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Ohio Parks and Recreation Association

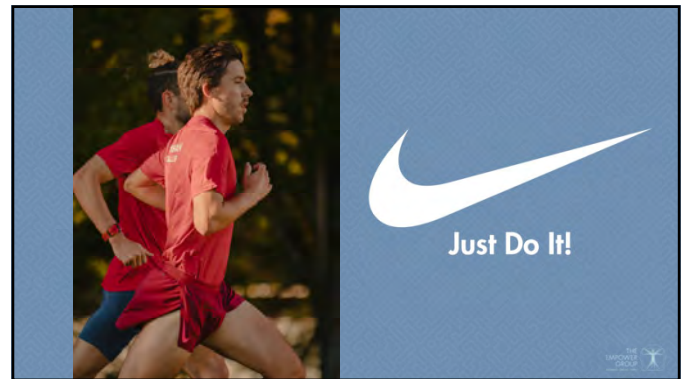


## Launching Your Team to Success through Onboarding

Marisa Hoff, M.Ed.  
Partner, The Empower Group




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Ohio Parks and Recreation Association



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## Objectives

- Introduce myself.
- Define onboarding.
- Review the importance of onboarding.
- Learn the components of onboarding.
- Create a list of action items.

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MEET ME

## Marisa Hoff

- General Manager, Stevenson Fitness
- Fitness Business Speaker
- Parks & Recreation Since 2017
- Signed up to do my CPRP
- Partner, The Empower Group




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## What We Do




Keynotes & Breakouts    Interactive Workshops    Strategic Advising





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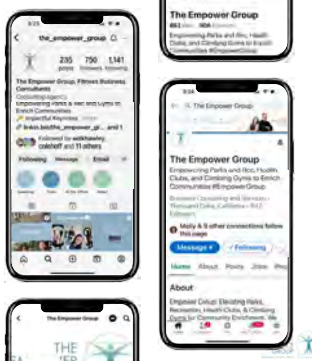
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## Follow Us


 The Empower Group

 @EmpowerGroupFirm

 @the\_empower\_group



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Defined

## What Is Onboarding?

The action or process of integrating a new employee into an organization or familiarizing a new customer or client with one's products or services.

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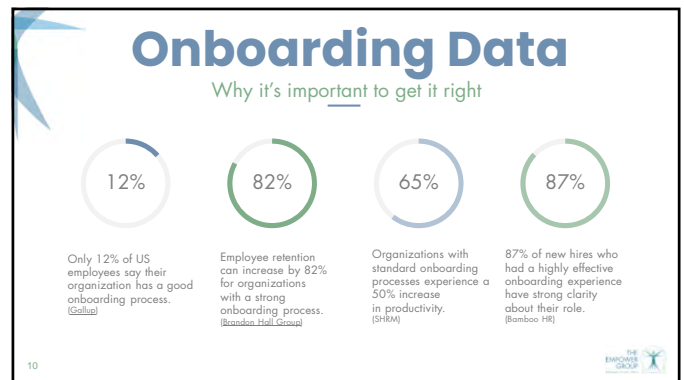


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## What It Isn't...

- A checklist of paperwork to be done
- An on-the-job training
- Information overload

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## Keys to Onboarding



Clear Goals	Warm Welcome	Defined Categories	Varied Methods	Success Measures
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### What Are Your Goals?

Research by Gallup points out that many organizations misunderstand the purpose of onboarding, treating it as a "new employee orientation class" rather than "a process that helps employees get up to speed in their job and integrated into their new team and organization."

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## Onboarding Goals

Ensure Compliance

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## Onboarding Goals

- Ensure Compliance
- Build Culture
- Create Connections
- Increase Competency

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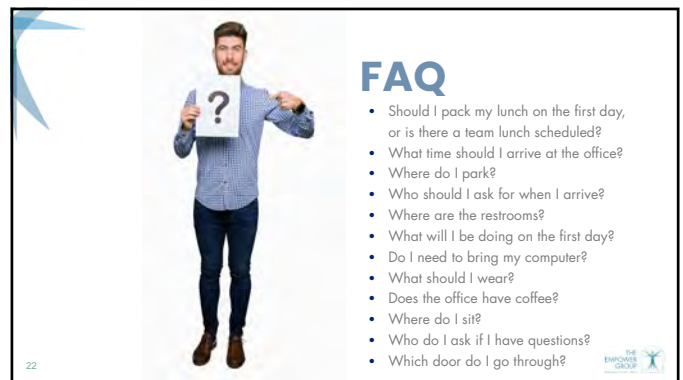
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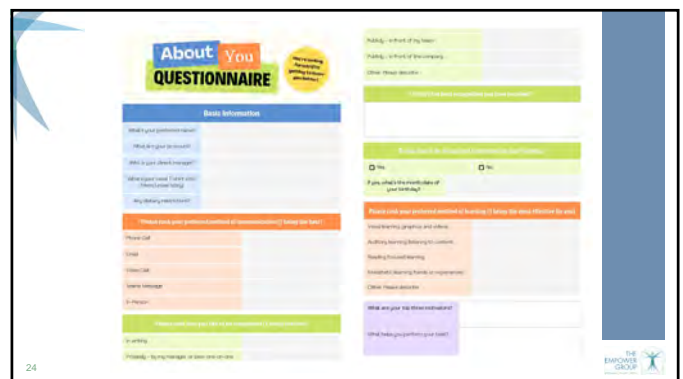
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## Categories

Everybody learns – regardless of their role!

# 1

### Culture

# 3

### Facility

# 2

### Experience

# 4

### Cross-Training


**Job Specific**  
Specific job training is the last piece.



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### General Onboarding

Day 1	Day 2	Day 3	Day 4	Day 5
Topic	Topic	Topic	Topic	Topic
<b>Culture Training</b>	<b>Member Experience</b>	<b>Facility Knowledge</b>	<b>Facility Knowledge</b>	<b>Cross-Training</b>
Mission/Vision/Values •	Over 2000 Hrs of Video Vlogs	Maple	Intelligence •	Maple/Maple Vlogs
Core Values	Weekly of Code: Team: 2021	Trust and	Intelligence •	Accounting/Intelligence
Mission Statement	Member Experience	Chairman	ADP/First Aid	Accounting the phone
Core Values	World Data	Charts	Ice Radio	Checking members in
Annual Review	Global Services	Weight Room	Radio	Not Necessarily
The Endowment Value	Policy Information •	Cable Room	Incident Reports	Keeping up with items
Organization Chart •	Maple Welcome/Find Forward	Locker Room	Facility	Group 4
Owner	Names	Small Group Training	Address and Phone Number	Forms
General Manager	Money Chat	Equipment	Room	Schedule
Operations Manager	Member Feedback	Phones	Website	Training
Programming Director	SPS	Front Desk Equipment	Exercise Equipment	Training Overview
Childrens Manager	Suggestion & Complaint •	AC/Heat System	Video	Training Staff
Employee Handbook •	Professionalism	Fire	Schedule	Basic Office
Real	Punctuality (Lombard time)	Cleanroom Shoes	Weight Room	Introductions
Review	Appearance	AT Closet	Accessories	Small Group Training
Deboarding Requirements •	Relig. Language •	Other Tls	Technology	Overview
Core Value #1	Service Language •	Work/Chart	Website, Social Media	Forms
Core Value #2	Protecting the House	Core Value #3/4 Review	Core Value #5/6 Review	Schedule
Core Value #3	Core Value #3/4 Intro	Core Value #5/6 Review	Core Value #5/6 Review	Core Value #5/6 Review
Core Value #4	Core Value #5/6 Intro	Core Value #5/6 Review	Core Value #5/6 Review	Core Value #5/6 Review
Core Value #5	Core Value #5/6 Intro	Core Value #5/6 Review	Core Value #5/6 Review	Core Value #5/6 Review
Core Value #6	Core Value #5/6 Intro	Core Value #5/6 Review	Core Value #5/6 Review	Core Value #5/6 Review



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## FAQs



Who? What? Timing? Tools?




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# 1


### Culture



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# 1

### Culture




#### History/Our Story

How we started.

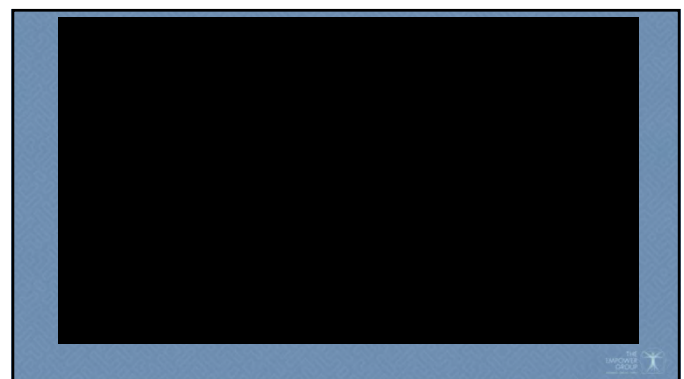


#### Purpose

Why we do what we do.



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# 1 Culture

**History/Our Story**  
How we started.

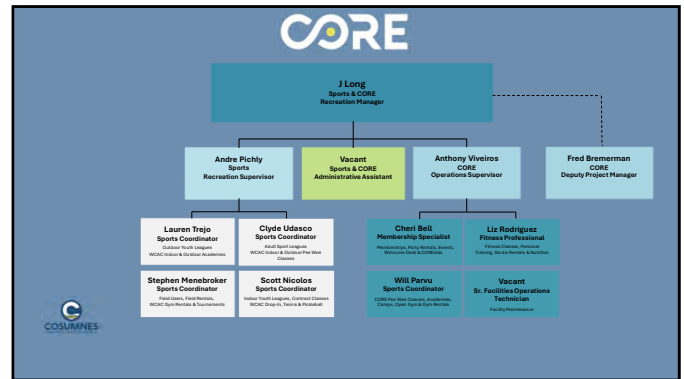
**Core Values**  
What drives us every day.

**Purpose**  
Why we do what we do.

**Organizational Chart**  
Who does what.

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# 2 Experience

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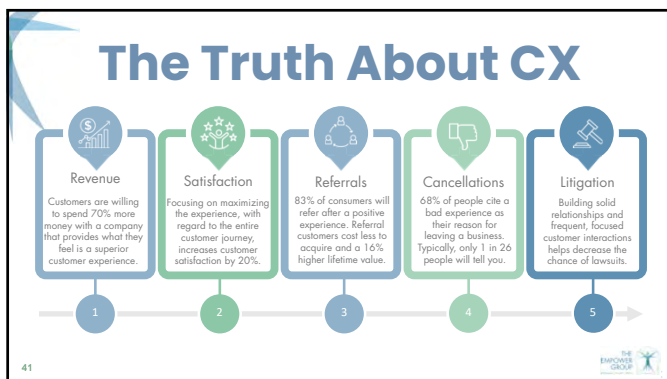
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# 2 Experience

- Why it is important?

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# 2 Experience

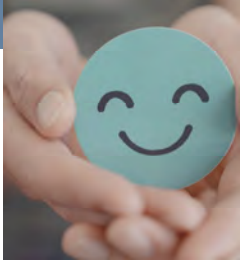
- Why it is important?
- Professionalism

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## 2 Experience

- Why it is important?
- Professionalism
- Customer experience strategies



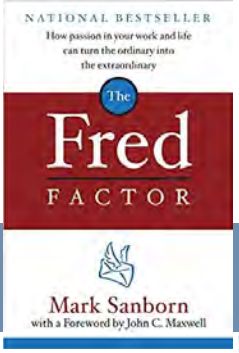
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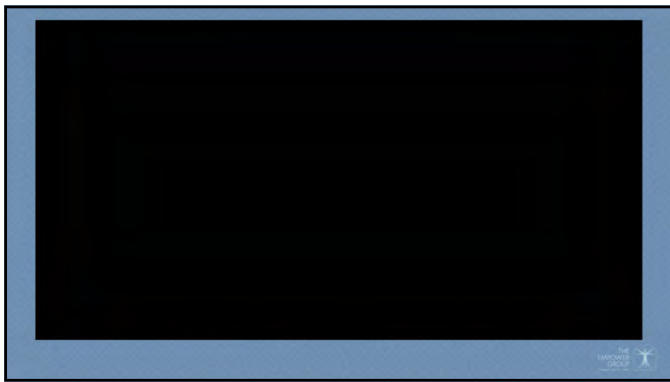
There are no unimportant jobs, just people who feel unimportant in their jobs.  
*Mark Sanborn*

Mark Sanborn shares the true story of Fred, the mail carrier who passionately loves his job and who genuinely cares about the people he serves.



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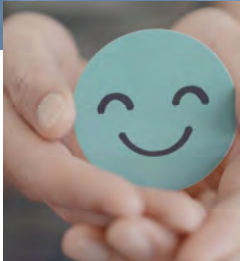
## Resource

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## 2 Experience

- Why it is important?
- Professionalism
- Customer experience strategies
- Surprise & delight




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Customer Service Tactic

### Surprise & Delight

- Birthdays
- Milestones
- Postcards
- Cake pops
- Flowers
- Onesies



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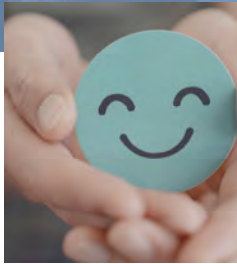
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## 2 Experience

- Why it is important?
- Professionalism
- Customer experience strategies
- Surprise & delight
- Interacting with customers
  - Suggestions & complaints
  - Policy enforcement
  - Difficult situations



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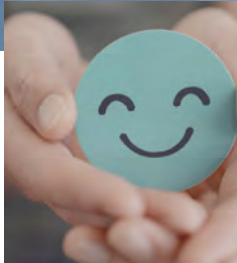


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## 2 Experience

- Why it is important?
- Professionalism
- Customer experience strategies
- Surprise & delight
- Interacting with customers
  - Suggestions & complaints
  - Policy enforcement
  - Difficult situations



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Role play will be the deciding factor for success!

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## 3 Facility

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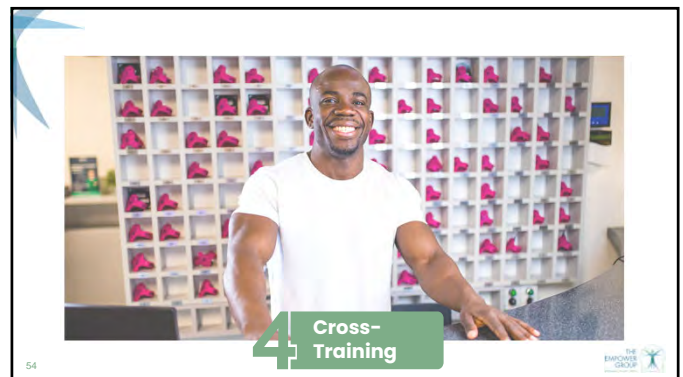
## 3 Facility

- Basic information
- Tour
- Safety
- Equipment
- Technology



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## 4 Cross-Training

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## 4 Cross-training

Employee cross training, which is also sometimes referred to as cross-skilling, focuses on helping workers build skills that will enable them to efficiently manage multiple responsibilities that extend beyond their current roles.



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## Cross-training

Product knowledge is essential to delivering an amazing experience. Employees are empowered by knowledge and members are given first-hand information without escalation.



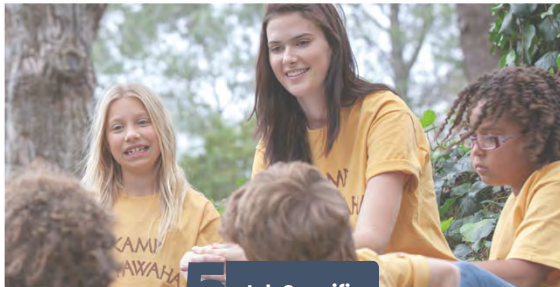
Onboarding Requirements



Name: \_\_\_\_\_

Group X Class					Trainer Sessions			Direct Training		
Trainer	Date	Sign Off	Trainer	Sign Off	Date	Sign Off	Date	Sign Off	Date	Sign Off
David Camp										
Jackie										
Willam										
Scout & Sweet										
Viggo										
Columbo										

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## 5 Job Specific

- Clarity about role
- Expectations
- Unwritten rules
- Performance reviews



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### YOGA, PILATES, GROUPX INSTRUCTOR

Role & Responsibilities	Expectations
<ul style="list-style-type: none"> <li>Student Experience               <ul style="list-style-type: none"> <li>Enhance member experience through personal interactions and introductions both in and out of class.</li> <li>Create a welcoming and supportive environment by greeting returning participants and always welcoming new participants.</li> </ul> </li> <li>Deliver World Class Workouts               <ul style="list-style-type: none"> <li>Plan and execute classes that are safe, effective, fun, and motivating for members.</li> <li>Instruct participants on proper form and provide modifications when necessary.</li> </ul> </li> <li>Build and Maintain Class Attendance               <ul style="list-style-type: none"> <li>Use various techniques to generate interest in class attendance.</li> <li>Provide excellent communication and care for increased retention and following.</li> <li>Utilize social media to minimize your following.</li> </ul> </li> <li>Administrative Excellence               <ul style="list-style-type: none"> <li>Provide adequate lead time for class coverage.</li> <li>Respond to all communications in a timely manner.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Engage with students</li> <li>Intro <b>EVERY</b> First Visit</li> <li>Solve student issues, questions &amp; bookings</li> <li>Assist in maintaining a spotless facility</li> <li>Smile &amp; have <b>FUN!</b></li> </ul>
	<b>Key Performance Indicators</b> <ul style="list-style-type: none"> <li>Student Satisfaction</li> <li>Active Certification(s)</li> <li>Attendance &amp; Class Retention</li> </ul>

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### Group X Performance Review

Area	Score	Comments
Overall Performance		
Key Activities for Upholding Core Values		
Build Real Relationships		
Grow Through Constant Learning		
Do What Others Won't		
Play Like a Championship Team		
Key Activities for Upholding Core Values		
Build Real Relationships		
Grow Through Constant Learning		
Do What Others Won't		
Play Like a Championship Team		

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### 02 Tools

- Trello
- Asana
- Google
- Teams
- Bamboo HR
- Other Software

### 01 Tactics

- Articles
- Books
- Videos
- Role Play
- Podcasts
- PowerPoint
- Shadowing
- Games



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