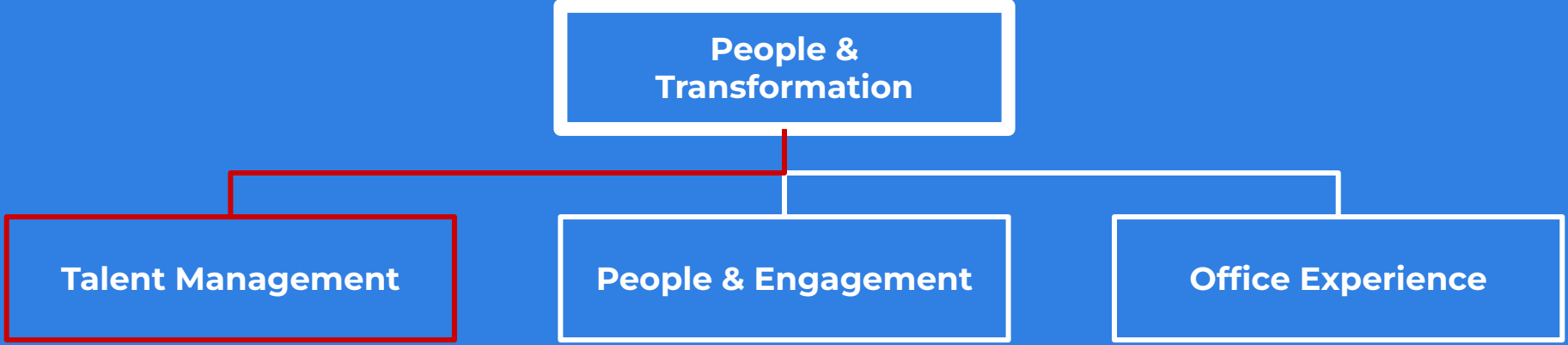
## Current:

- Strategic Talent Acquisition @SOCAR
- Lead Singer @SOFamous

## Before:

- Boye & Co (Team) Alumni
- Aarhus Business School





# Talent Management

```
graph TD; TM[Talent Management] --- TA[Talent Acquisition & Onboarding]; TM --- EB[Employer Branding]; TM --- PM[Performance Management]; TM --- LD[Learning & Development];
```

**Talent Acquisition  
& Onboarding**

**Employer  
Branding**

**Performance  
Management**

**Learning &  
Development**



# SOCAR

# TREVO

# Dash

# BOSS<sup>by</sup> SOCAR

B2C Car-Sharing

P2P Car-Sharing

Gig-Economy

B2B Car-Leasing



Socar Malaysia

TREVO MY

Series A

DASH

TREVO ID

Series B

1st SOCAR  
deployed in January  
in Malaysia

Oct'19 - Malaysia  
P2P Launch

Series A Funding  
USD\$18M

Jul'2020 - Dash  
Launch

Dec'2020 - Indonesia  
P2P Launch

Series B Funding  
USD\$55M

# SOCAR

# The fine-print (Disclaimer)

- “Better” = Comparative Adjective Form
- Context Dependency
- SOCAR’s Optimised Way of Onboarding
  
- Objective = **#KnowledgeSharing**

# Objective:

“

How do we close the [time/money]-gap for new employees from being a **'new-joiner'** to becoming a **fully assimilated, high-performing employee** (and beyond)?

“

# Problem Statement = Turnover & Morale

- Lack of understanding of our **vision/mission**
- Unclear and/or unrealistic **objectives** and **KPIs**
- Late confirmations / or extension of **confirmation**
- Unclear of '**what is next for me?**'

# Finding the Root Cause

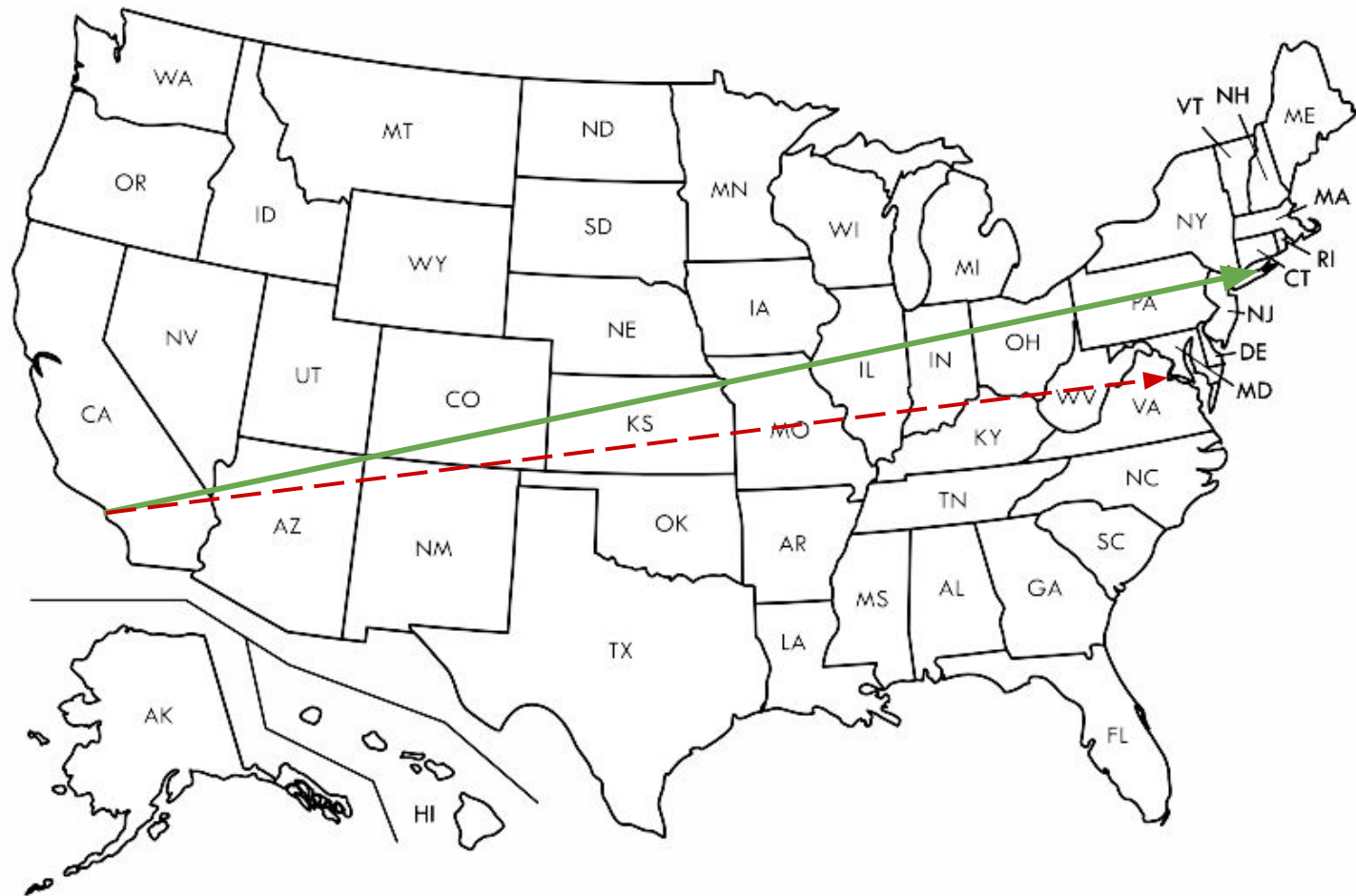
Management Vision?

Overload /  
Overworked?

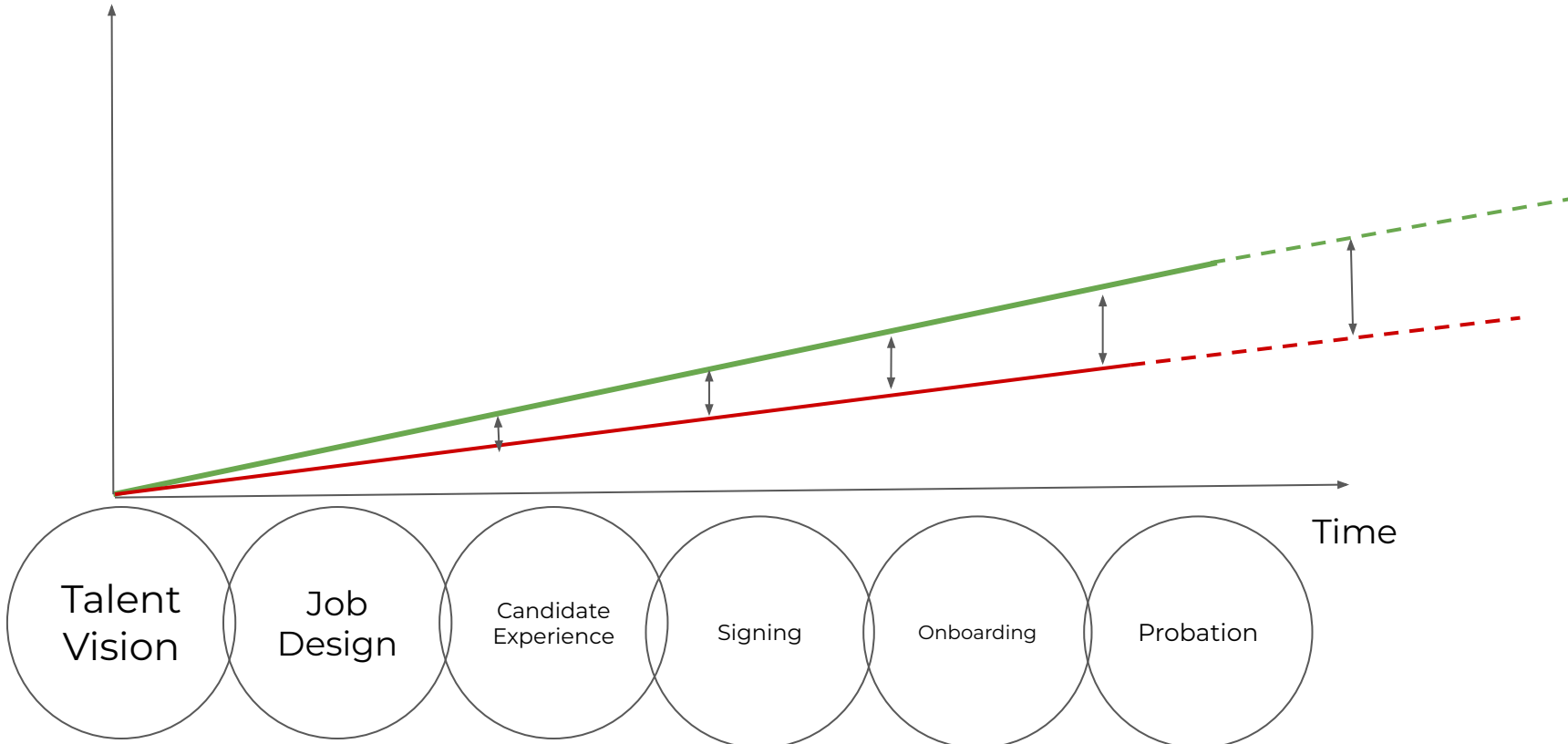
Organisational  
Complexity?

Wrong Talent?

A combination  
of all?



Output



# Employee Life-Cycle Trajectory

“

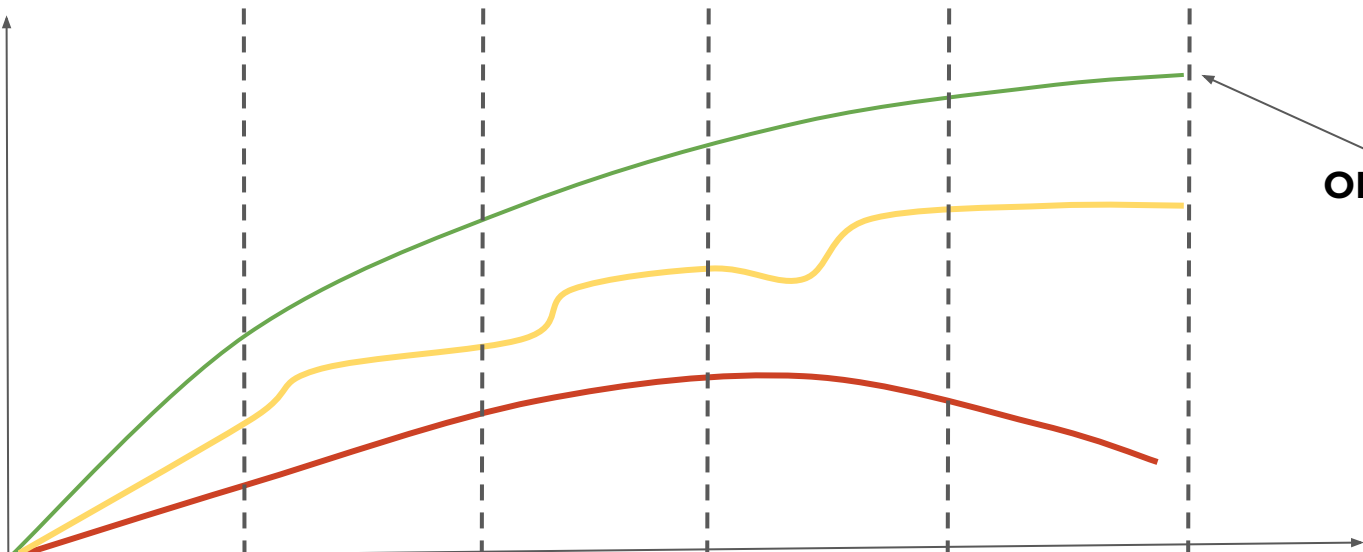
The **further** we move down the employee life-cycle (time), the **further** we are off course and the **harder** the course correction becomes (performance).

”



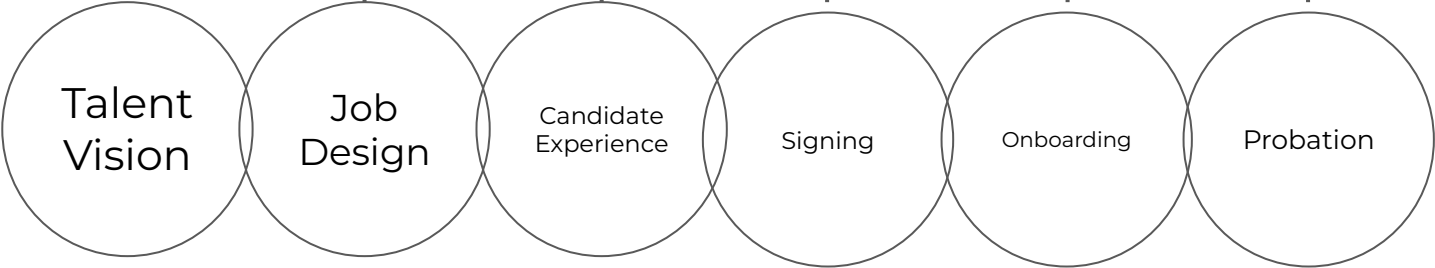
**From Closing the Gap to Preventing the Gap!**

Output



**OBJECTIVE**

Time

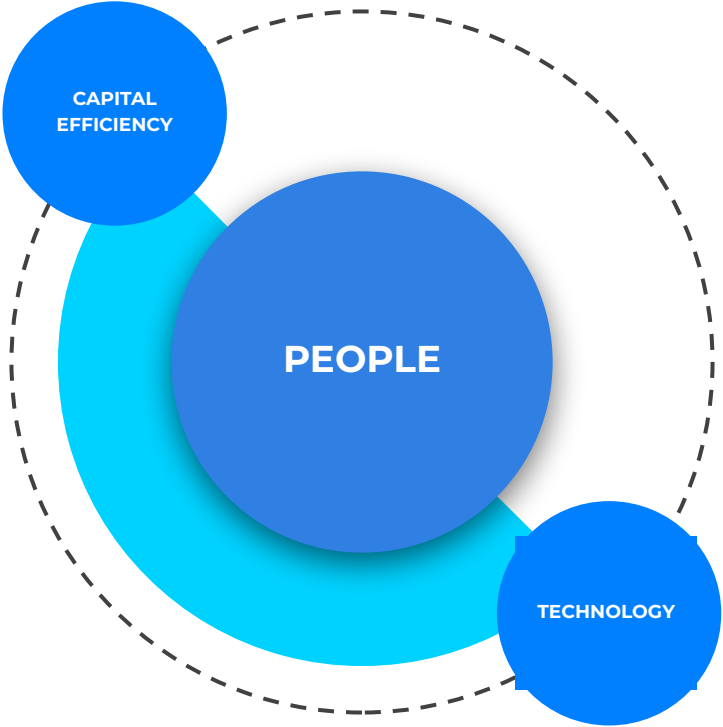


# Creating employee assimilation habits

# Conclusions first: **What moved the needle?**

1. **Create Brand Ambassadors** [Promoters]  
before and throughout the employment
2. **Empowerment and accountability**  
to Head of Departments and Performance Managers
3. **Structured, Guided Onboarding program**  
prior- and beyond Day 1

# It begins with a Talent Vision



Vision

Design

Experience

Signing

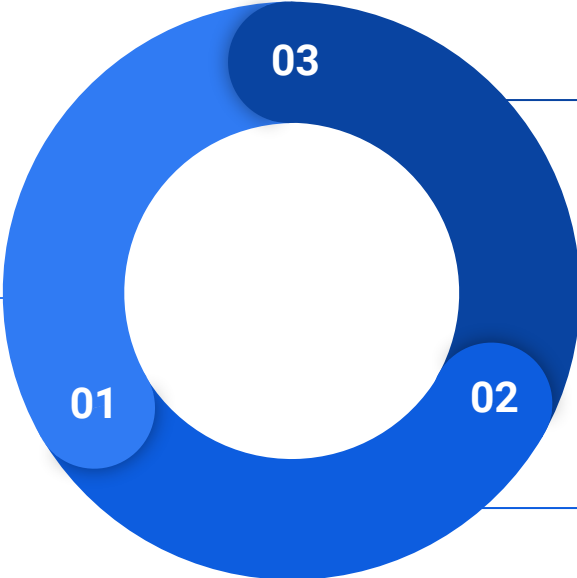
Onboarding

Probation

# “Own the Experience”

## Employee Growth

Empowerment with a mindset of customer-obsession and data-driven decision making



## Immediate Impact

Impactful feedback on output that confirms or discourages a certain behavior.

## Performance

Facilitation of a culture of experimentation and performance recognition

Vision

Design

Experience

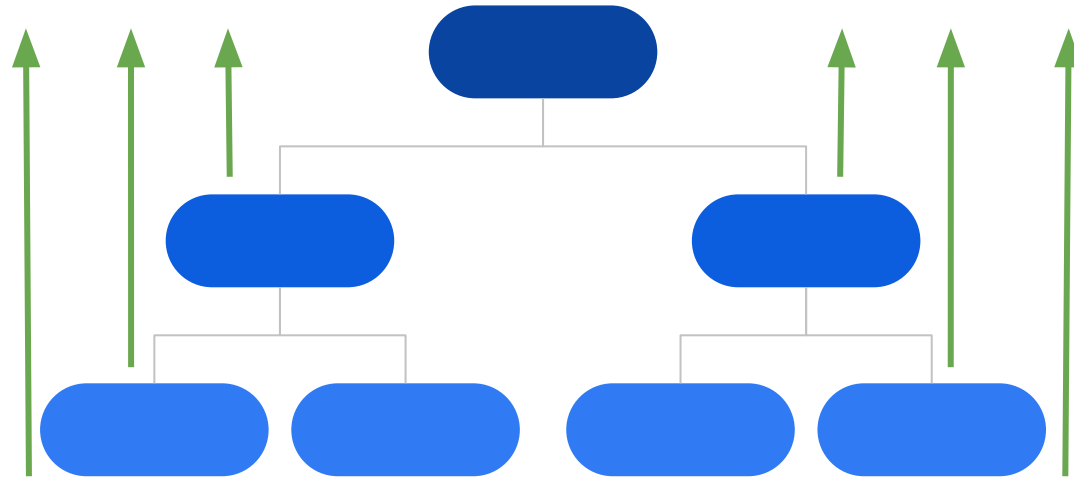
Signing

Onboarding

Probation



Data privilege =



Vision

Design

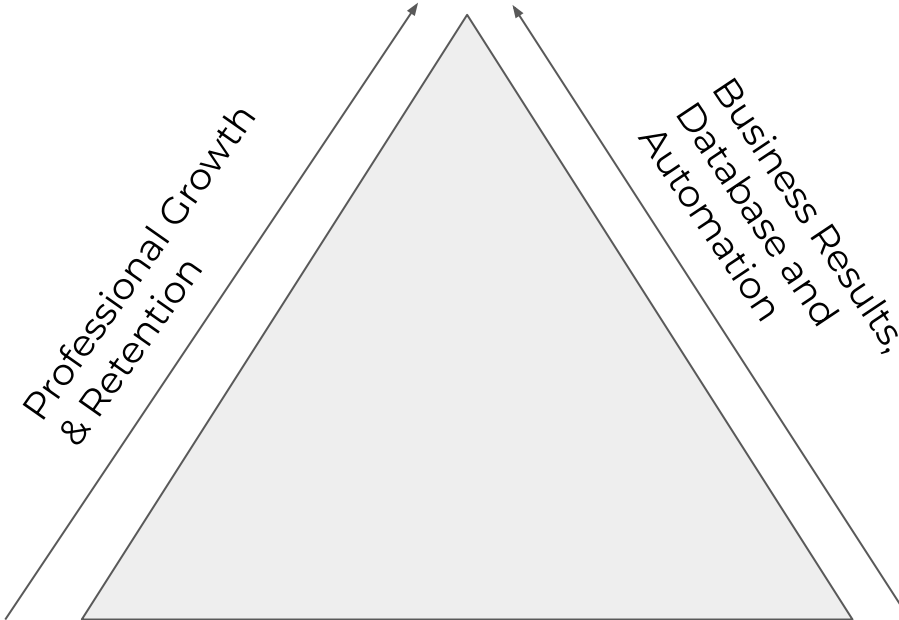
Experience

Signing

Onboarding

Probation

# Scalability



**People**

**Technology & Capital Efficiency**

Vision

Design

Experience

Signing

Onboarding

Probation



# 'Designing' a job

“Who am I looking for?”

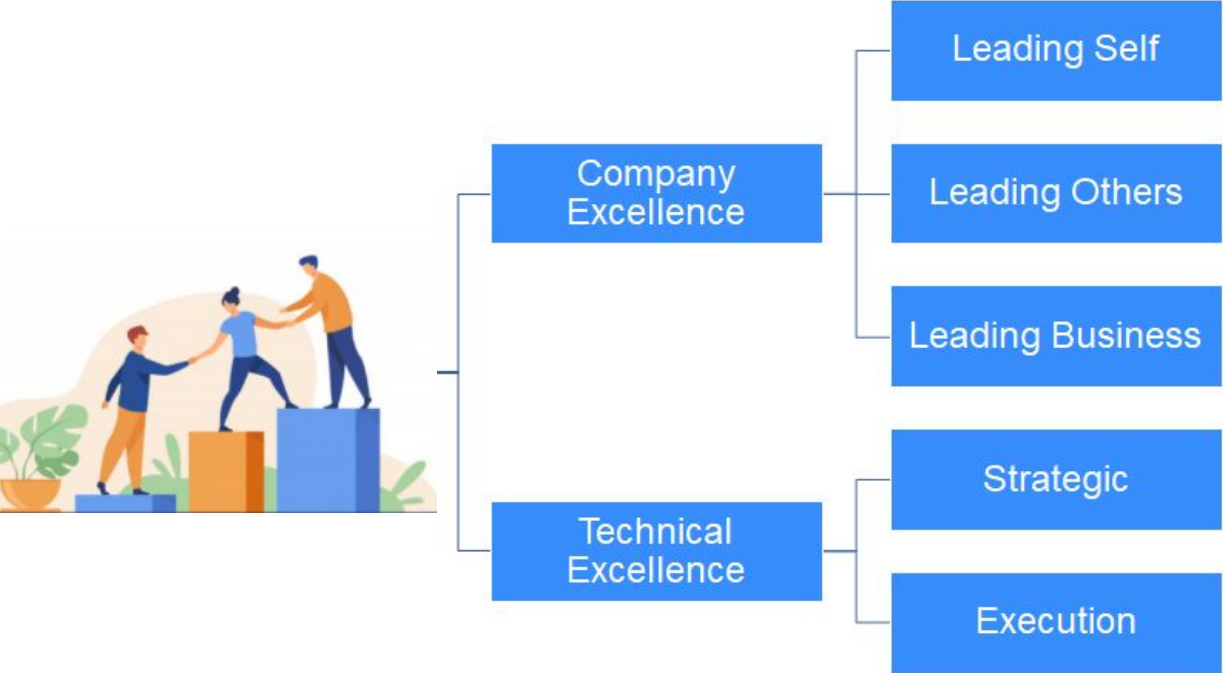
“What does she/he need to bring to the table?”

“I will be accountable for the hire!”





# Competencies & KPIs - 'what gap do we fill?'



Vision

Design

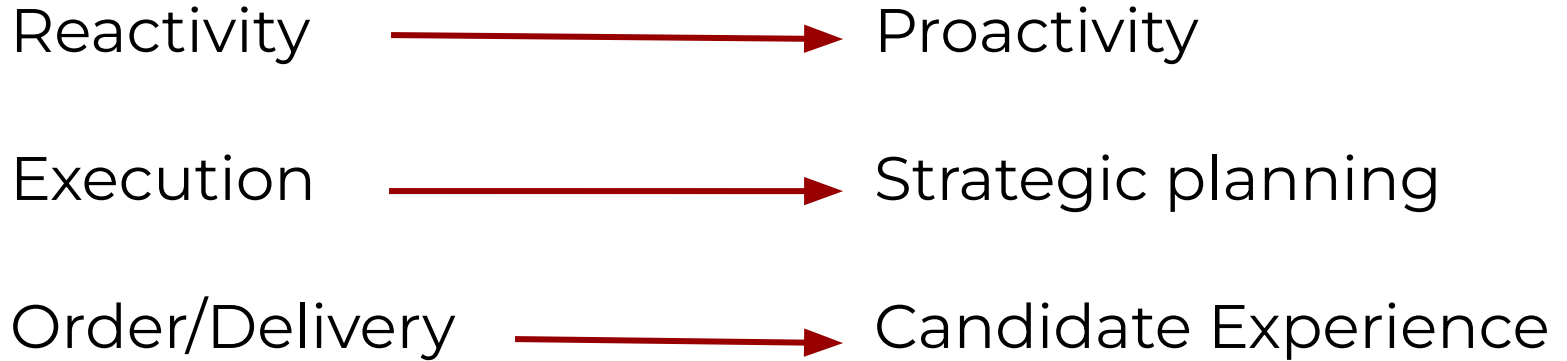
Experience

Signing

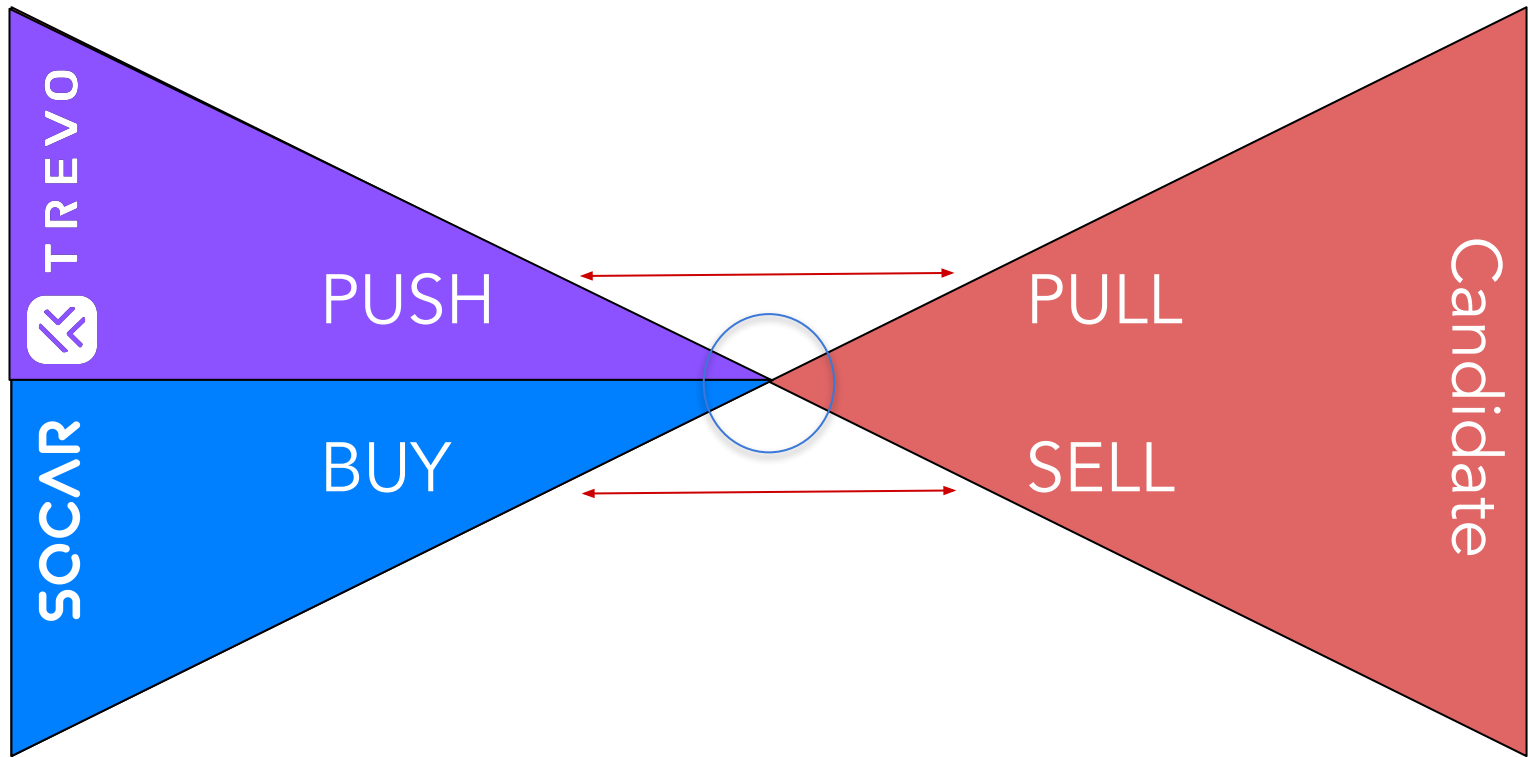
Onboarding

Probation

# From Recruitment to Talent Acquisition



# What is in it for me us?



Vision

Design

Experience

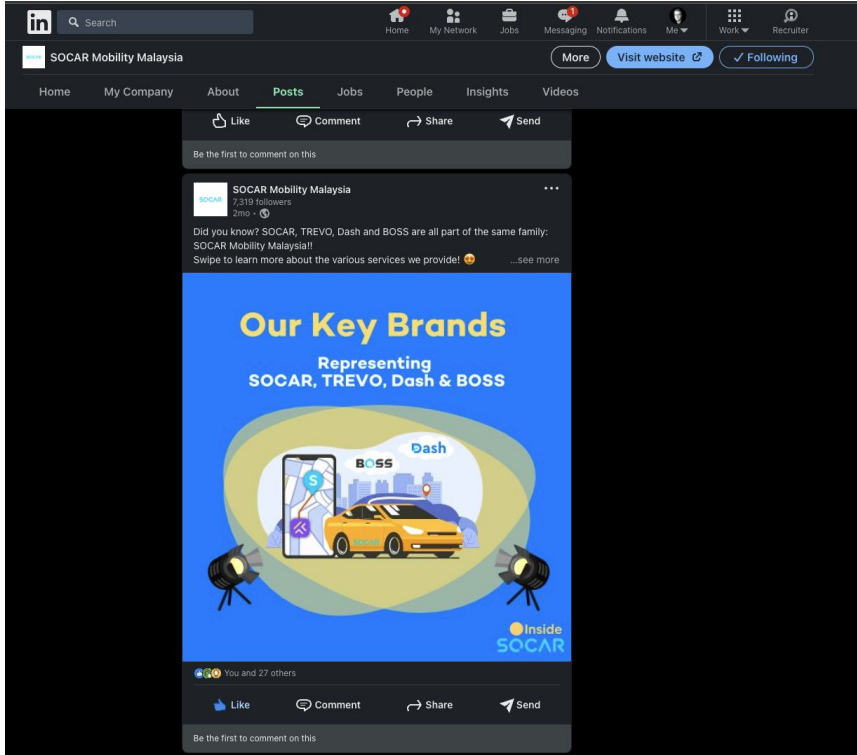
Signing

Onboarding

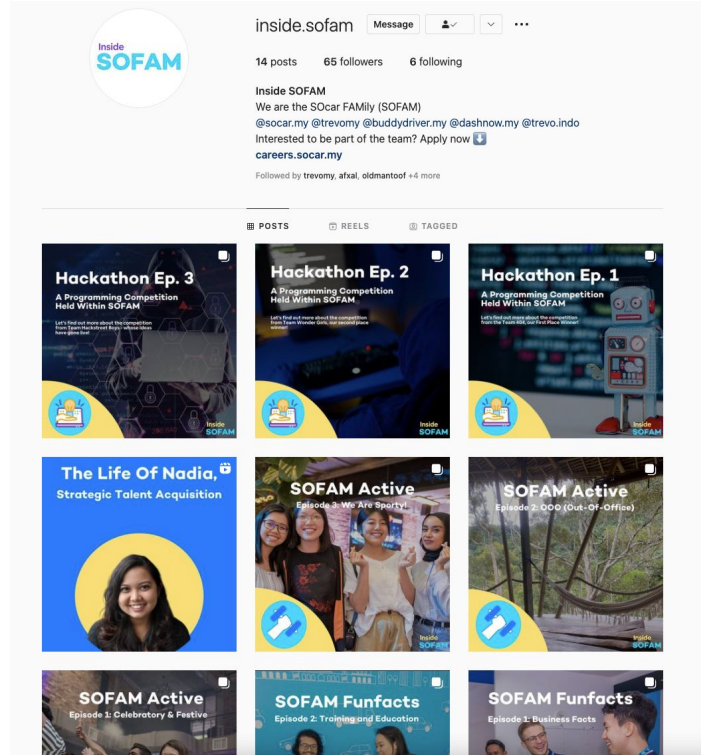
Probation



# Getting us out there:



<https://www.linkedin.com/company/socarmobilitymalaysia>



<https://www.instagram.com/inside.sofam/>

Vision

Design

Experience

Signing

Onboarding

Probation



# Inception of common vision / mission



Vision

Design

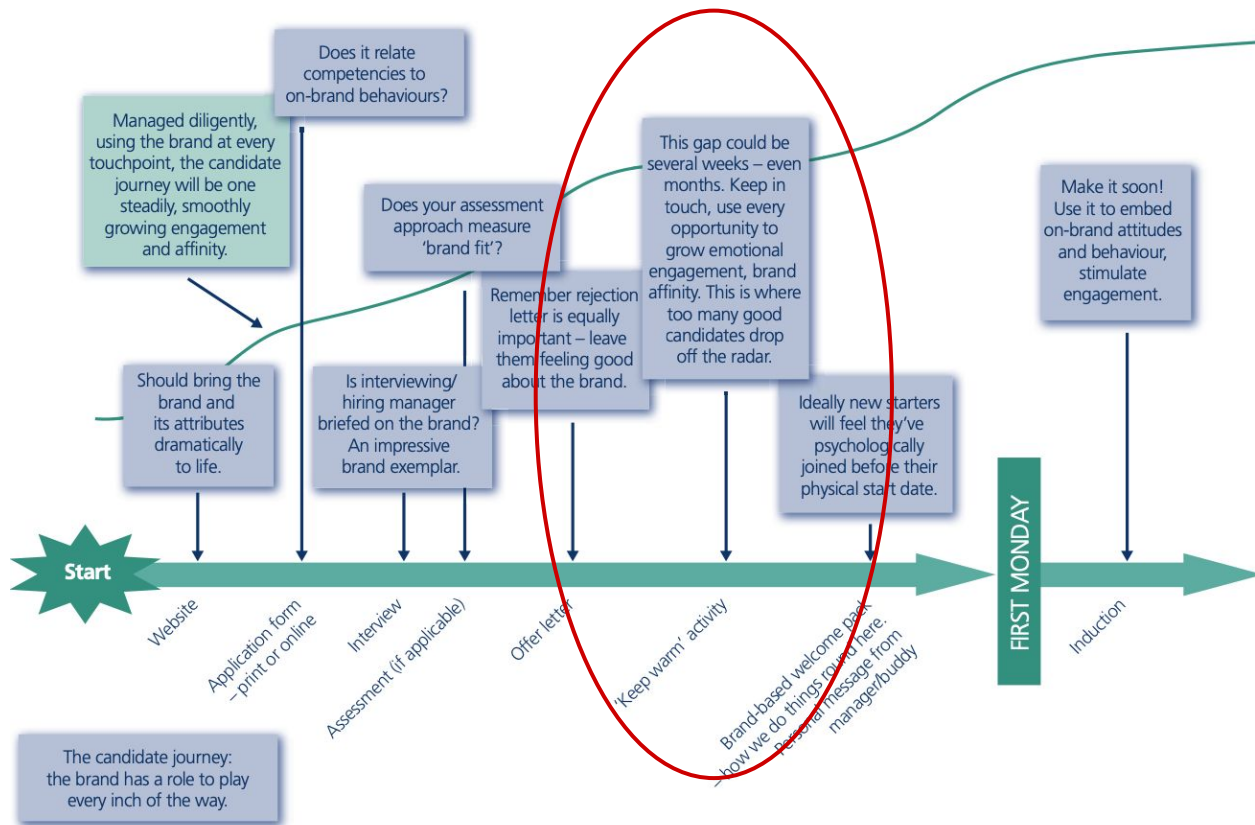
Experience

Signing

Onboarding

Probation

# 'Keep them warm'



Vision

Design

Experience

Signing

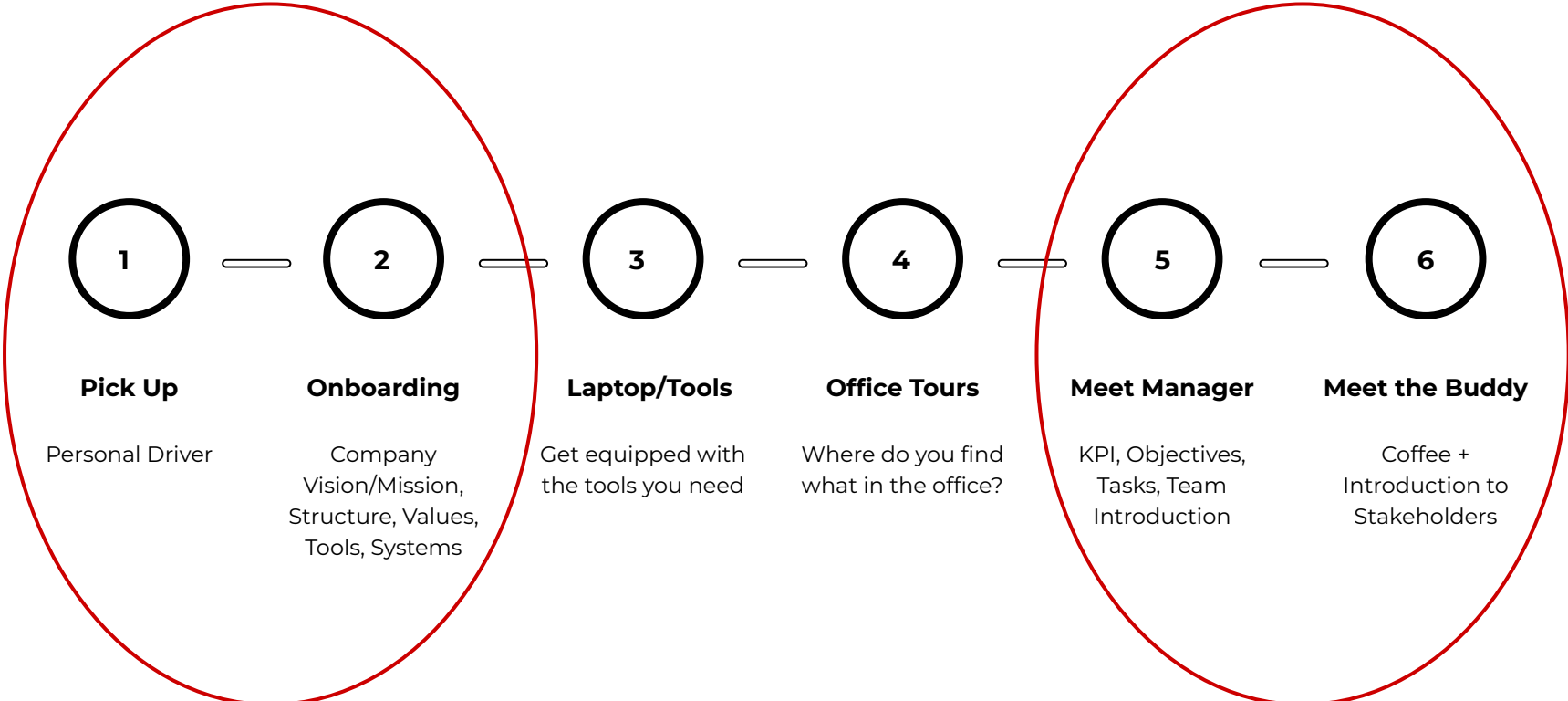
Onboarding

Probation

# Remove administrative matters before Day 1



# A Structured First Day Experience



Vision

Design

Experience

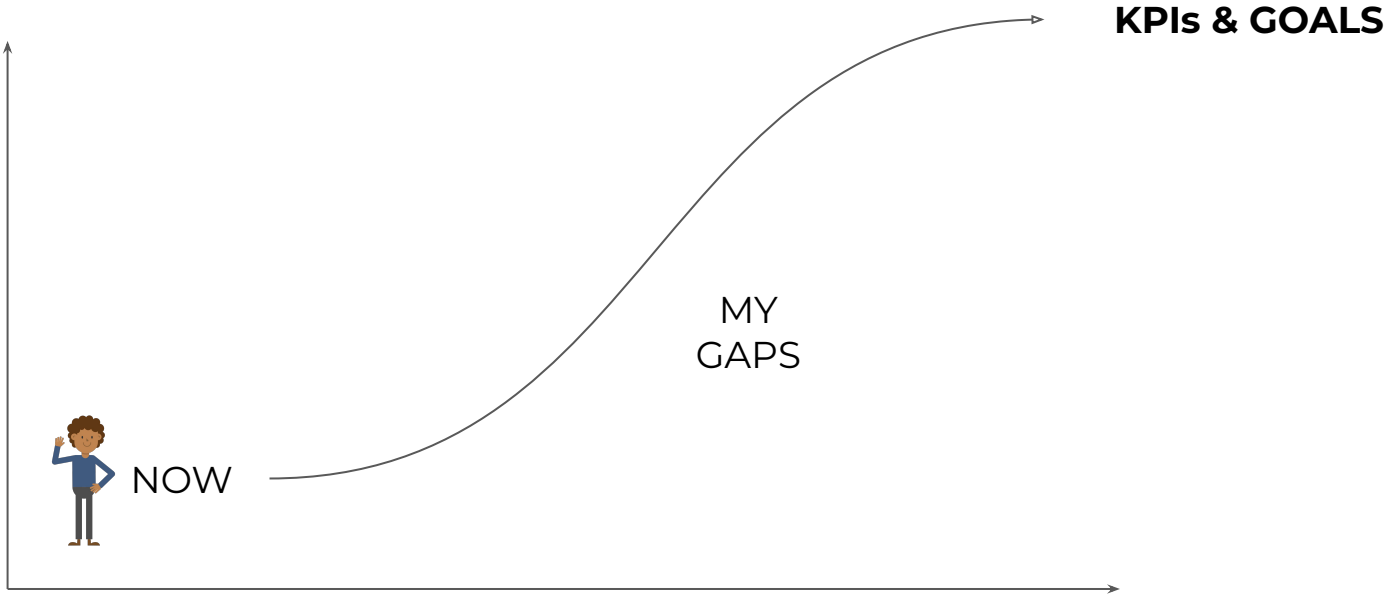
Signing

Onboarding

Probation



# Goals, Objectives and Goals start on Day 1



Vision

Design

Experience

Signing

Onboarding

Probation



# Last 'sub'-intervention

1. TA check-in after 1st month
2. 2, 4, 6 month peer feedback
3. People & Engagement check-in after 5th month

Vision

Design

Experience

Signing

Onboarding

Probation



# What's the contemporary impact?

Question (1-5 Likert Scale)	Category	Intervention	2018/2019	2020	2021
I know my SOFAM <b>values</b> very well	Values	2, 3, 4, 5 & 6	3.0	3.7	4.2
I have a clear view of the organization's <b>goals and business</b>	Mission/Vision	2, 3, 4, 5 & 6	3.3	3.7	4.3
My <b>Reporting Manager was prepared</b> for my first week	Manager	2, 3 & 5	3.0	4.2	4.7
How do you find the <b>process to joining</b> SOCAR before your first day?	Pre-Day 1	4	3.7	3.9	4.5
I feel <b>enabled to perform</b> in my job after the first week	Job Readiness	5 & 6	3.3	4.2	4.3
My <b>Reporting Manager checks in</b> with me regularly to answer questions and concerns	Manager	6	3.0	4.2	4.6

Vision

Design

Experience

Signing

Onboarding

Probation

# Two buckets to fill (Trajectory foundation):

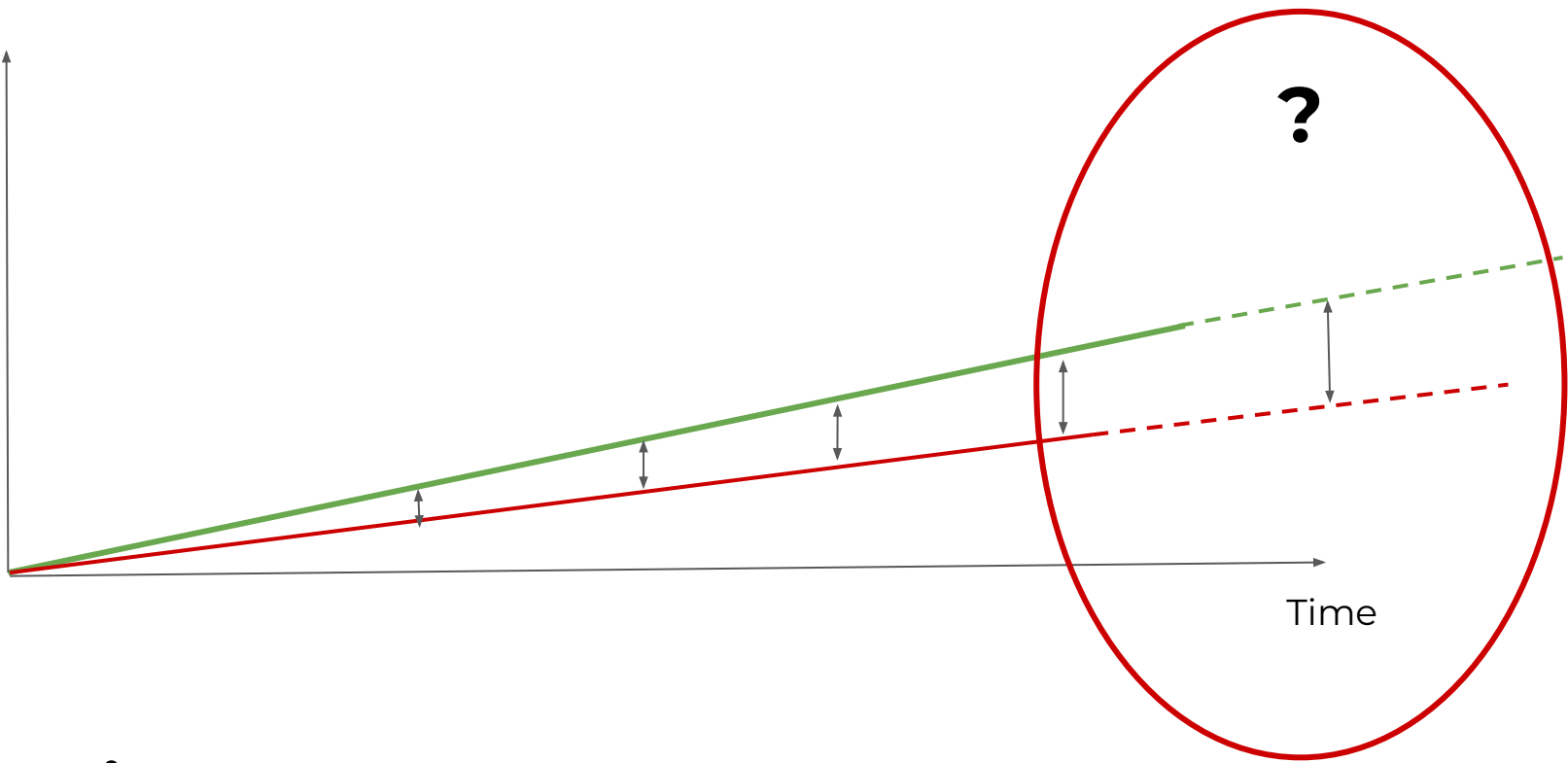
## 1. Assimilation

- a. Organisation (vision/mision)
- b. People/Culture (Shared values, Stakeholders)
- c. Roles (Expectations, Job Description and KPIs)
- d. Tools and Systems (processes and Automation)

## 2. Engage and Excite

- a. Proud to be SOFAM
- b. Sense of Belonging

Output



?

Time

# Long-term impact?



Vision

Design

Experience

Signing

Onboarding

Probation

**What's your needle mover for ensuring the  
"I am at my peak performance" for new employees?**

*How do you set the trajectory towards that?*