

**BMJ**

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# The art of onboarding

Nadeem Zabib - Recruitment Adviser

# Who we are

- Founded in 1840
- Medical journal - mission to improve healthcare worldwide
- Flagship product is The BMJ
- Other products are: BP and BMJ Learning
- 460 employees internationally
- 5 core values

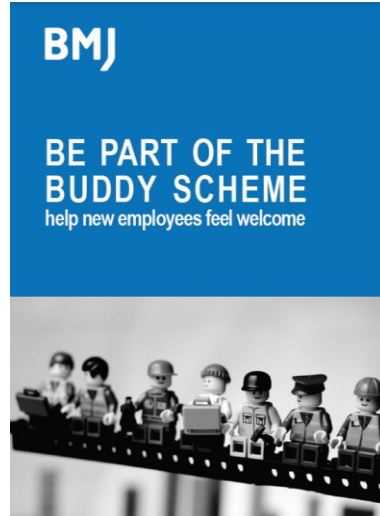


# Importance of excellent onboarding

- Complements a good recruitment process
- Impacts new starters state of mind
- Reassures your new starter
- Promotes successful feedback through word of mouth
- Creates affiliation

# What we do

- Contact
- Buddy scheme
- Google orientation
- BMJ welcome card
- Meeting with CEO



# What we do

- Day 1 induction
- 6 weeks at BMJ
- Corporate induction
- Internal comms introductions
- Lunch with the team
- Insights discovery



# Benefits

- Motivated employees
- Enhanced productivity for individual and team
- Increased employee engagement
- Aids in retention:
  - turnover 2016 - 15.2%
  - turnover 2017 - 7.8% - end of year projection - 13.4%
- Impact on probations
- Positive word of mouth

# Thank You

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