New hire onboarding checklis

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	Email over some suggested reading for before they start - think influential books, blog posts or podcasts etc. that are part of your company's 'canon'	
	Prepare essential documents and make sure they're all accessible from	
	one place. Consider things like:	_
	Resources they'll be using	
	People they need to know	
	 Important internal documents (messaging, positioning, etc.) 	
Poforo dav 1	Passwords	
Before day 1	Put all stakeholder meetings in their calendar	
	Educate key stakeholders on the new hire's role and responsibilities	
	Set-up accounts for:	
	• Email	
	 Any tools/programmes they'll need to login to 	
	Make introductions to all immediate team members	
Day 1	Send an intro email to wider people/teams who they might not meet on day one, but will cross paths with in their first few days	
,	Go through the organisation's objectives and values	
	Discuss the team's current projects, KPIs and focus points	
	Have a focussed session and demo on the ins and outs of the product(s) they'll be marketing - ideally, someone from the Product team should deliver this	
	Go through and explain/demo all the tools they'll have access to and need to use	
Week 1	Set time aside for your hire to read through those resources and documents you prepared for them before they started	
	Discuss their OKRs	
	Let them know which people/departments they should go to for X, Y and Z -	
	it might be worth documenting this too	
	Run through recent launches and results	
	Outline pipeline launches and their role in each	
	Explain the sign-off process for different projects	
	Sit them down with key stakeholders so they can understand their aims:	
	Product	
	Customer Success	
	• Sales	
	• Engineering	
	• Marketing	
	• Finance	
	• CEO	
	Get to know direct and indirect competitors	
	Listen in to some sales calls	
	Listen in to some customer support calls	
	Listen in to any win-loss/feedback/case study calls	
	Ask them to present feedback from their call listening	
Weeks 2-6	Run through budgets	
Weeks 2-6	Ask them to review any existing inventory - this will give them a great feel for what you've already got in place while getting them involved in a more hands-on way:	
	• Website	
	Recent emails/in-app messages	
	Sales one-pagers	
	Case studies	
	Battlecards	
	Buyer/user personas	
	Positioning statement	
	Messaging template	
	Videos	
	Webinars	
	Weblinars Whitepapers	

	Get them to sit in on a few sales and product meetings to help them understand how they operate	
	Revisit their OKRs and work on a 30-60-90 day plan together	
By this point		
	Put regular 1-2-1s in the calendar	
	Check they have everything they need from you to do their job	
Ongoing	Ask if they're struggling with any internal or external blockers	
	Review their OKRs	
	Put career development plans in place	