



# The Power of Onboarding

How a global bank created a **high-performance** culture for their 35,000 employees

The CEO of a global bank wanted to clearly reflect what the bank stood for as a leader in the industry and the way it does business with customers. To be able to achieve this, they had to do it inside-out. Employees needed to know what they can expect from the bank. And importantly, what the bank expects from them.

**This was a huge task. And one critical inflection point, where the idea would either live or die, was at the point of employment.**

So the global bank engaged Eagles Flight Asia to create a Onboarding Program. One that would go beyond the traditional welcome process – which normally focuses on compliance and rules – and inspire new joiners with an interactive experience that would reinforce their values, purpose and behavior.

**3-year Global roll-out**

**40 Facilitators**

for face-to-face sessions

**30 Facilitators**

for virtual sessions

**6 Languages**

for global delivery:

Korean, Bahasa Indonesian, Thai, Taiwanese, Mandarin, and Vietnamese.

**35,000+ New employees**

onboarded globally

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**Participants learned new behaviors** – and those behaviors, when learned in the right way, are sustainable. **Experience through a simulation is great. Better than the non-experiential training we used to do.** When you work with something new and better, you don’t want to go back.”

– Global Head of Organization Development

## **Designing a Customized Program for the Bank**

Using our proprietary approach, which is based on behavioral and neuroscience, we designed the global bank’s onboarding program with two major goals in mind:

### **1. Transform mindsets**

### **2. Change behavior**

The customized global program we have designed brings the Bank’s values and culture to life and helps every new employee understand why they matter, how they impact their team performance, and how they play an important role in the overall bank performance.





## What are the Key Learning Outcomes

The new employees left the program with the understanding that profit is important, but profit at all costs is detrimental in the long run. And to balance profit and purpose is the only sustainable way to do business.

They also learned how to be successful in the bank and develop a good understanding of the values, culture and behaviors. These are the three principles that we aimed to entrench in their minds.

- 1. Always doing the right thing.**
- 2. Keep innovating to foster high team performance and build an environment that promotes creative thinking.**
- 3. Adopt a growth mindset of 'better together'.**