

FREENOW ✓

INSPIRATION OR EDUCATION?

Striking the Balance in
Company Onboarding





HELLO!



FREENOW: THE MOBILITY SUPER APP



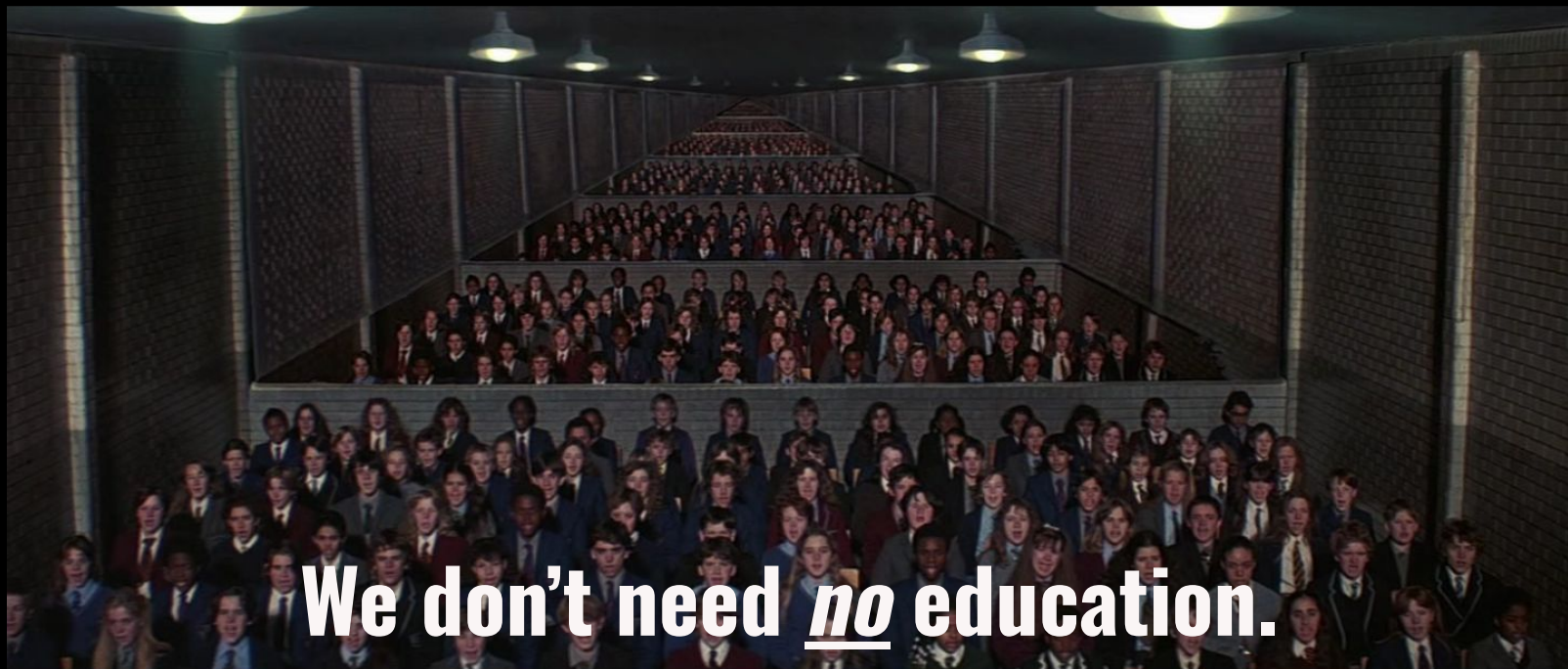
9 EUROPEAN MARKETS

150+ CITIES

1000+ EMPLOYEES

26 OFFICES





We don't need no education.



BORING.



**“ONLY 23% OF EMPLOYEES
WORLDWIDE ARE ENGAGED.”**

**“COMPANIES WITH ENGAGED
EMPLOYEES ARE 23%
MORE PROFITABLE.”**

GALLUP



WED

THU

9

10

Onboarding Days

Welcome to the FREE NOW

Welcome back to Day 2!

People Talk

Meet The Management with

10:30 – 11:15

The FREE NOW Brand Talk

Diversity & Inclusion, 11:30

The B2B Team Talk, 11:35

IT Support Talk, 11:50

Compliance Talk, 12:00

Our Product Talk, 12:15

Procurement Talk, 12:30

The KPI Report, 12:45

Lunch Break

Lunch Break

13:00 – 14:00

13:00 – 14:00

Tech Intro Talk, 14:00

Our International Business

Commercial Finance Talk,

Information Security Talk,

Global Strategy Talk, 14:45

Let's Talk Data, 14:45, HAM

Closing..., 15:05

WHAT DID NEW JOINERS THINK?

Some presentations showed the **same slides**. The history of the company was shown in three different presentations.

Fewer slides, less information. I'd suggest to share only the **basics** about the department. **3-4 slides**.

Some presenters **didn't have great public speaking skills** & were hard to follow.

More **interactive** quizzes. The presentations with quiz sections got the **whole group to engage** instead of being too shy for Q&A.

I couldn't attend all because there were **too many sessions one after another**, & I had some meetings with new my team. I had to choose.



HUMAN-CENTERED DESIGN





HUMAN-CENTERED DESIGN: STEP 1 – EMPATHISE



HUMAN-CENTERED DESIGN: STEP 2 – DEFINE



**IMPROVE THE FREENOW ONBOARDING EXPERIENCE
WITH A SHORTER, MORE EFFICIENT, REMOTE
FORMAT FOR ORGANISERS AND HOSTS;
WHILST SPARKING EXCITEMENT, ENGAGEMENT
AND INSPIRATION IN NEW JOINERS.**



HUMAN-CENTERED DESIGN: STEP 3 – IDEATE





**PEOPLE FORGET
INFORMATION, BUT THEY
NEVER FORGET HOW YOU
MADE THEM FEEL.**



HOW?





HOW CAN I START BELONGING?

**HOW CAN I START TO MAKE AN
IMPACT?**

HOW DO I FIT IN?



#FeelFREENOW



HUMAN-CENTERED DESIGN: STEP 4 – TEST





THE ONE DAY AGENDA

- 01 FREENOW **ESSENTIALS**
- 02 FREENOW **STRATEGY**
- 03 FREENOW **FUNCTIONS**
- 04 **LUNCH**
- 05 FREENOW **VALUES**
- 06 GUEST SPEAKER
- 07 **EVP, LIFE AT FREENOW, PERSONAL DEVELOPMENT, DE&I**
- 08 SMT: **ASK ME ANYTHING**
- 09 FREENOW **FINALE & QUIZ**



HUMAN-CENTERED DESIGN: STEP 5 – IMPLEMENT



I feel very well **informed without being overwhelmed.**

It's not easy **keeping people engaged** in a Zoom call all day, thank you for making such an effort for us!

Very **well planned** session, **useful** content & **fun games** in between

It really helped me **feel welcome** in the company & I'm now even more **excited to get started!**

It didn't feel **corporate or boring.**

Great **energy**, interactions & learnings!

Luke was made for this role, **motivating** us & helping us get to know each other.

Very **well-balanced** between participation activities, ice breakers & company information.



HUMAN-CENTERED DESIGN: STEP 6 – ITERATE



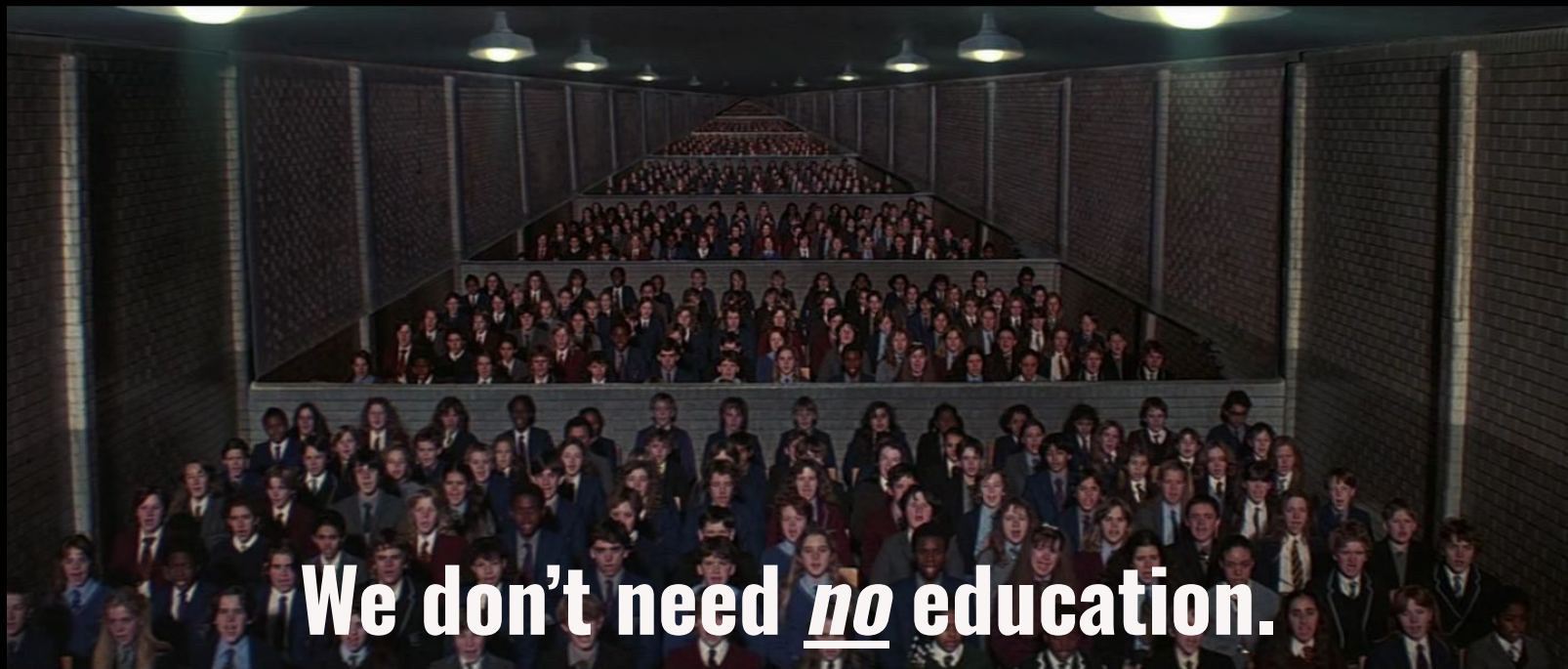
**SO LISTEN.
AND DON'T BE
BORING.**



**1. HUMAN CENTERED DESIGN: *EMPATHISE – DEFINE*
*– IDEATE – TEST – IMPLEMENT – ITERATE***

**2. PEOPLE FORGET INFORMATION, BUT THEY NEVER
FORGET HOW YOU MADE THEM FEEL.**

**3. LEAN IN & DISCOVER NEW WAYS TO SOLVE OLD
PROBLEMS.**





Q&A