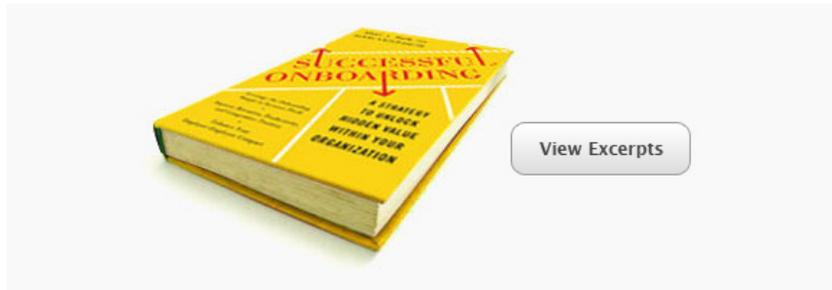


Successful Onboarding: A Strategy to Unlock Hidden Value Within Your Organization



Release date: July 16, 2010, McGraw-Hill; ISBN-10: 0071739378

Mark A. Stein & Lilith Christiansen, www.onboardingmargin.com

Reviews of Successful Onboarding:

“Bringing a new employee on board can be the start of a rewarding relationship or the beginning of a missed opportunity. This smart book can teach you how to make the most of each employee’s career starting on Day One.”

- Daniel H. Pink, author of DRIVE and A WHOLE NEW MIND

“This book has the potential to change the way that we think about new hires and what is possible from this group. With the instruction provided, you can migrate onboarding from the administrative to the strategic, and deliver far greater value for your enterprise”

- Betty Thompson, Senior Vice President, People Services, Booz Allen Hamilton

“Hiring employees is the biggest investment most organizations make. Understanding how to make sure that investment sticks is what onboarding is about, and Successful Onboarding shows you how to do it right”

- Peter Cappelli, Director — Center for Human Resources, The Wharton School, The University of Pennsylvania; author of TALENT ON DEMAND

“People are a company’s most important asset. Successful Onboarding makes the case for the importance of effective onboarding in setting up employees for success”

- Stephen Squeri, Group President, Global Services and Chief Information Officer, American Express Company

“This is a terrific resource for anyone wanting to create an effective onboarding program”

- Mindy Moye, Ph.D., Manager Employee Engagement, John Deere

For inquiries about Mark and Lilith’s speaking engagements or other media inquiries about Successful Onboarding, please contact, Meryl Moss meryl@mediamuscle.com at (203) 226-0199 at Meryl L. Moss Media Relations, Inc.

Successful Onboarding: A Strategy to Unlock Hidden Value Within Your Organization

"In Successful Onboarding Lilith and Mark demonstrate the financial impact that the onboarding process can have on your organization, and provides a roadmap for improving your return on investment. The book has already changed the way we think about onboarding in our organization."

- **Andrew Blocher, Chief Financial Officer, Federal Realty Investment Trust**

"Goodbye old school orientation and welcome to onboarding. A great reference to tailor your onboarding based on your culture and strategy. This book demonstrates how sound and creative onboarding can prevent a lot of voluntary off-boarding from high performing employees"

- **Sonia Narang, Director, Leadership & Organization Development, Sony Pictures Entertainment**

"Every company leader who is serious about delivering results through people should read this book. Successful Onboarding not only gives a roadmap to successful hiring and retention, but also addresses the common pitfalls that lead to adjustment struggles, discouragement and skepticism from new hires. This book rings true to those of us who coach leaders in the onboarding transition."

- **Kate Ebner, Co-Director, Georgetown University Leadership Coaching Program, Principal, The Nebo Company**

"This is an important book for business leaders who want to assure employee engagement from Day One! Practical and instructive, the book gives leaders everything required to plan and implement an onboarding strategy that provides maximum organizational benefits. Not only does the book convincingly build the business case for excellence in onboarding, the authors lay out in the clearest of terms a 'recipe' to assist practitioners to plan and implement a strategy that will contribute the results we are all looking for....engaged employees who choose to build a career in our organizations and contribute to organizational success in the long term!! Well done, Mark and Lilith!!"

- **Bonnie DuPont, Corporate Director; Former Group Vice President, Corporate Resources, Enbridge, Inc.**

"Successful Onboarding could easily be titled Maximizing Your ROI. If you adopt the authors' perspective and follow the best practices they present, your organization will get the greatest possible return on its investment in new talent. Stein and Christiansen's work will shift your focus from activities to results. "

- **Scott Eblin, Executive coach and author, THE NEXT LEVEL: WHAT INSIDERS KNOW ABOUT EXECUTIVE SUCCESS**

"An approach to transforming your organization's onboarding process from a one-time transaction to a sustained and integrated employee experience that drives performance and engagement right out of the gate."

- **Matt Motzkin, Director, Organizational Development, Disney-ABC Television Group**

"A comprehensive and highly practical guide to the critical — but underappreciated — practice of onboarding new employees. The authors make a convincing business case for strategic onboarding and then outline a step-by-step process for a positive and enduring outcome"

- **Max Stier, President and CEO, Partnership for Public Service**

For inquiries about Mark and Lilith's speaking engagements or other media inquiries about Successful Onboarding, please contact, Meryl Moss meryl@mediamuscle.com at (203) 226-0199 at Meryl L. Moss Media Relations, Inc.