

How to Take Your New Hires From “Employees” to “Superstars”



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Hiring employees takes considerable time, effort and ultimately, cost. But once you've got the right team on board, your work as an organization doesn't stop there. Tapping into your team's true potential raises everyone's performance and can have a dramatic impact on your bottom line.

Are you maximizing the potential of your team?

There's a superstar within nearly every new hire you make — it's up to you and your organization to help employees realize that potential. Here are three ways you can get started right now:

Get off to the right start. On-boarding really is essential to the long-term performance of new employees. From introducing new hires to their new coworkers to ensuring they have all the technology and supplies needed to get started, your organization is responsible for how new employees feel as they get used to their new positions. On-boarding should never be an afterthought, but a carefully planned and executed part of your engagement and retention strategy. A couple other suggestions to help new employees get off on the right foot:

- Create daily “lessons” or “homework” so that new employees know what is expected of them for their first week or two. Rather than feeling confused or like they're not contributing, new team members will go home each day with a sense of accomplishment.
- Keep in regular contact with new hires leading up to their start date and send paperwork in advance – let them know what to expect on their first day.

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– Ensure they’re “in the loop” by providing a list of any company jargon that is used regularly – being the new guy or gal is hard enough, but feeling out of the loop when people speak what feels like a foreign language can make it significantly harder.

Recognize them on social media. Everyone likes to see their name in lights (or their picture in the paper). While social media is a great tool for meeting new clients or customers, it’s also an excellent place to recognize your employees and show off your corporate culture. Welcoming new hires while promoting events like employee birthdays, special achievements or awards, team building activities and other internal recognition shows your employees that they are valuable members of the team. It recognizes their essential contributions to your success, and fosters a sense of pride in employees outside the typical 9 to 5 (as your employees “like,” “comment” on or “share” your posts, they’re also spreading the word about your great company to new potential clients or employees). Employees who feel more engaged and involved in their employers’ success are more productive and invested in their future.

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Use objective and reliable methods to assess performance. In many organizations, employees wander a bit aimlessly day to day, going through the motions and working on the same tasks, in the same way. Without consistent and valuable feedback, how could anyone expect employees to take it to the next level? Annual performance reviews are not enough to build a team of superstars. Gather your managers and define performance metrics for key roles within your organization. Objectivity here is key – input from other departments or leaders may be helpful to ensure consistency and fairness across the board. Then once those metrics have been defined, ensure they are communicated to each member of your team, along with expectations and steps to take to ensure their performance is where your organization expects it to be. Follow up regularly to encourage continued growth and performance, and offer suggestions while also soliciting feedback from your team.

Before you can help your employees reach their potential, you have to find the right people to add to your team. [Staff Depot](#) has an extensive network of talent across Ontario – we’ll help you find your next superstar. [Contact Staff Depot today!](#)