**Onboarding Program Wins Gold**

**Challenge:** Create a global onboarding program that educates new hires on Motorola’s strategic transformation and solution selling approach, and improves their time to productivity.

**Approach:** Recognising the need to deliver a comprehensive and consistent global onboarding program, Motorola engaged Strategy to Revenue as its strategic delivery partner. Via a Discovery session, the Strategy to Revenue team quickly evaluated the key components of sales force effectiveness within Motorola; they used the findings to shape an onboarding program that equipped new hires with the skills, knowledge, sales methodologies, tools and company know-how to become valuable contributors within two quarters.

From the design of the program to results tracking, the focus was on field performance and business impact. A broad but not overwhelming variety of materials were included in the program, with learning activities delivered in multiple formats including formal courseware, field activities, mentoring and networking. Care was taken to ensure the collateral was both easily updatable, and easily accessible, and digestible to new hires not frequently at a desk. A mix of global and regional content, combined with job specific collateral for direct sales, inside sales and telesales, ensured material was consistent in its messaging and approach, but bespoke enough to make it highly relevant to an individual job role.

Obligatory learning milestones at 30, 60 and 90 days were specified for both new hires and their managers, and provided clear goals against which they could measure their performance and sales results, whilst establishing a global baseline for performance.

**Result:**

* Winner of the Gold Brandon Hall Group Excellence Award for Best Onboarding Program