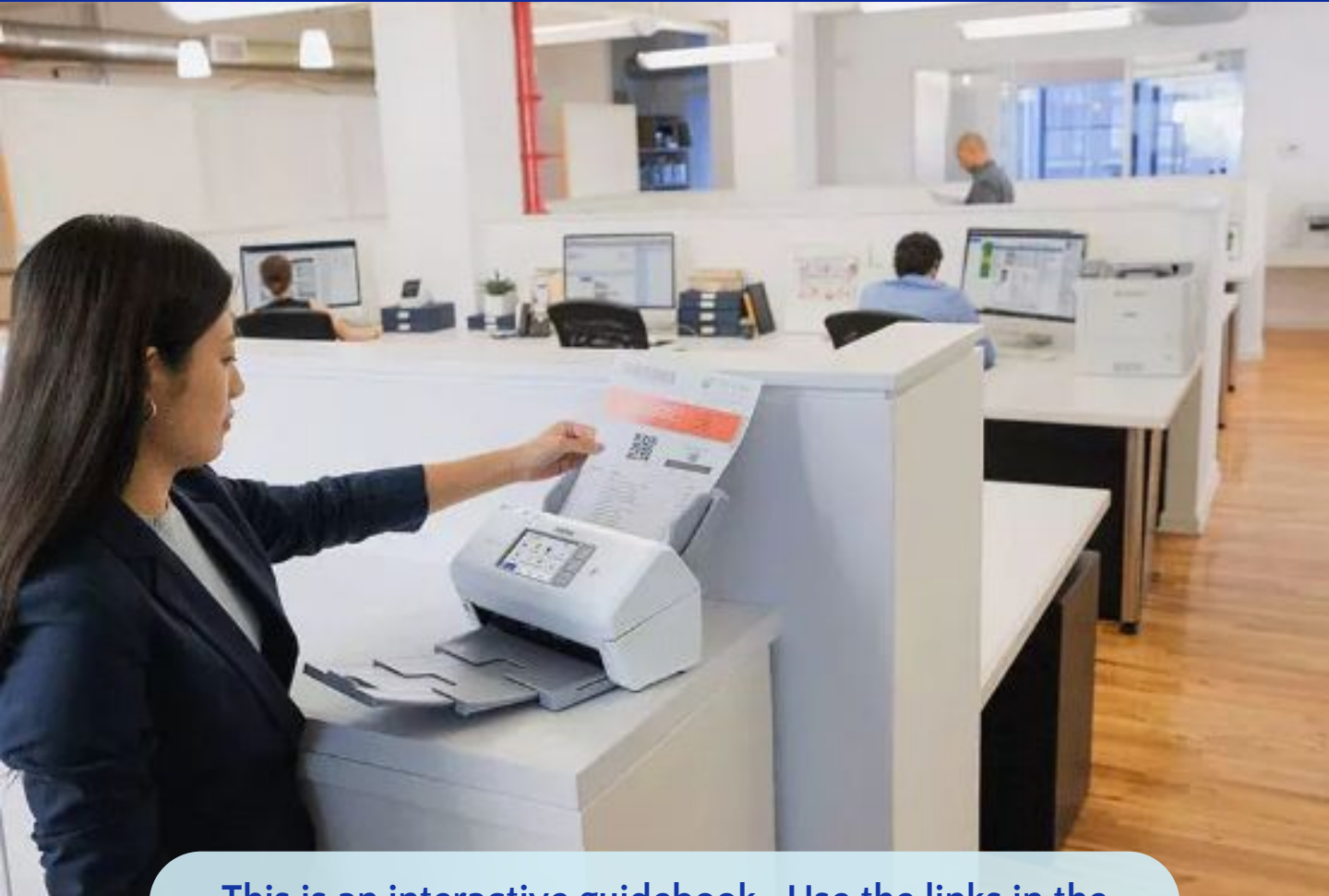


Manager Everboarding Playbook

30-60-90 day Plan



This is an interactive guidebook. Use the links in the table of contents and the home buttons to navigate your everboarding tasks and responsibilities.

brother
at your side

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Manager

Congratulations on hiring a new employee. This playbook is intended to be a resource to guide you through the everboarding process and helps ensure that key processes, procedures, responsibilities, and tasks are handled consistently.

This playbook is designed to be used together with the [New Hire Playbook](#). They are designed to be flexible and to serve a reference tool during the everboarding process.

These are not comprehensive documents but were designed to allow sales leaders the flexibility to determine what information is important to them since each sales team within BMG has a different focus and somewhat different processes.

The everboarding process should be thought of as an iterative process. If it makes sense to cover something earlier than it is presented in the playbook, for example because of changing business conditions, then do what makes the most sense.



Review Manager Playbook

As you get ready to welcome your new hire be sure to review the [Talent Acquisition Onboarding Playbook Manager Edition](#) which can be found on the [Talent Acquisition SharePoint](#) site. It'll help you prepare for your new hire's first day. This playbook will help you prepare for your employee's first day.

Onboarding Objectives

The objective of this everboarding playbook is to provide you with guidance on helping you to prepare for the successful everboarding of your new employee. As you prepare for the start of your new hire consider the objectives behind establishing a well thought plan. Use objectives listed below to help guide the conversations you'll be having in the first few days with your new employee.

1. **Enhance Employee Productivity and Performance:**
 - **Objective:** To accelerate the time it takes for new hires to reach full productivity.
 - **Importance:** A well-structured everboarding plan equips new employees with the necessary tools, knowledge, and resources to perform their roles effectively. This reduces the learning curve and enables them to contribute to the organization's goals more quickly.
2. **Improve Employee Retention and Satisfaction:**
 - **Objective:** To foster a sense of belonging and commitment among new hires.
 - **Importance:** Effective everboarding helps new employees feel welcomed and valued, leading to higher job satisfaction. When employees feel supported and integrated into the company culture, they are more likely to stay with the organization, reducing turnover rates and associated costs.
3. **Ensure Compliance and Alignment with Organizational Standards:**
 - **Objective:** To ensure that new hires understand and adhere to company policies, procedures, and standards.
 - **Importance:** Onboarding plans provide essential training on compliance, safety protocols, and company-specific regulations. This not only minimizes risks and errors but also ensures that all employees are aligned with the organization's values and operational standards, promoting a cohesive and compliant work environment.



Arrange key meetings

It will be important to introduce your new hire to the many individuals and teams they'll be interacting with in the course of their new position. Think of the groups and individuals around Brother that your team interacts with the most.

Review the following document and think about who they should be meeting with during their first 30 days. Feel free to reorganize the list based on your priorities.

- [Team meeting recommendations](#)

Select Onboarding buddy

It is important to select an everboarding buddy to help guide your new salesperson through their first couple of months at Brother.

- [Onboarding Buddy Program](#)

Welcome email

Be prepared to send a welcome email to your entire team and division, be sure to Carbon Copy the new employee, welcoming them to Brother. Outline the new employee's past experiences and encourage everyone to reach out to the new employee.

Meeting your employee

On day one be prepared to meet your new employee early in the day to welcome them and to address any initial questions they may have. This would also be a good time to share the New Hire Playbook. Review the playbook with them and discuss objectives and the timeline.

Consider including the new hire buddy in this meeting. If they are not included at this time, be sure to make arrangements to introduce them sometime during the first day. This will help ease any anxiety your new employee may be feeling.

It is important to note that everboarding does not end after 90 days. It is an ongoing process that can take 6 months to a year. That is part of why we call it everboarding. The first 90 days are intended to provide the new hire with a solid foundation upon which to grow and achieve their full potential.



New Employee Welcome

On day one be prepared to schedule a welcome meeting for your new hire. This should be a welcome meeting and should be used to learn more about your new employee. This is where you'll begin building your relationship with them. This might be a good time to provide them with a copy of their New Hire Playbook.

Review the everboarding plan with your new hire including the timeline and objectives.

- Provide new hires with guidance on resources and information they'll need.
- Provide a framework for the new employee and manager on what will be covered in the first 90 days.

You don't have to cover everything all at once but at least make sure your new employee is aware of how it's laid out and that it will help guide them through the everboarding process. It is designed as a tool to be referenced throughout the everboarding period and beyond.

- Get to know the new hire's preferences and share your own
- Provide the new hire with a schedule of weekly, monthly, and quarterly, meetings
- Provide the new hire with a broad range of general information about the organization, including strategy, operations, and culture
- Begin the conversation to set and review performance objectives and sales goals

Administrative Tasks

Complete any forms you haven't already, Such as:

- Credit card application
- Sample account
- Business card (you might have to wait for them to decide on cell phone preferences)



Training – Brother University

Discuss the importance of becoming familiar with the tools and processes that they'll have to become familiar with. Explain that training will be a mix of online learning combined with meetings with specific people and teams that will explain the nuances of a given tool or procedure. For example, the Sales Operations & Business Systems team as it relates to Salesforce and e2open.

- [Salesforce Training](#)
- [Tableau Training](#)
- [Brother University Training List](#)

Additionally, If your team has specific documentation on how specific processes are handled, this would be an ideal time to share that information with your new hire.

Internal Partner Team Meetings

As referenced earlier in this document, you should have thought about which teams and individuals you want your new employee to meet before they start. The first week is an excellent time in which to introduce your new employee to some of these teams.

Product Knowledge and Product Marketing

The product knowledge and product marketing section is particularly valuable because it not only serves as a source for approved marketing material to aid in the sales process but this information can also serve as an educational resource to train salespeople about our products and services.



Salesforce - Deepdive

Training for Salesforce is conducted through a combination of e-learning and hands-on training. The e-learning is available for two reasons, to provide an on-ramp for users who might not have any experience with Salesforce but also as a means of guiding users to understand the Brother implementation of the tool.

Sales Tools

- e2open
- BLIQ
- LinkedIn as a tool
- ZoomInfo
- BBR (Brother Business Review)
- Evaluation / Seed Unit Form

Processes and Procedures

- Seed and Eval units
- Major Account set-up
- Special Pricing
- Service options and monitoring
- Major Account Support
 - Major Account Form
 - EESA
 - Troubleshooting Form
 - Help Desk Training Form
 - PQR Report



Final Thoughts

In conclusion, encourage your new hire to keep their New Hire Playbook and use it as the reference tool it was intended to be. Encourage them to take notes in it and make it their own. Pages at the end have been added for note taking. We tried to make the document as comprehensive as possible but it's likely something was missed, so encourage them to contact the L&D Team at learninganddevelopment@brother.com If they think something is missing and should be added .

Remember, the everboarding process is not a single event taking place over the next 90 days, it's an ongoing process which is why we refer to it as everboarding. The process never really stops. Encourage your new hire to grow and develop a continuous improvement mindset. Remind them that they'll thrive and succeed amazingly well here if they make regular communication with you and their peers a priority.

This was mentioned earlier in this Playbook but bears repeating:

Throughout their career at Brother but especially during the first 90 days it is critical that you keep lines of communication open between yourself and your manager. This will help prevent minor issues from becoming major problems.