

e-Book

4imprint®



2022
Guide to
Employee Onboarding

Introduction

Employee onboarding gifts help new employees feel welcome, connect new team members with company veterans and build team spirit.

The work world has dramatically shifted for countless industries. Organizations must think creatively to keep teams connected and cultures strong. Companies are innovating to retain current employees and gain new ones. Many organizations are adjusting to a work structure that's unprecedented. With the change in work structure comes a change in onboarding. We surveyed professionals who often take on the role of overseeing new hires. Through this survey, we answered frequently asked questions, including:

- What types of onboarding do you offer?
- Who conducts onboarding?
- How long is your onboarding process?
- Do you offer a formal mentoring program?
- What tools do you use in onboarding?

We also gained new insights into onboarding gift-giving. Based on these findings, we've pulled together ideas to help you make new hires feel welcome in 2022 and beyond.



Employee onboarding trends

When an organization works hard to ensure new employees are correctly onboarded, it makes a statement: We value you and want to help you do the best you can.

Whether your organization provides in-person, remote or hybrid onboarding, you face similar challenges: How long should employee onboarding last? What should we provide new hires? And who conducts, evaluates and schedules onboarding?

To discover how organizations onboard new hires, we went directly to the source, surveying hundreds of human resources professionals across the country to ask them how they handle in-person, remote and hybrid onboarding.

In this e-book, you'll learn about the different ways organizations onboard new employees.

We also share which types of gifts they most often give new hires to help complement the onboarding process.

We hope these trends and ideas help your organization successfully onboard new team members in this rapidly changing world of work.



Kevin Lyons-Tarr, CEO, 4imprint, Inc.



Kevin,
with 4imprint
31 years

Processes





Processes: What percentage of new hires go through a formal onboarding process?

Formal onboarding

Percentage of employees who go through formal onboarding



76-100% of employees go through formal onboarding

58%
of companies



51-75% of employees go through formal onboarding

15%
of companies



26-50% of employees go through formal onboarding

15%
of companies



1-25% of employees go through formal onboarding

10%
of companies

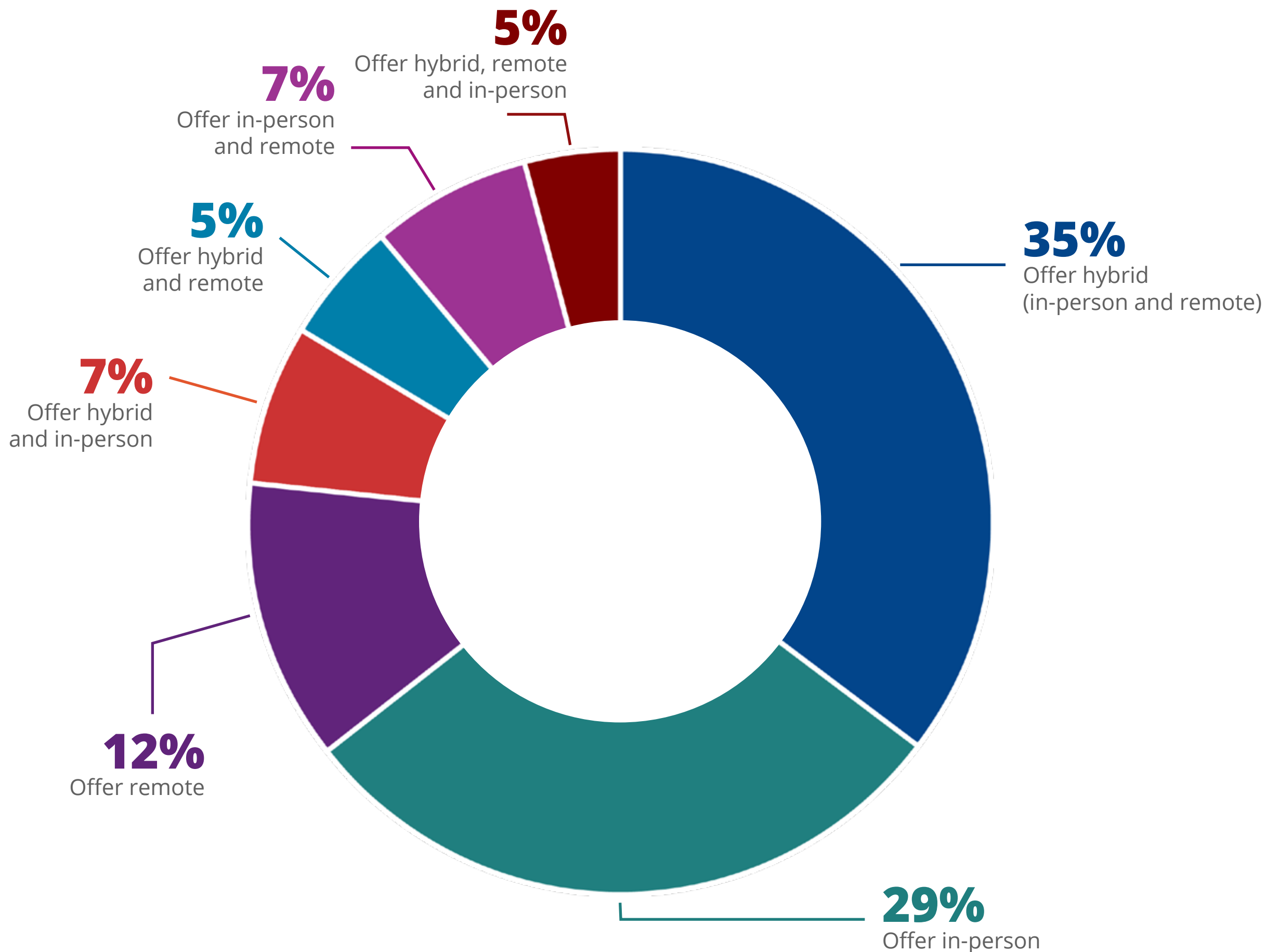
98% of organizations provide formal onboarding.



Processes: What types of onboarding does your organization offer?*

Onboarding types

Most organizations offer in-person and remote onboarding



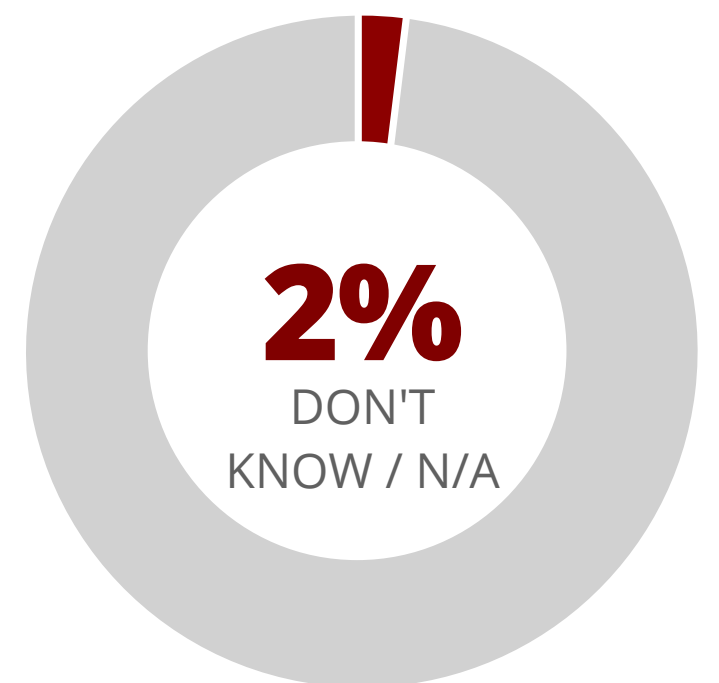
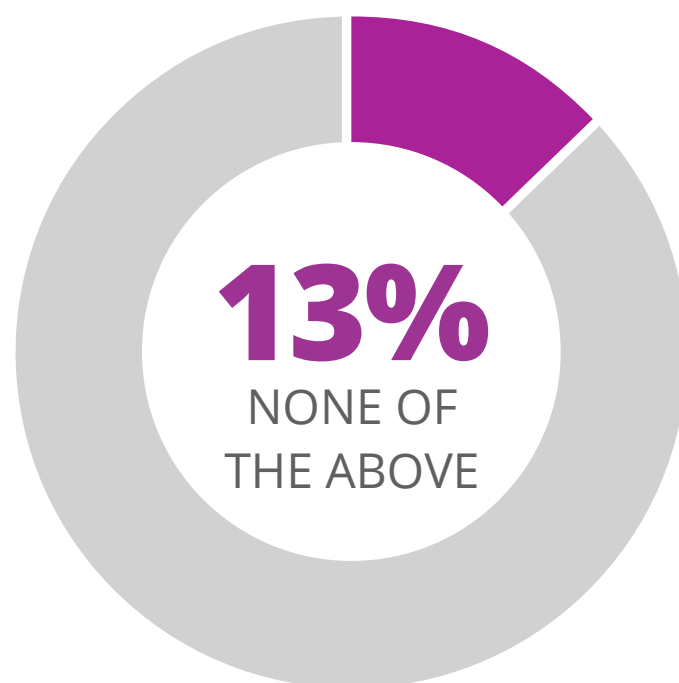
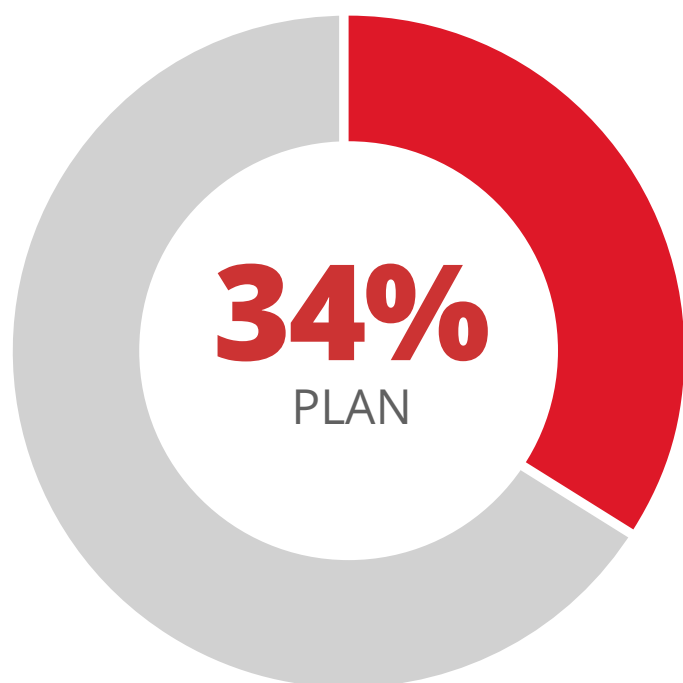
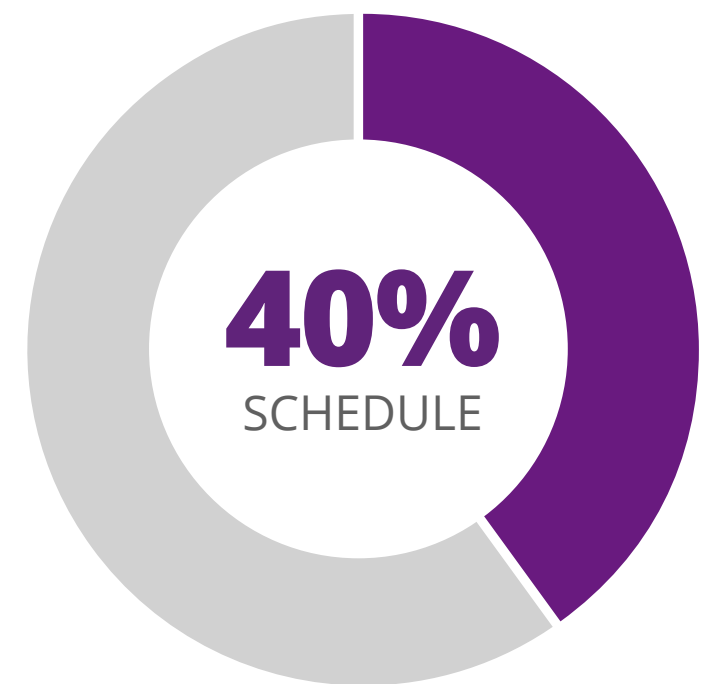
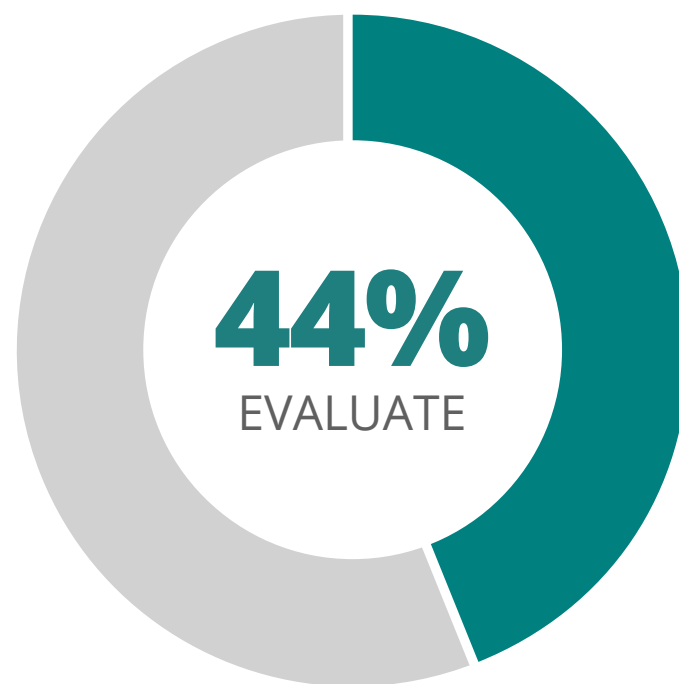
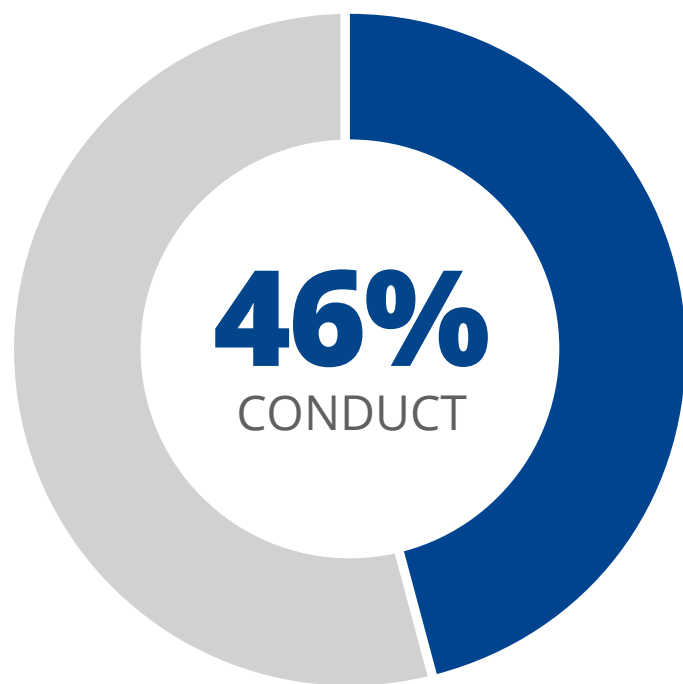
*Multiple responses per respondent



Processes: What is management's role in onboarding?

Manager roles in onboarding

Percentage of organizations where department managers are involved, by onboarding step



*Multiple responses per respondent

Less than 1/2 of respondents say department managers are involved in onboarding.

Timeframe

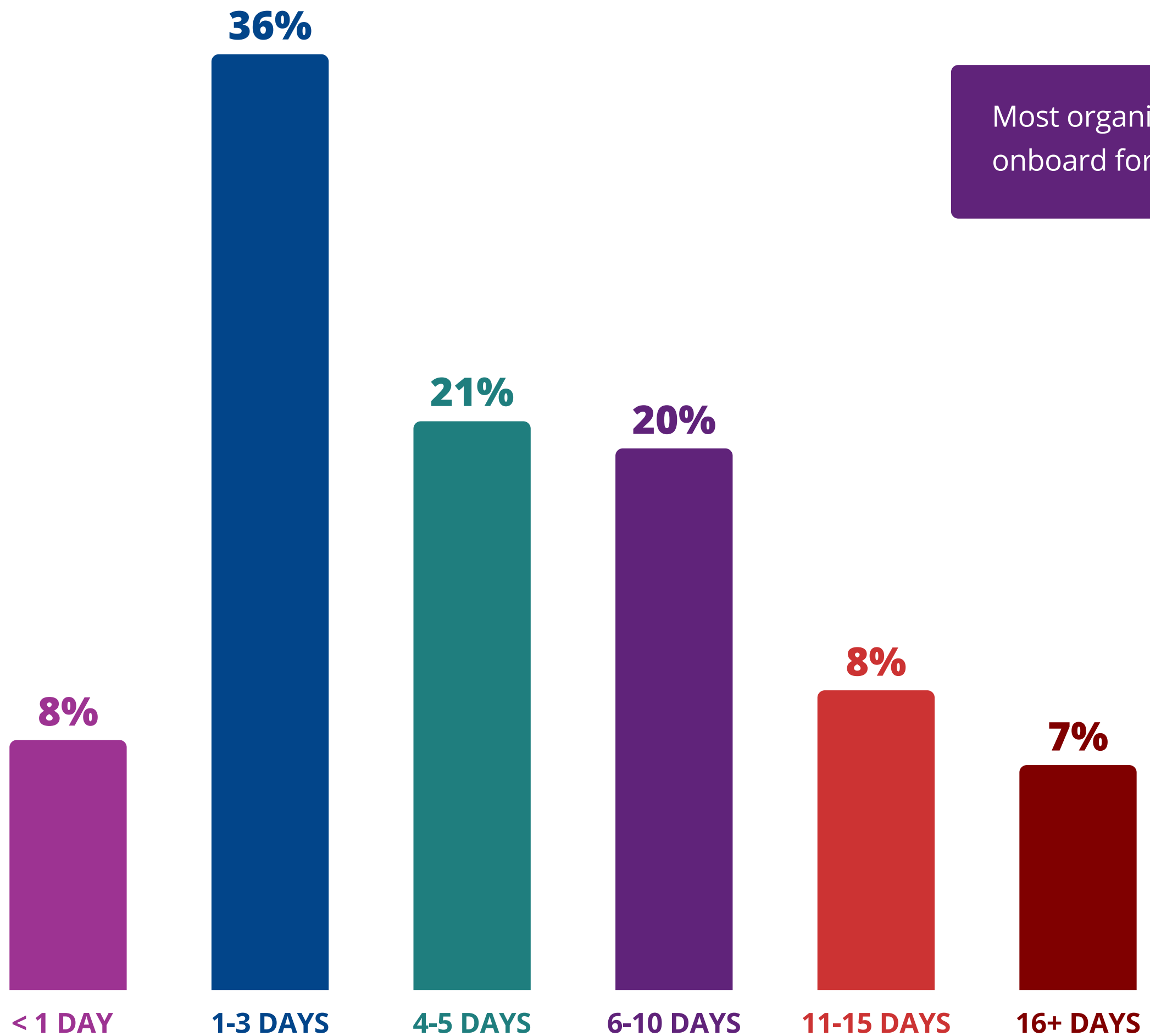




Timeframe: How long is your onboarding process?

Onboarding timeframe

Percentage of organizations by onboarding timeline



Most organizations onboard for 1-3 days

Mentoring



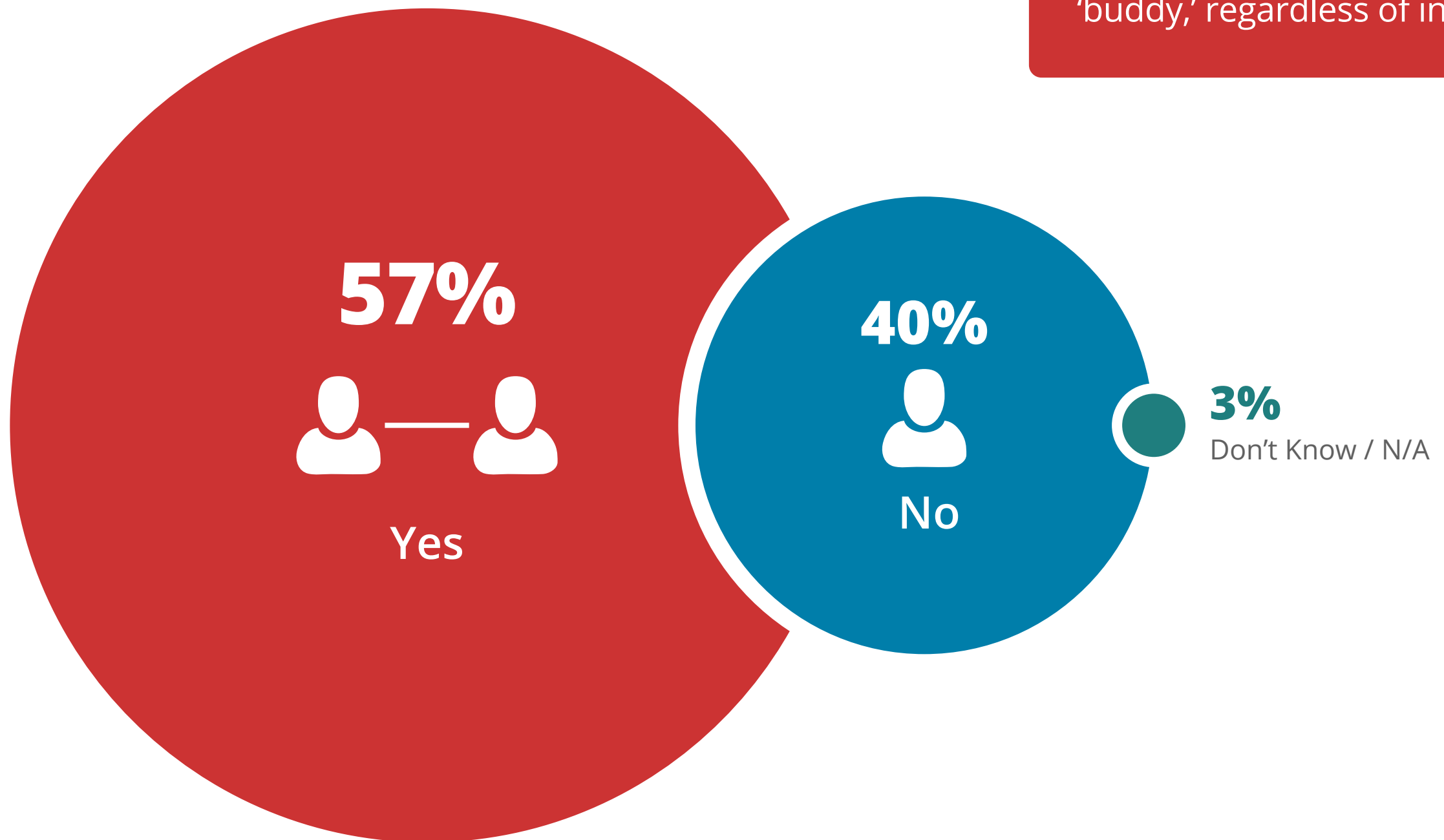


Mentoring: Do you offer a formal 'mentoring' or 'buddy' program for new hires?

Mentoring programs

Percentage of companies offering mentoring

The majority of companies pair new hires with a 'mentor' or 'buddy,' regardless of industry.

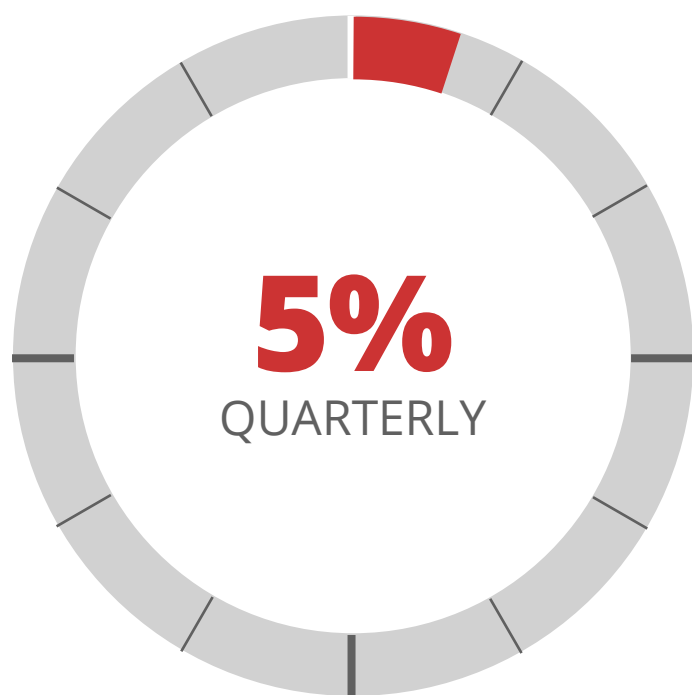
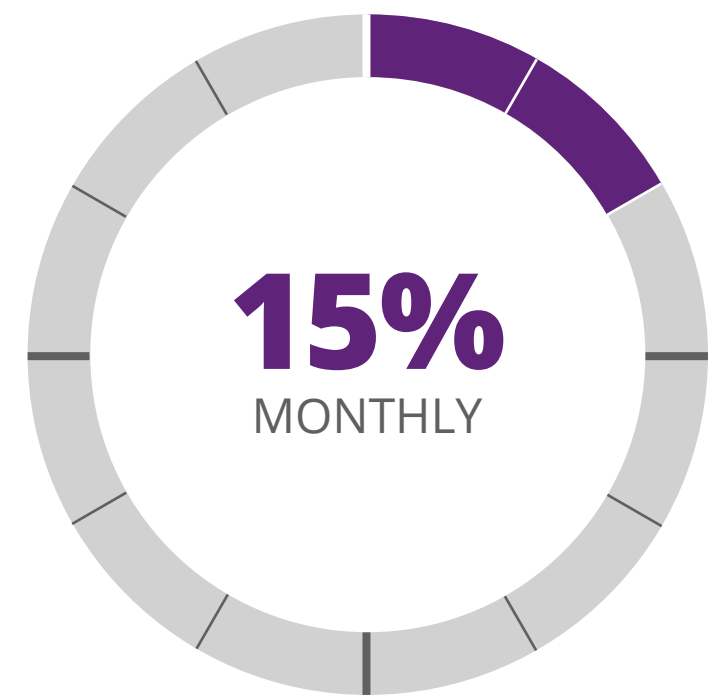
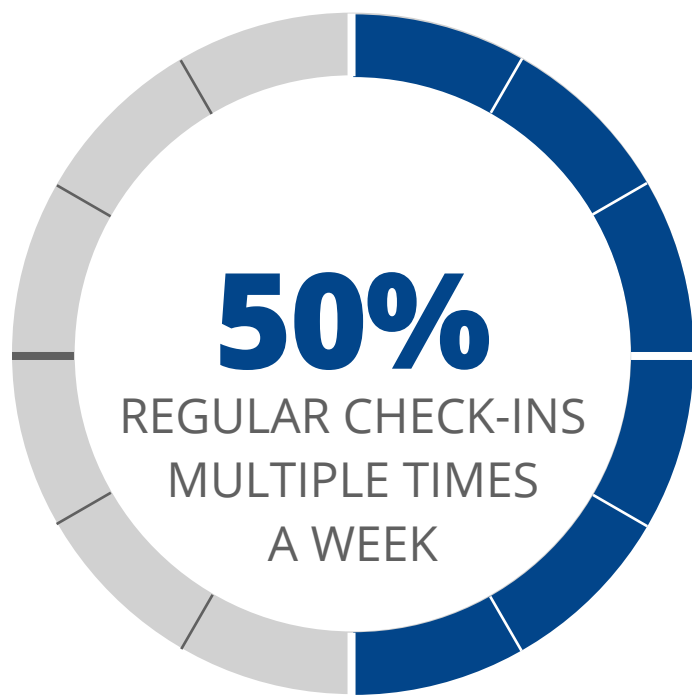




Mentoring: How often do mentors/buddies meet with new employees throughout their first year?

Check-in times

Frequency of mentor meetings



Among organizations that offer mentoring, a majority see new hires and their mentors meeting at least once a week.

Connecting

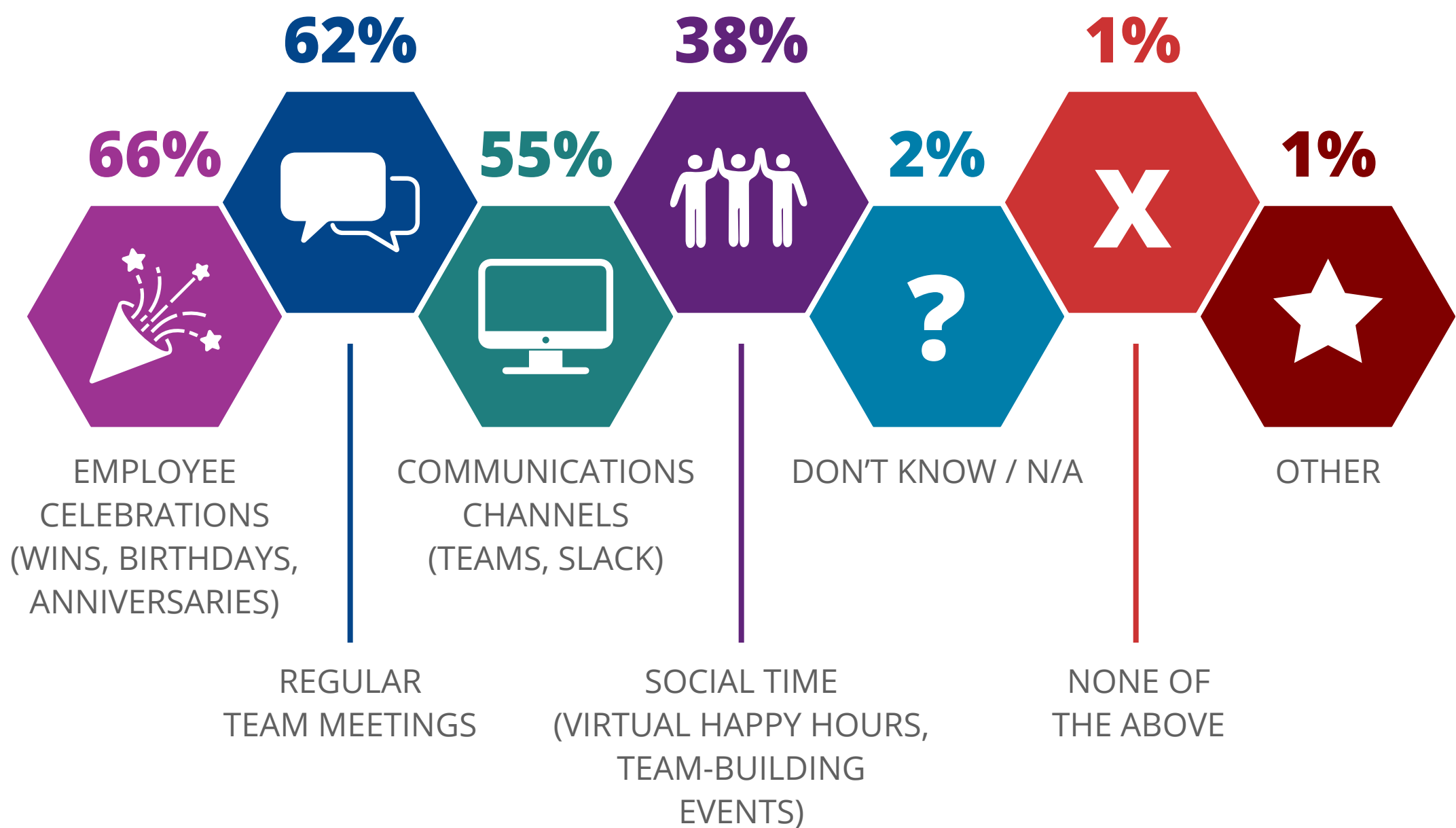




Connecting: What tools do you use to help in-person, hybrid and remote employees feel part of the same team?*

Onboarding tools

Percentage of organizations using onboarding tools, by type



*Multiple responses per respondent

Onboarding gift trends

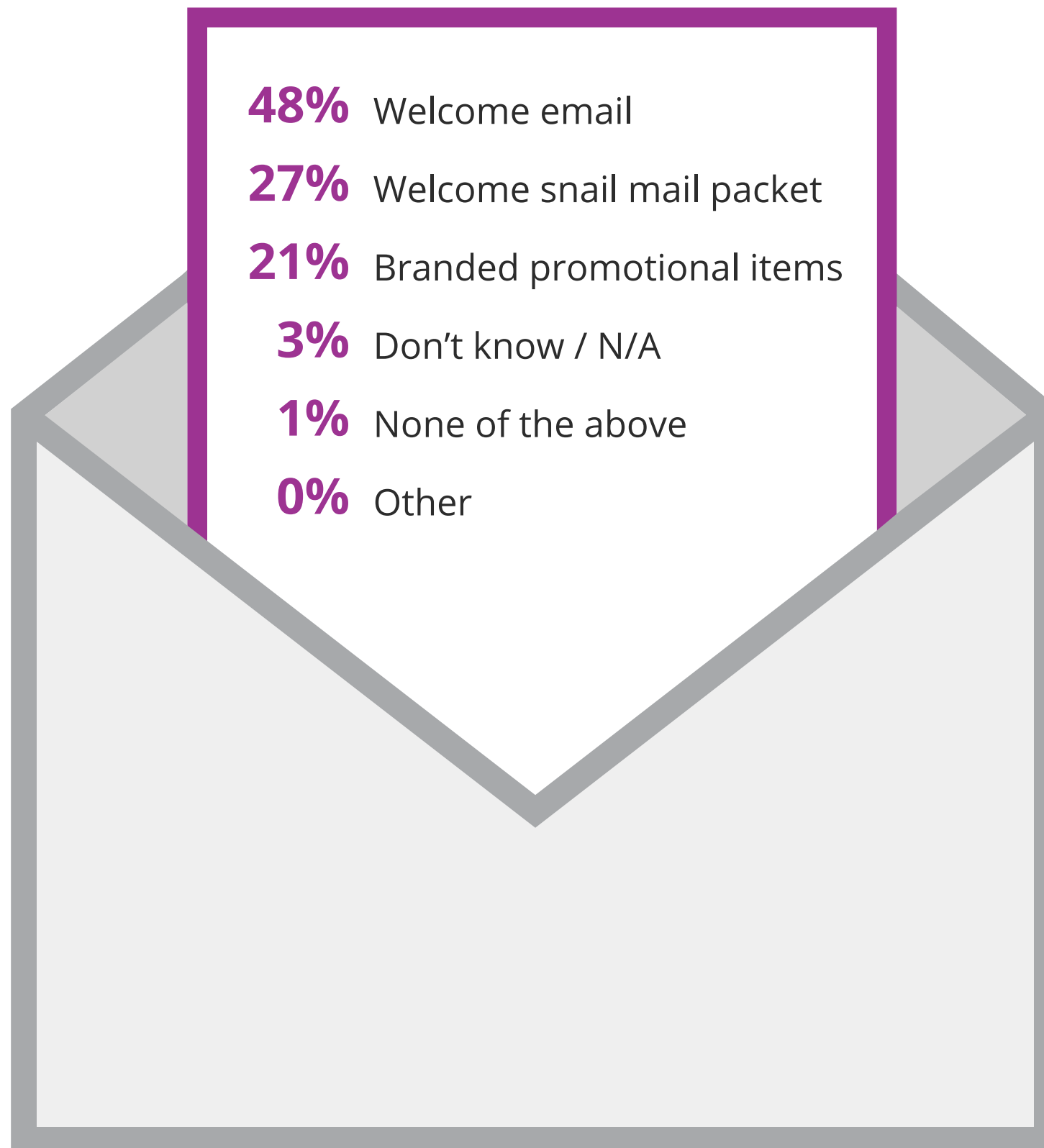




Onboarding gift trends: What do you send remote employees prior to or during onboarding?

Onboarding communication

Percentage of organizations sending onboarding materials





Onboarding gift trends: What types of branded promotional items do you send before or during onboarding?*

Top rated

Among organizations sending branded promotional items to remote employees, notebooks, bags and pens topped the list.



19%

Notebooks or journals

Page 18



18%

Bags

Page 20



16%

Pens

Page 22



16%

Apparel

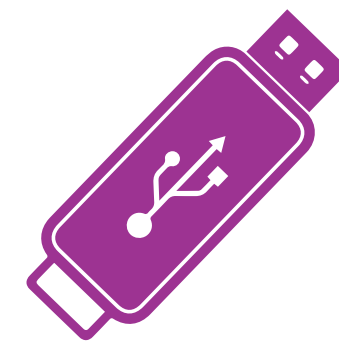
Page 24



16%

Drinkware

Page 26



14%

Technology

Page 28

*Multiple responses per respondent



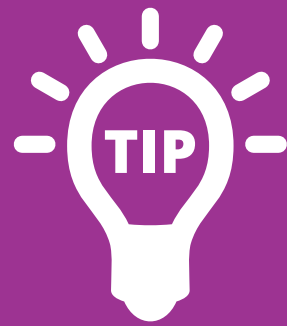
Notebooks or journals

19% of organizations that send branded promotional items to remote employees provide notebooks or journals as new hire gifts.

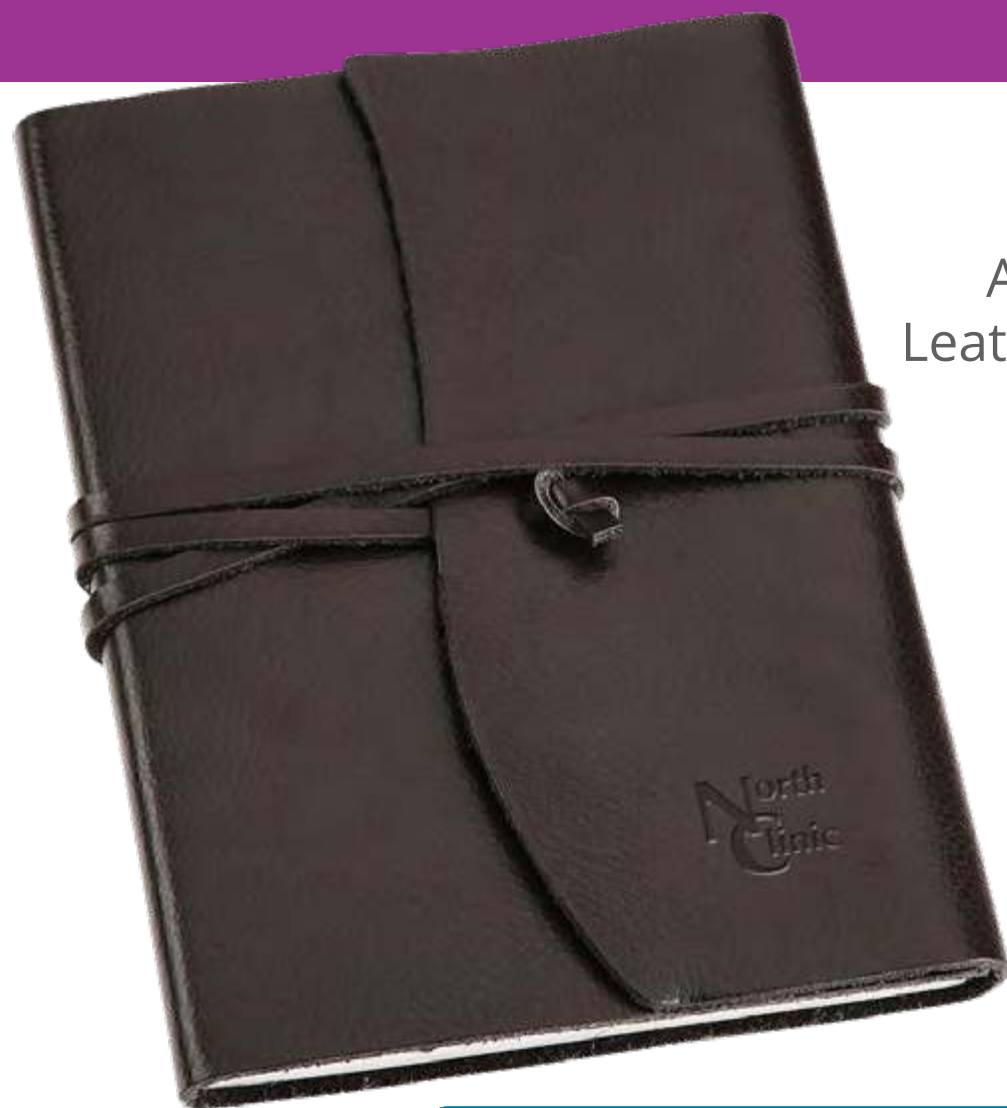




Onboarding gift trends: Uses and ideas



New team members enjoy notebooks or journals they can use at home and work.



#112945
Americana
Leather-Wrapped
Journal



#157383
Brooklyn
Notebook

"This item is exactly what we wanted. They feel nice, look expensive and we love the fact that they are recycled!!"

Heather from Phoenix



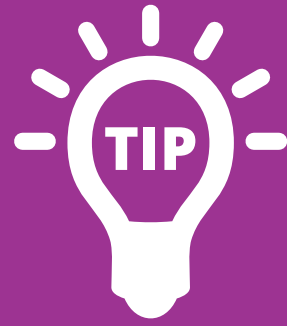
Bags

18% of organizations that send branded promotional items to remote employees provide bags during the onboarding process.





Onboarding gift trends: Uses and ideas



A bag that's useful for a new employee's role will be much appreciated.

#147668
Crossland® 15"
Laptop Backpack



"Very sturdy material. Sales team super excited to have a branded bag to carry their demo products."

Michelle from Philadelphia

#118010
Solid Cotton
Yacht Tote





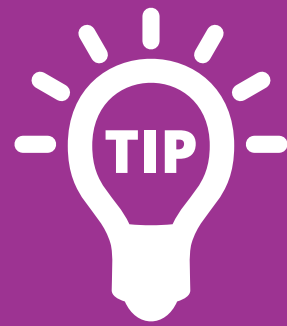
Pens

Pens: A popular, practical onboarding gift.





Onboarding gift trends: Uses and ideas



Pair pens with notebooks to make double the impression on new hires.



#155315
Paisley Stylus
Twist Pen

“Great quality pen, writes so well. The design looks good on it too.”

Olivia from Aspen



#3421
Bic® Intensity
Clic Gel
Rollerball Pen



Apparel

16% of organizations that send branded promotional items report sending apparel to remote employees.





Onboarding gift trends: Uses and ideas



Giving new employees apparel can help them feel like part of the team.

#122078
Dry-Mesh
Hi-Performance Polo



#140966
Team
Performance
Polo

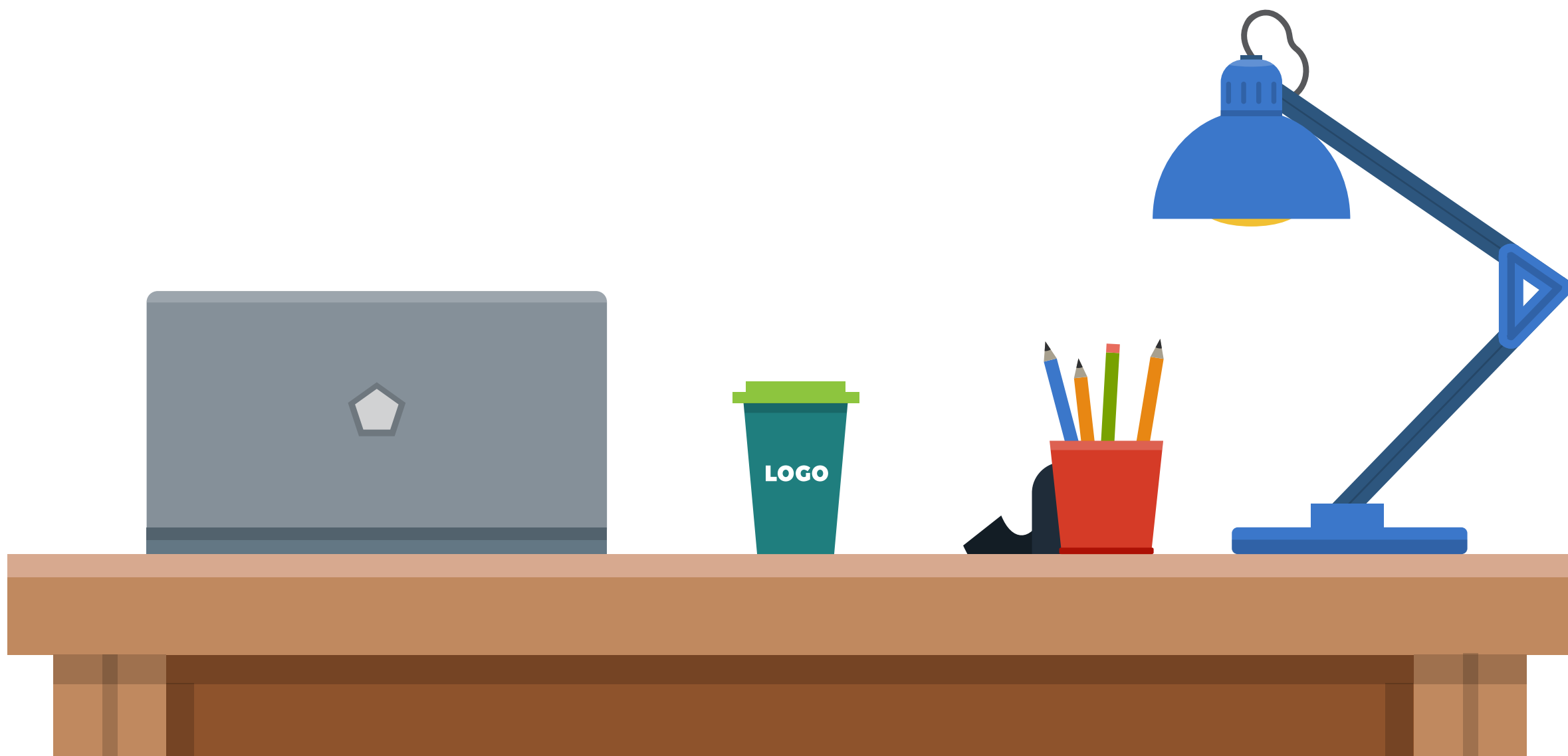
“Excellent quality shirt.”

Dominic from Scarsdale



Drinkware

Promotional drinkware is sent by 16% of employers as part of the onboarding process.





Onboarding gift trends: Uses and ideas



Look for drinkware that comes in handy for the home, office and on-the-go.

“High quality mug, easy to work with, and very fast shipping!”

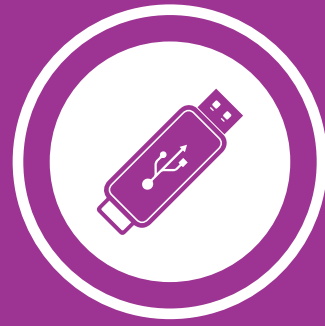
Mark from Princeton



#158052
Austin Vacuum
Tumbler with
Cork Bottom

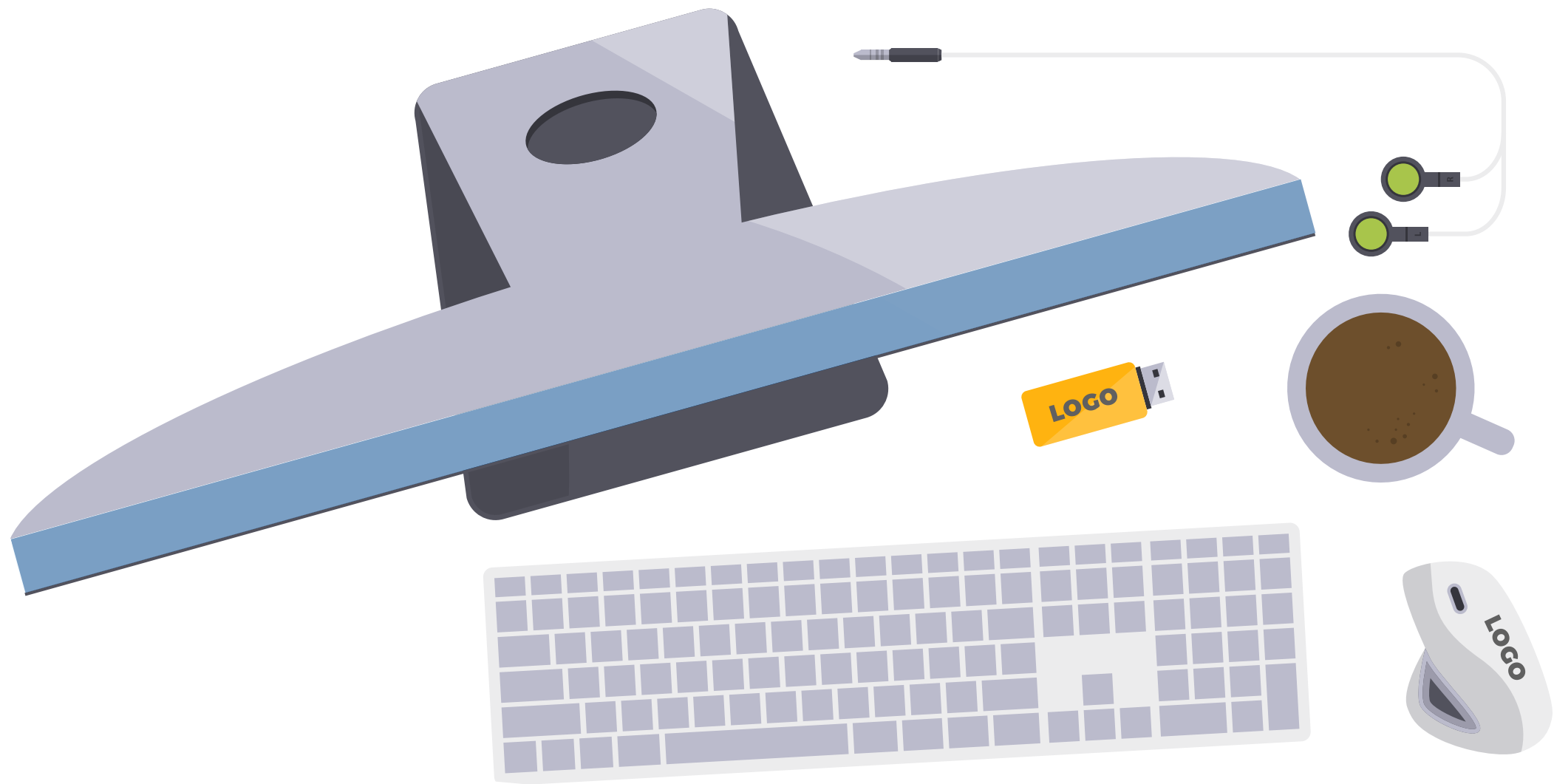
#156533
Refresh® Mayon
Vacuum Bottle





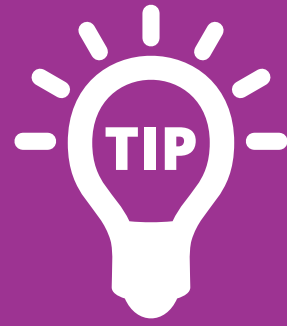
Technology

Tech gifts are a popular onboarding gift.





Onboarding gift trends: Uses and ideas



Giving new hires tech gifts can help increase appreciation.



#156173
Light-Up Logo
Qi Wireless
Power Bank

“Very exciting to see your own logo in lights! FUN!”

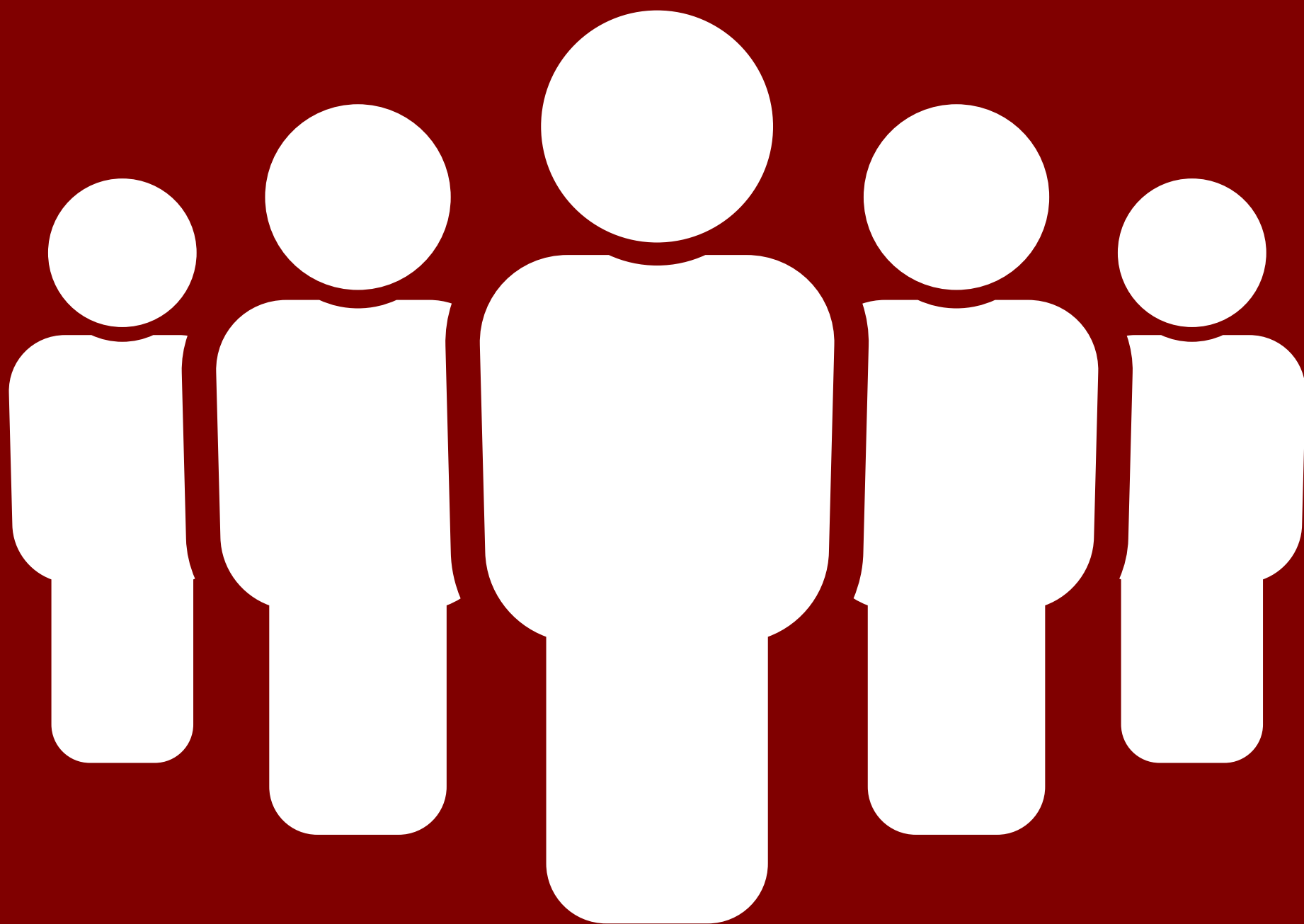
Kelli from East Lansing

#155908
Luna USB-C
Flash Drive



#147270
Ridge Line Light-Up
Logo Charging
Cable

Methodology





Data collection methods

In an effort to better understand the state of onboarding in a hybrid world as well as how and when organizations use employee onboarding gifts, 4imprint surveyed Wisconsin SHRM 2021 State Conference in October 2021 and through two online survey panels in November and December 2021.

A total of 445 respondents were surveyed. Unless otherwise stated, the data that appeared in this e-book is based on these responses.

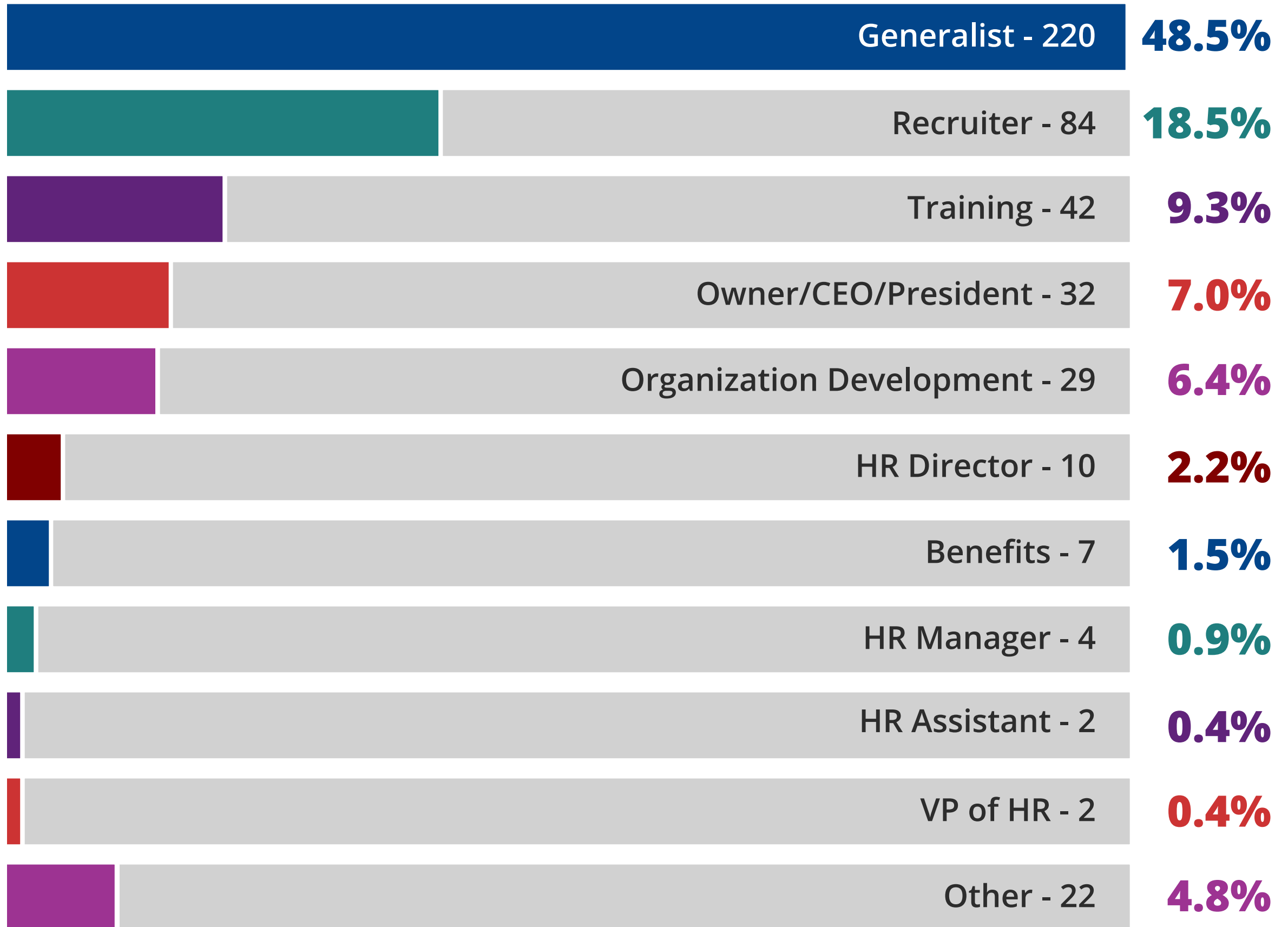




Methodology: Which of the following best describes your Human Resources job function?

Job function

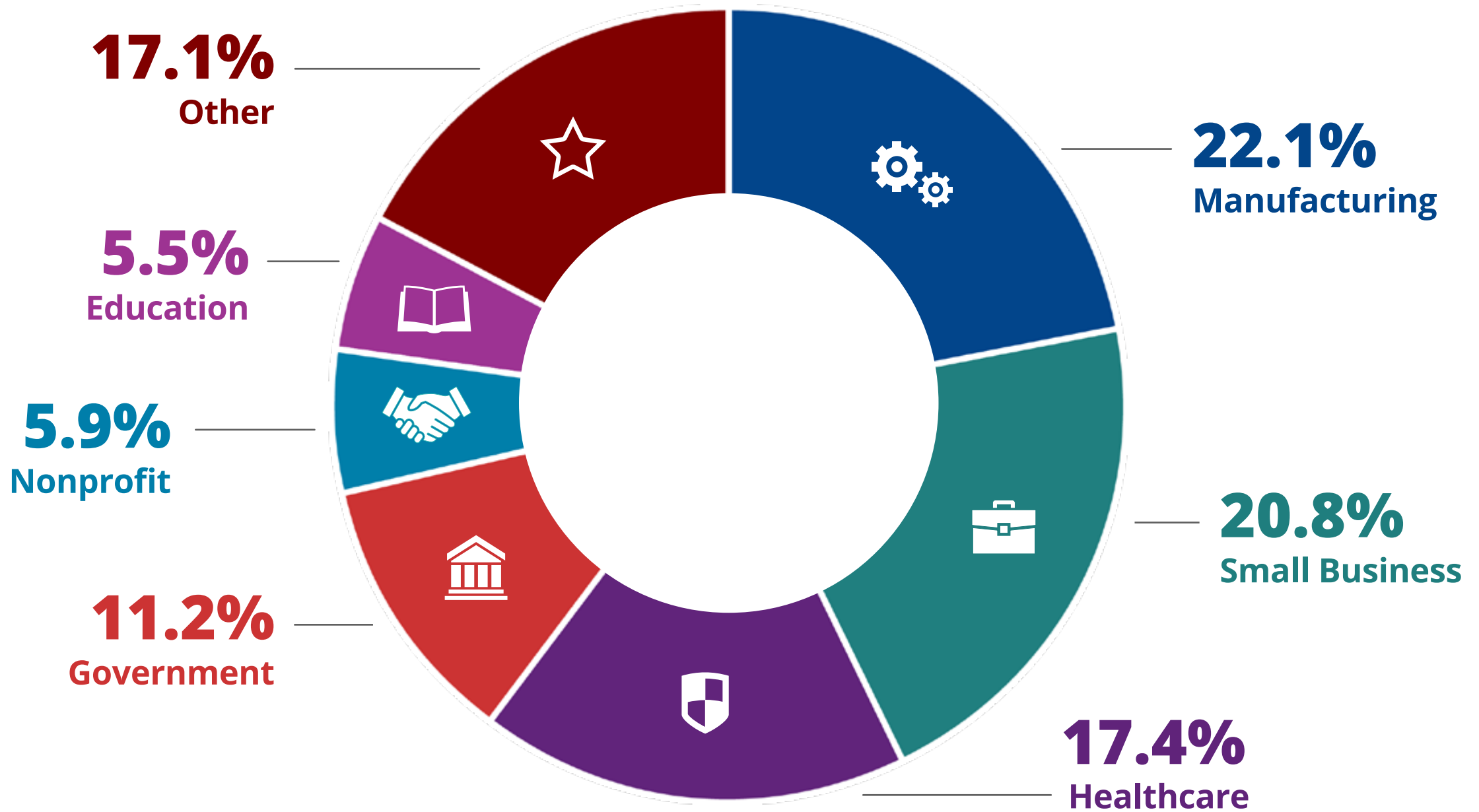
Employers who send onboarding gifts hold these job functions:





Methodology: Respondent demographics

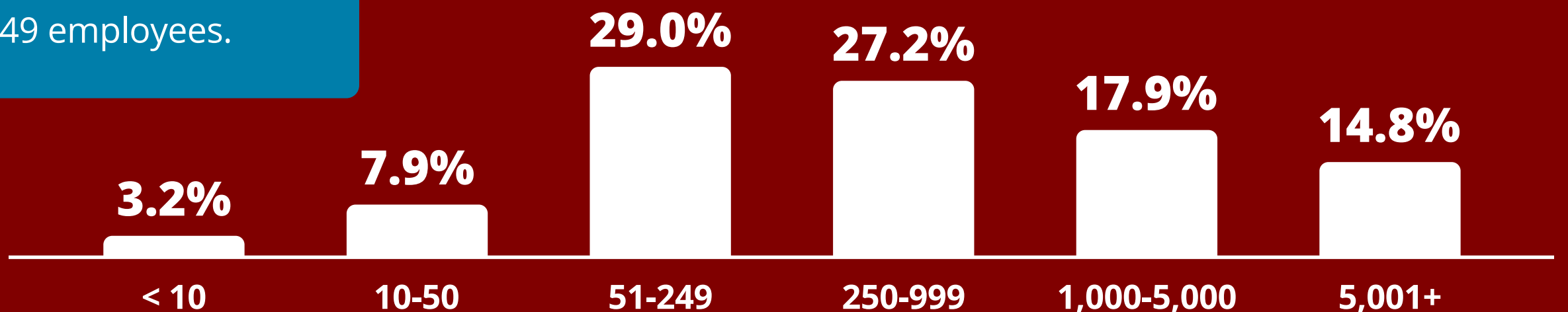
Respondent industries



Organization size

(by employees)

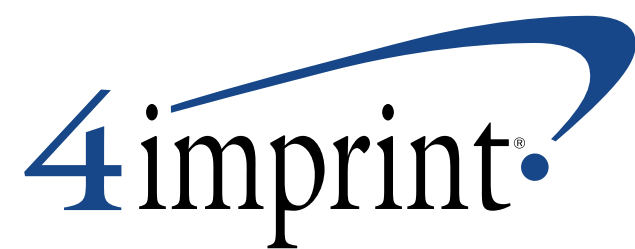
Most respondents work in an organization with 50-249 employees.



Share your employee onboarding gift ideas.

Got a great employee onboarding story?

Tell us! Email it with your photos to 4ideas@4imprint.com.



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