



CASE STUDY

Overcoming Onboarding Challenges In A Fast-Paced Restructuring.



About the Client

The client is a leading global manufacturer of emissions catalysts, specializing in various vehicles and applications (think cars, motorcycles, and more). This organization is also a prominent player in precious metal products, trading, and services, with a focus on recycling. Their diverse clientele spans industries like automotive, aerospace, and even the hydrogen economy.

Background

The client was launching a new sister entity. This involved onboarding existing employees and transferring them to the new entity alongside new hires.

The goal was to ensure they felt informed, enthusiastic, and connected to the new entity's mission, vision, and values. The client wanted an engaging activity that not only brings awareness to these pillars but also aids the participants in testing their knowledge retention.

Problem

The challenge was multifaceted:

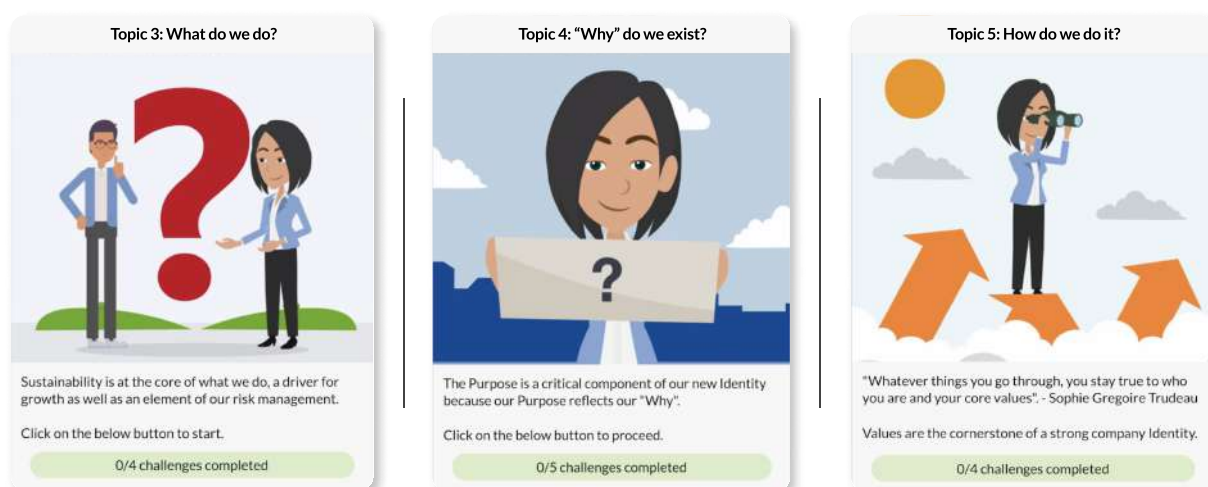
- **Employee Anxiety:** The restructuring created fear among employees regarding job security, the success of the new entity, and potential layoffs fueled by rumors.
- **Onboarding Challenges:** The client needed a solution to effectively onboard both existing transferred employees and new hires for the new entity. Traditional methods lacked engagement and knowledge retention.
- **Time Constraints:** Limited time for onboarding due to the urgency of the restructuring process.

Solution

FocusU offered a gamified onboarding solution leveraging its learning app, Joyflar, through an escape room activity called "Finding Sofia."

The solution aimed to introduce the mission, vision, values, and other pillars of the new entity so the employees could feel connected to the new entity and find purpose and meaning in what they do.

This comprehensive onboarding program was executed for 150 participants in 2 parts:



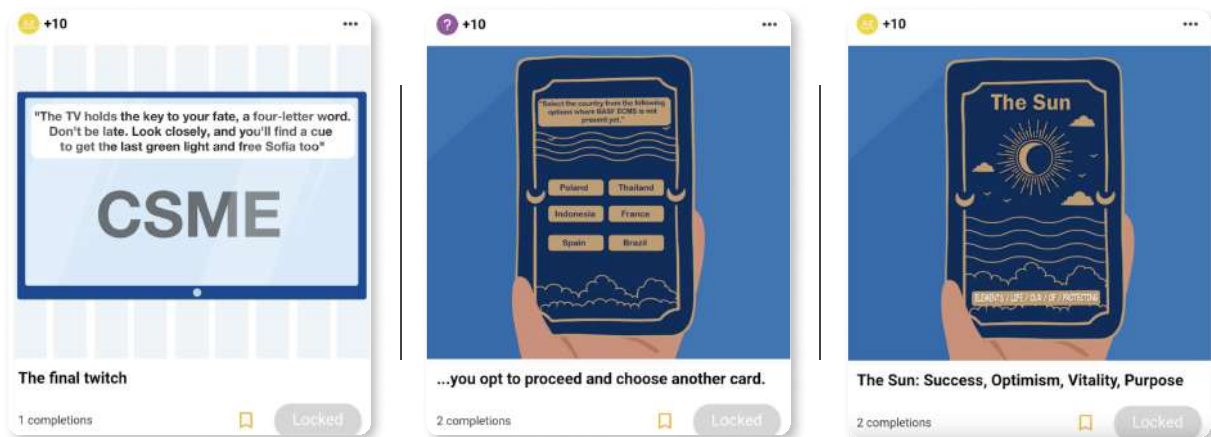
Sneak peek into Part 1 of the workshop.

Part 1 - Gamified Pre-engagement for 5 days: This phase aimed to inform employees and mitigate initial anxieties amongst employees.

Daily microlearning modules, quizzes, and interactive activities delivered via the mobile-friendly Joyflar app addressed the new entity's values, mission, vision, and goals.

This pre-engagement also intended to break the ice amongst fellow peers and new joiners of the organization.

Additionally, the Joyflar app provided on-demand access to materials for up to a month, allowing employees to revisit information at their convenience. This downloadable content enabled HR to distribute materials electronically.



Sneak peek into Part 2 of the workshop.

Part 2 - Virtual Onboarding Experience through Escape Room:

Following the virtual pre-engagement, we incorporated these two activities:

- **Interactive Icebreakers:** Encouraged interaction and relationship-building between all participants.
- **Gamified Knowledge Check:** A game-based activity where participants applied the pre-learned knowledge gained during the app modules.

However, FocusU went beyond a simple quiz. The knowledge check was designed as a collaborative game, encouraging teamwork and problem-solving. Participants embarked on this virtual journey to rescue Sofia, their onboarding buddy, by solving clues strategically developed from the information shared during the pre-engagement phase.

This not only promoted recall and retention of key information but also fostered a sense of accomplishment and healthy competition among participants.

Impact

- The gamified approach led to a positive onboarding experience, resulting in increased retention, motivation, and enthusiasm among new hires.
- The escape room activity promoted collaboration and team building, fostering positive relationships among participants.
- Participant feedback indicated high satisfaction with the engaging and memorable onboarding experience.
- The gamified activity ensured that the participants are able to learn about the new entity's values, mission, policies and other pillars without the use of traditional approach of ILTs, which in turn saved time for the functional leads who would have been required to take the participants through the various pillars.

Participant Feedback (Stated Here Verbatim):

We asked the participants "What did you like about the workshop," here's what some participants shared:

- First - The idea itself of preparing an animation video for our better understanding. Second - The challenges Part.
- Interactivity and ease of use
- It's a new experience for me - it was fun to learn in this way :)
- I learned more about values and the company
- The Download booklet to keep. Can complete in own time.
- learning new information in a fun way - 1. required introspection 2. website easy to use
- I liked getting to know some of my coworkers thru reading their responses to the questions.
- The open participation and the ease of completion (take 5-10 minutes out of your day
- Structured way of onboarding



To know more about us, drop in at
www.focusu.com

We are a very friendly bunch so do
feel free to reach out to us through:

hello@focusu.com | +91-8882337788
bonzur@focusu.com | +23059194131