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Onboarding Programs: Why You Need One and How ASA University Helps

Last year, ASA University conducted a brief survey of trainers to find out where their biggest challenges lie when implementing training at their organization. Beyond the usual suspects, like time and budget, “no formalized training methodology” was frequently cited by trainers as a central concern at their organization. *In fact, it was the top cited challenge among ASA-U trainers.*

It's no secret that our industry, like many others, is facing harsh realities about the recruitment of new employee talent. Skilled workers are harder to find, and when they are successfully recruited, turnover can knock you back to square one in the blink of an eye. So often, recruitment is seen as a “pre-hire” activity, without the realization that post-hire experience can also have a significant impact on employee satisfaction and retention.

A little-known secret in employee retention is that a formalized onboarding program for your new hires is statistically proven to reduce turnover and increase employee satisfaction. By the numbers, great employee onboarding can improve employee retention by 82% (Brandon Hall Group).

In addition, addressing employee development during onboarding increases satisfaction among workers by over three-and-a-half times (Brandon Hall Group). It also increases productivity and shortens the time between hiring and performing effectively at their job.

In ASA University's recent publication, “How to Develop an Effective Training Program” handbook, we shared with our members actionable insights on how onboarding can make or break their hiring processes. Effective onboarding goes beyond just an office tour or introductions to colleagues. Onboarding that has an impact will include sharing your culture, values, and mission. It will provide context and purpose behind the job the individual has been hired to do. It's also a chance to level-set with your new hires on expectations and demonstrate the “how things are done” at your business.

Letting this opportunity slip by is not one we can afford as we actively compete with other markets, career paths, and competitors to gain access to top talent. ASA University will help you define and jumpstart your onboarding program so that you, too, can take advantage of increased productivity, employee retention, and satisfaction. ASA University has helped over 100 distributors in the past year formalize their training plans – whether they needed to start from the ground up or had a process that just wasn't working.

So: Do **you** have a formalized onboarding program?



If not, now is the time to consider getting started. Competition for talent isn't going away anytime soon – and distributors must remain agile and responsive to the demands of the labor market to ensure they capture the best and brightest talent for their organizations. ASA University is ready to help.

To get your free copy of “How to Develop an Effective Training Program” handbook, or to talk more with us about how we can get your onboarding program off the ground, contact us at education@asa.net and a friendly ASA-U Advisor will be in touch!

About ASA: *The American Supply Association is the national association for full-service wholesaler-distributors and manufacturers of plumbing-heating-cooling-piping and industrial pipe-valve-fitting products. Learn more about ASA at www.asa.net.*