

The Total Onboarding Program An Integrated Approach to Recruiting, Hiring, and Accelerating Talent Facilitators Guide Set

George B. Bradt and Ed Bancroft



WHY TO BUY

George Bradt, author of *The New Leader's 100-day Action Plan*, provides a complete resource for HR managers and consultants to implement a program for recruiting, hiring, and accelerating talent across the organization



Author biography

George Bradt (MBA, Wharton) (Stamford, CT) is the author of *The New Leader's 100-Day Action Plan* (Wiley, 2006), and the Managing Director of PrimeGenesis, the world's leading executive "onboarding" consultancy. After his education at Harvard and Wharton, George progressed through sales, marketing and general management roles at Fortune 500 companies around the world, including Unilever, Procter & Gamble, Coca-Cola, and J.D. Power and Associates. He founded PrimeGenesis in 2002 (www.primegenesis.com).

Ed Bancroft is a PrimeGenesis Partner who specializes in leadership development, executive coaching, and performance management. His consulting experience includes clients in health care, telecommunications, manufacturing, pharmaceutical, distribution and energy. These clients ranged from 50 to 50,000 employee organizations. For the past five years, he served on the faculty of World at Work, teaching the performance management certification program. Ed published articles on the aging workforce, performance ownership, 360 degree feedback and severance strategies.

Sales handles

- * **STRONG WEB PRESENCE:** PrimeGenesis has a well established marketing reach, including email blasts to more than 1 million people, and extensive cross-promoting connections with consulting firms such as PG Consulting and PG Partners. PrimeGenesis has recently launched Totalonboardingprogram.com providing tools for HR professionals and Newjobprep.com providing tools for new leaders ensuring they can make a quick impact.
- * **PUBLIC SPEAKING 2-3 TIMES EACH MONTH:** George Bradt and Prime Genesis' 12 partners and associates speak at organizations such as the IQPC "Onboarding" Conference, the Talent Management Conference, the Kennedy Executive Search Forum, Financial Executives Networking Group, and the Society of Resource Management.
- * **BRADT'S TRACK RECORD:** Author's previous book *The New Leader's 100-Day Action Plan* has sold 26,000 copies since 2006.
- * **PUBLICITY:** George Bradt and PrimeGenesis have appeared in *The Economist*, *BusinessWeek*, *Financial Times*, *Investor's Business Daily* (multiple), *HR Review*, *Business Journal*, *Black Enterprise*, as well as podcasts on BusinessWeek.com and [Total Picture Radio](http://TotalPictureRadio.com).
- * **ONBOARDING IS A HOT TOPIC:** This gets at the key talent management issue of attracting and retaining top talent and helping them to be more productive in a faster time frame.

About the topic/technology

Onboarding refers collectively to the recruiting, hiring, and acceleration of talent. With the demographic markers indicating a future leadership talent shortage, this topic will continue to gain attention in the training market as companies look for ways to ensure they're getting the most for their investment in key talent.

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About the book

The Total Onboarding Program will show training HR professionals a detailed approach for getting their new employees up to speed in half the regular time, and how to enable and inspire new employees to deliver better results faster on the job. Onboarding ensures that new hires are able to be highly productive starting on day one and ready to hit the ground running. The core concepts of providing onboarding assistance are Accommodation, Assimilation and Acceleration.

This training resource kit:

- * Helps employers bring new and recently promoted employees up to speed and productive in half the usual time.
- * Reduces hiring or promoting risk and increases retention rates.
- * Reveals PrimeGenesis' proven tools, techniques and "tricks of the trade" that enable managers to monitor, measure and keep their new employees' success on track.
- * Identifies most prevalent landmines that derail new hires and ways to avoid those landmines.
- * Provides an onboarding framework that can be consistently deployed in any organization

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