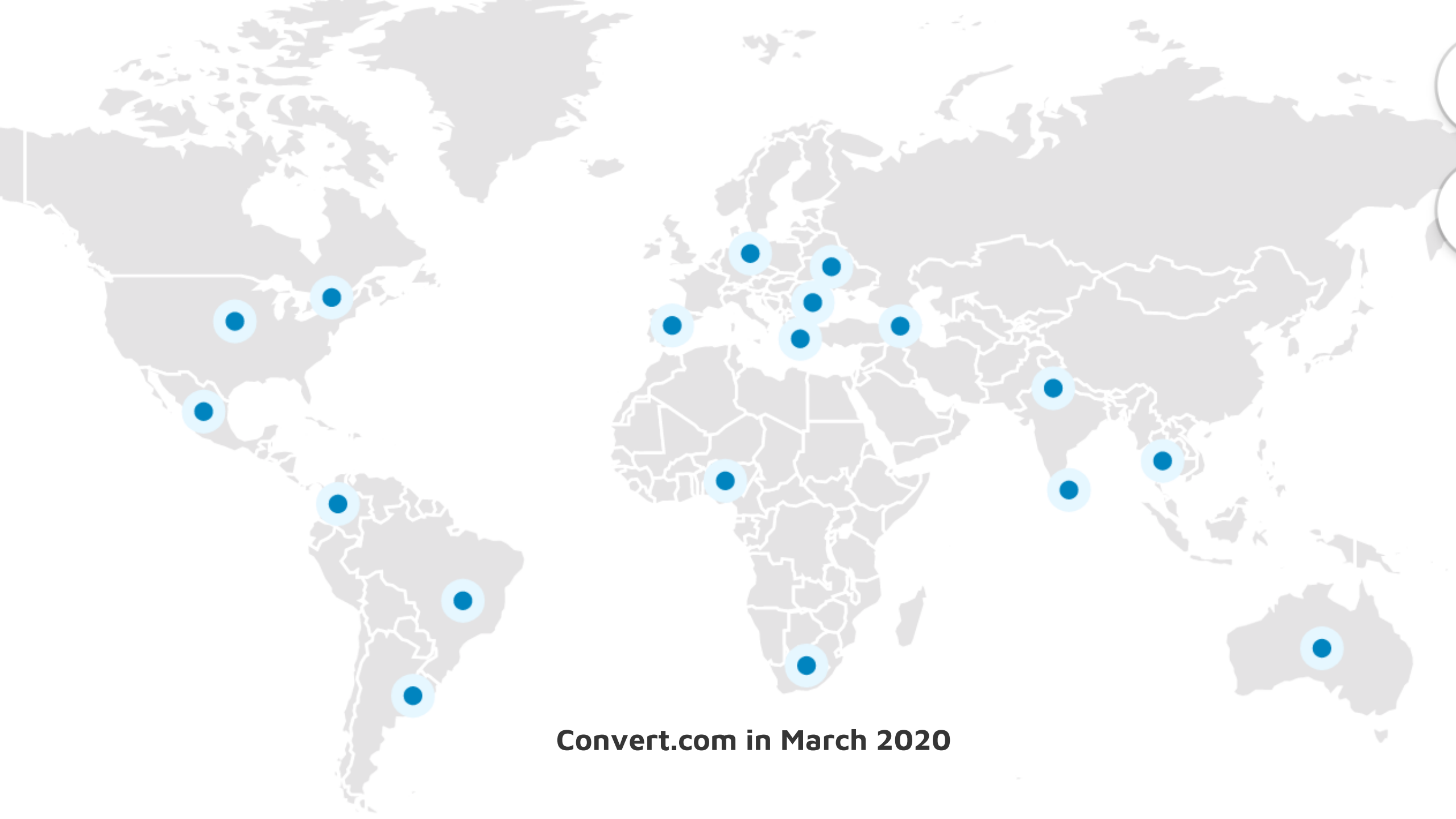


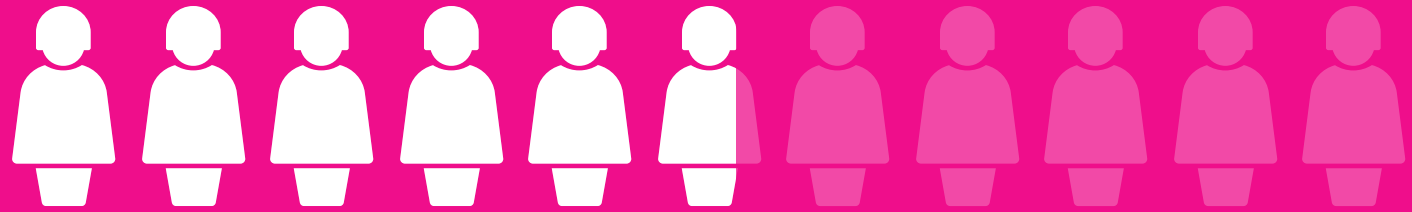
The 4 Keys: Onboarding Success For Your Remote Team





Convert.com in March 2020

51%



Turnover







PACT Values

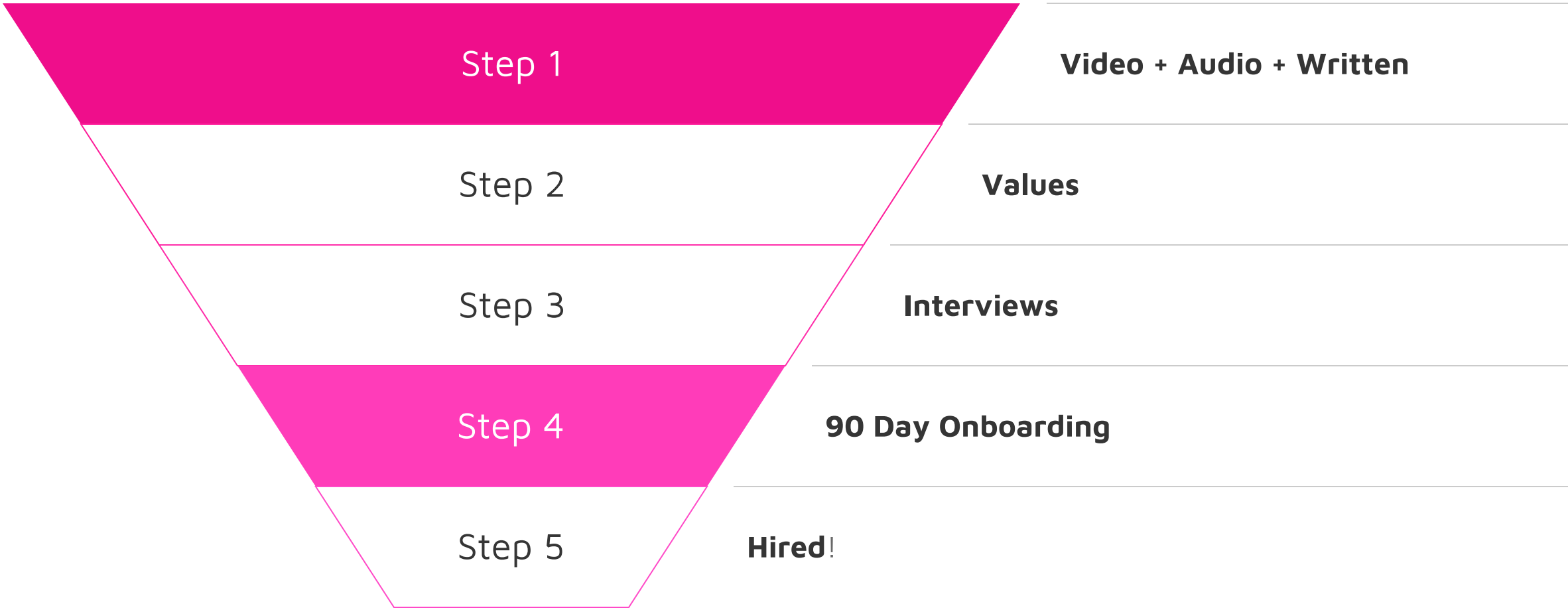


- Progress Not Perfection
- Accountability
- Communication
- Transparency

Process

Hint: Make it do the work FOR you

Our Hiring Funnel

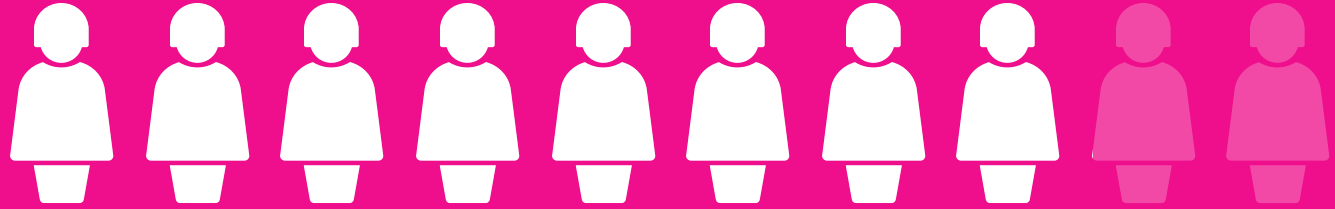


Step 1

- ① **Video:** Teach us something that we might not know!
- ② **Audio:** Walk us through a time you messed up. What did you learn?
- ③ **Written:** What's the best job you've ever had? What made it awesome?

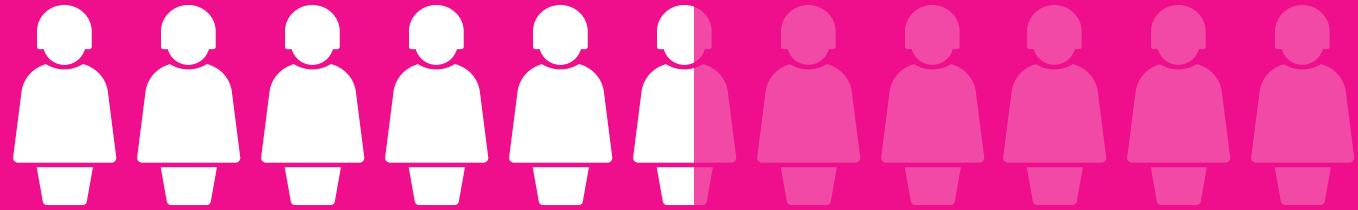


80%



Don't reach step 1

50%



Don't pass step 1



Next Actions: The Process

1 Which values can you inject into your first stage?

2 What burden can you move to the applicant?



Go Niche

Hint: You can't be everything to everyone

- You are **articulate**. And confident. And don't worry - we love those lilting accents.

We actively welcome diversity in applicants. We do not discriminate on the basis of any of the following as we encourage you to be YOU; Gender, sexual orientation, religion, social class, level of education, citizenship or refugee status, age, accent or marital status.

- You're **self reliant, but not self centered**. You ask questions, seek feedback and take pride in being a team player.
- You display **initiative**, and are totally fine with owning your mistakes. You know you'll do it better the next time!
- You have the **entrepreneurial spirit**. You are driven, you drive progress but are not a stickler for perfection.
- **Transparency** and **commitment** are the building blocks of success within Convert. Tell us where you're at with your projects and we will help you get to where you want to be.
- You are **articulate**. And confident. And don't worry - we love those lilting accents.
- You firmly believe that "impossible" says "I'm possible". You're **curious** and **problem solving** isn't just a requirement at the job - for you, it's a way of life.

What's your name? Not your legal name, the one you like to be called. *



Next Actions: Go Niche

1 Are you using the right language? Authentic?

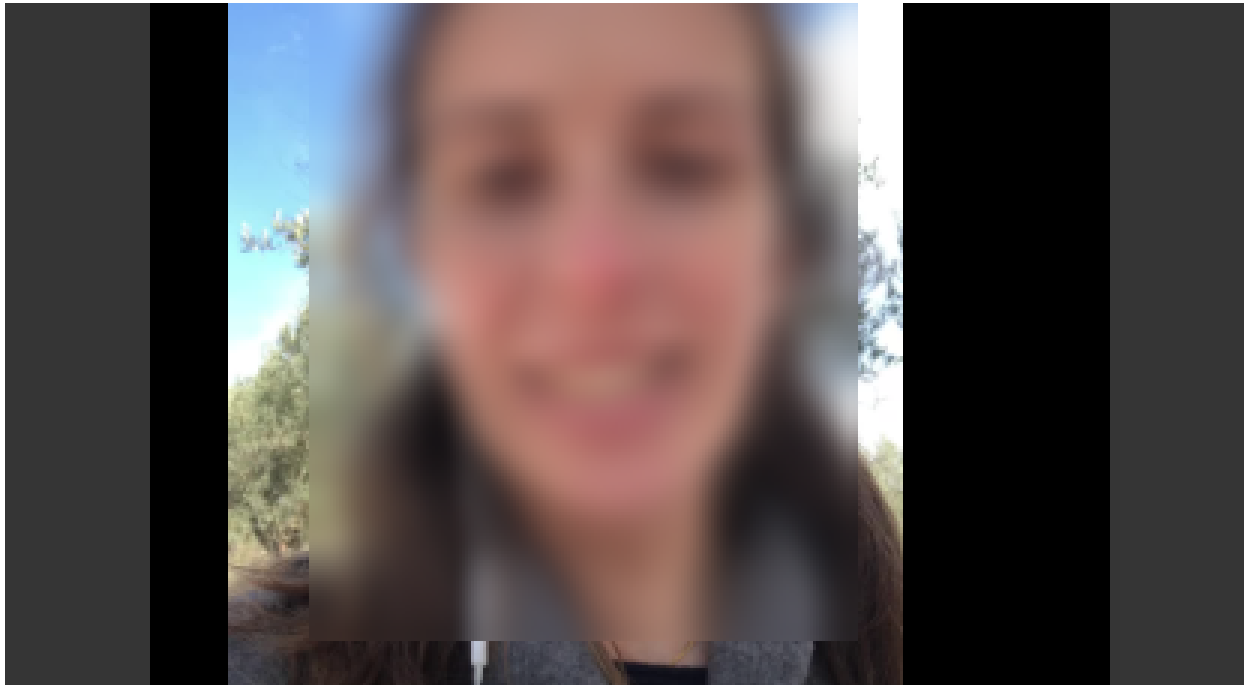
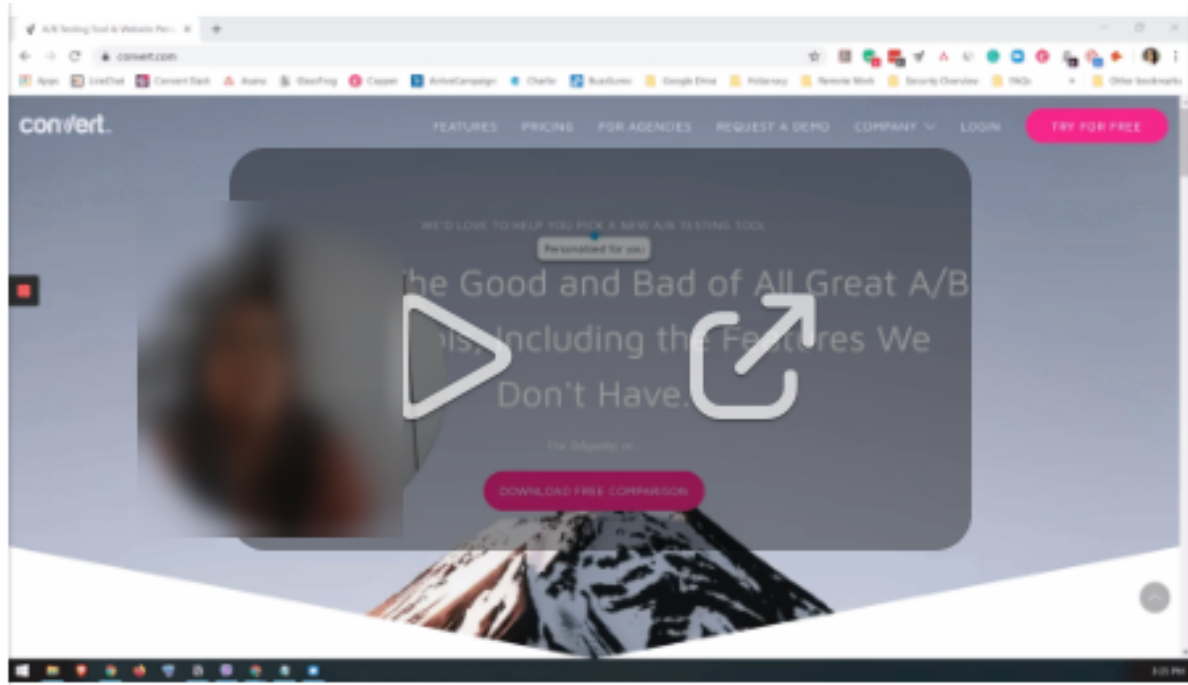
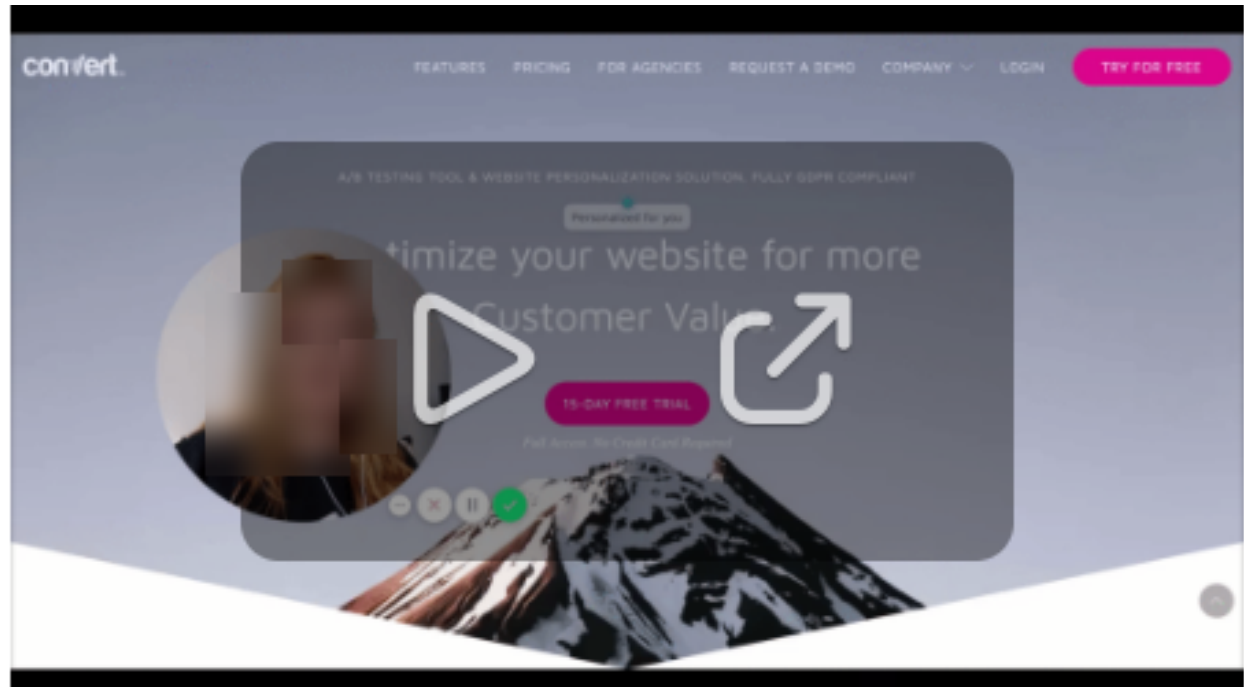
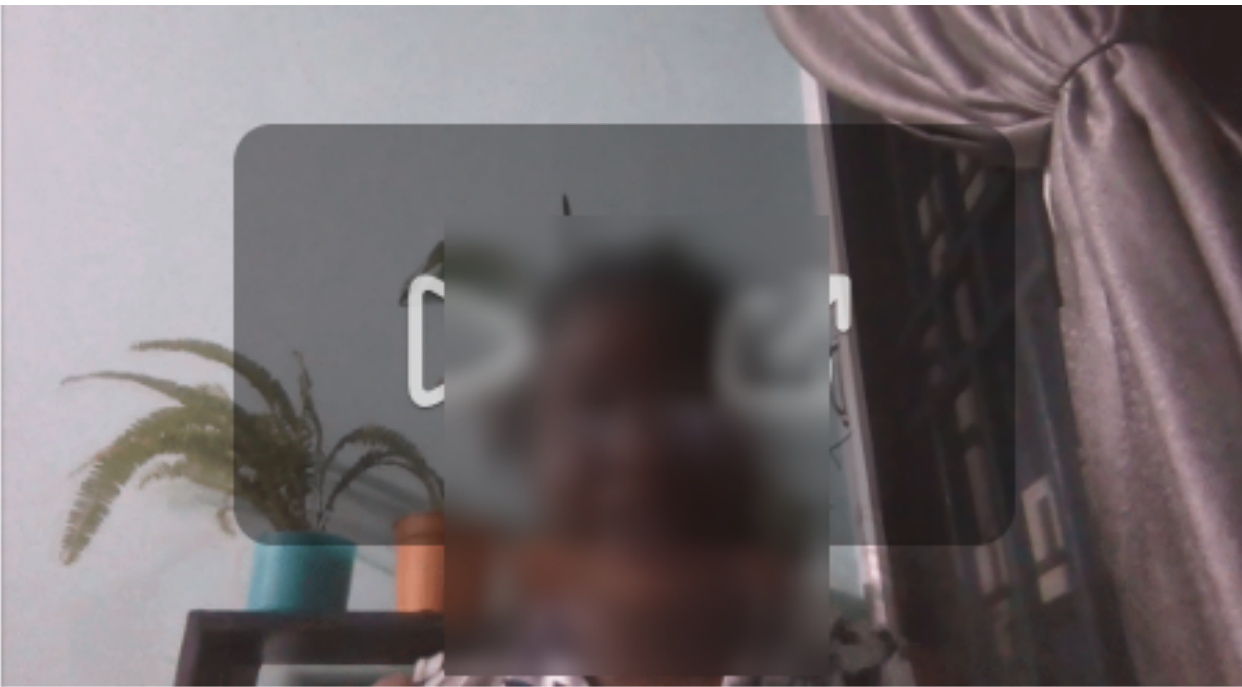
2 Where are the people you want to attract?



Build Connections

Hint: Treat people the way you want to be treated

I found out about the vacancy through [redacted] post on one of the [redacted] remote workers facebook group. Some FB groups like that feel like a safe space so it was easier for my to trust the people behind Convert because [redacted] used [redacted] FB account to post there. I think the wording of [redacted] post also helped. [redacted] wrote something like, "our company is hiring (it's not my company but it feels that way)." I also reached out to [redacted] personally on FB because I wanted to check if I had to be in the same timezone. [redacted] replied and also gave me a tip to not worry too much about the video and said [redacted] had to do it recently for [redacted] application as well. Loved this human touch.



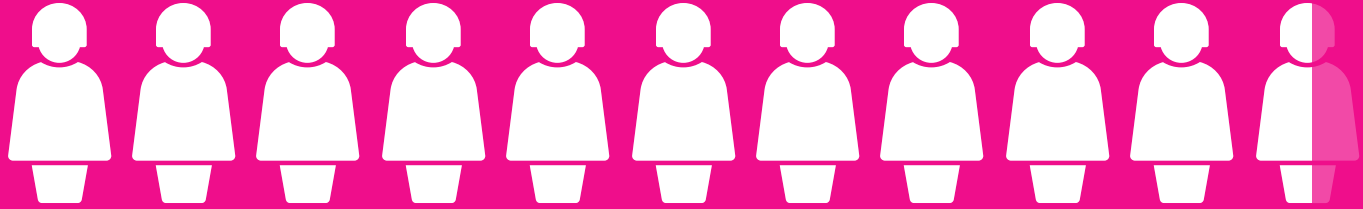
Next Actions: Build Connections

1 Where are you building trust with your ideal candidates?

2 How can you welcome new members authentically?



95%



Retention Rate

60%



YoY Growth



Next Week:

1 What burden can you move to the applicant?

2 Where are the people you want to attract?

3 How can you welcome new members authentically?





Morgan Legge

Director of Operations |
Certified Partner Outreach



Connect with me for:

- > PDF Cheat Sheet
- > Suggested Reading List

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