

Connect the Dots Case Study



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WD PARTNERS, INC. Onboarding

Onboarding: An Influential Design Firm Explores New Territory in Leadership Development

Design firms are organic environments that house a variety of multi-disciplinary skills. Merging the scientific mindset with the creative, design firms help organizations with brand development; having their finger on the pulse of cultural trends, consumer demographics and buying behavior across multiple industries.

WD Partners Inc., an integrated solutions engineering design firm, was founded in 1968 as a general practice architectural design firm and grew by more than 30% annually between the years 2003 and 2006. The company has grown to employ 400 associates over the span of four decades and is headquartered in Dublin, Ohio. It also operates offices in California, Canada and Mumbai, India.

Quick Shot

Company Name

WD Partners
www.wdpartners.com

Industry

Architectural Services

Key Challenges

- ▶ Needed employees who could hit the ground running
- ▶ New leaders weren't integrating smoothly into both the organization and its culture

Solution and Services

- ▶ A customized onboarding process
- ▶ A "two-pronged" onboarding approach to address culture and personal transition goals

Solution Highlights

- ▶ A custom onboarding methodology to fit both the culture and delivery capabilities
- ▶ Pulled together several existing resources into one central and accessible place

Key Benefits

- ▶ Human Resources partners and hiring managers collaborated right from the beginning of all new associates' tenure
- ▶ The HR team has a way to measure progress and success

They offer a well-rounded and informed approach to brand development and design customer-focused retail and restaurant prototypes.

The executive leadership team understood that the employee population would need to continue to grow to support the business. They quickly determined they needed a process that would provide new associates with the information and support they required to get up to speed and be successful at WD Partners.

The Challenge: New Employees Needed a Fast Integration Process into the Organization and Culture

WD Partners reached out to Connect the Dots (CTD) to help them face the challenge of a thriving organization with a need for employees who could hit the ground running. Its leadership was very focused on hiring and investing in the right talent to support the expanding goals of the organization.

They soon realized that once the new associates came onboard, the company spent a great deal of effort to integrate them into both the organization and its culture. In addition, it was very important to the leadership that they

fostered and built upon their historic culture. Each of these initiatives was proving to be challenging.

The Solution: Onboarding That Starts With Leadership and Sets the Right Benchmarks

The WD Partners Human Resources leadership recognized that an onboarding process was an essential element in helping them address this business challenge. They decided to collaborate with Connect the Dots (CTD) and develop an onboarding process built on the best practices that the firm provided while blending in some of their current processes.

It was determined that WD Partners needed a “two-pronged” onboarding with common resources to address culture and personal transition goals. First, they needed onboarding for the Director and above population, facilitated by the HR Partners. Then they needed onboarding for the Manager and below population, which was more self-driven with pre-determined “touch points” for both the hiring managers and HR Partners.

Customized Onboarding Provides Centralized Resources and Enables New Hires to Quickly Adapt

This customized onboarding process enabled WD Partners to provide all of their new hires with a common onboarding experience without taxing the Human Resources partners or the hiring managers. The process also pulled together several existing resources into one central and accessible place for both new and existing associates to access on their company intranet.

The process also allowed WD Partners Human Resources partners and hiring managers to collaborate right from the beginning of all new associates' tenure at WD Partners, in order to give those new associates what they needed to be successful throughout their careers. WD Partners is now poised to improve their productivity and expand even more both nationally and globally.

<http://www.connectthedotsconsulting.com/contact.htm>

Our coaching and feedback processes give your leaders and teams "real-life" situations to work through. We apply your organization's needs to our approach which takes the guess-work out of the how to translate new ideas and behavior changes in a real world setting. Contact us to get started.

