


Communicating: The Arrival of New Hires

VOLKSWAGEN
FINANCIAL SERVICES
THE KEY TO MOBILITY

▶ Volkswagen Financial Services: Welcoming in a Remote Context

“To ensure new employees feel part of the company, and to keep all current employees in the loop, we launched a new starter presentation. Each month we send a presentation with a photo of each new employee and some interesting facts about themselves to the whole Company. We also asked for all current employees to upload a photo of themselves to our shared drive so new starts can familiarise themselves with some faces. Each employee will have a mentor to train them in using screen sharing. Mentors are always on standby to answer any queries new employees might have. One of our priorities was ensuring that all new employees have daily meetings with their teams. This ensures each new start gets to know their teams, to talk about how they are in general and to ensure they are involved in everything that is happening.”



Starting a new job can be nerve-racking at the best of times, the remote context complicates matters further. Volkswagen Financial Services have addressed this issue with a thoughtful underlying rationale. The icebreaker here is the photo and personal interest sharing, setting the foundations for new relationships to be built. The subsequent practices are what really brings this together, involving staff in the social aspect of the organisation from the earliest stage, and including them in group meetings to ensure they get a feel for the dynamics, and as a result, the culture.