

Employee Lifecycle Playbook



Sustaining Adoption Through Strategic Nudges

HOW TO USE THIS PLAYBOOK

This playbook contains simple, non-technical nudges to embed Talent Marketplace into your existing HR activities. No complex integrations required, just strategic communications and policy updates.

Priority Rating	What It Means
★★★ Quick Win	<1 hour effort • High adoption impact • Do these first
★★ Solid Impact	1-2 hours effort • Good ROI • Plan these in after Quick Wins
★ Strategic Play	2-4 hours effort • Strategic value • Save for key moments (restructures, strategy planning)

Recruiting & Onboarding

New hires form habits fast - First impressions matter

Managers need resource when they have requested a hire - Strike while they have the biggest need

Priority	The Nudge	How To Do It	Effort	Impact
★★★★	Add Talent Marketplace to Day 1 onboarding checklist	Add one line item: 'Create your Talent Marketplace profile (5 min)' with link	15 min one-time	New hires typically are more likely to create profiles vs. general population. Establishes 'this is how we work here' from Day 1.
★★★★	Give recruiters a one-liner script for candidates	Add to recruiter training: 'We have a Talent Marketplace where you can find opportunities to build skills—x% of employees use it.'	30 min one-time	Differentiates EVP. Employees regularly quote career development as influencing decision to join organisations.
★★	Email managers with 60+ day open roles	Monthly: 'While searching continues, post part of this work to Talent Marketplace to keep projects moving.'	1 hr setup + 30 min monthly	Reduces manager pain immediately. Internal resources available in days vs. months for external hires.

Performance & Development

Target employees at peak motivation moments - Performance cycles, goal-setting, and development planning are when employees actively think about growth.

Priority	The Nudge	How To Do It	Effort	Impact
★★★★	Add marketplace question to performance review template	Add: 'Have you explored Talent Marketplace for opportunities aligned with your development goals?' + manager talking points	30 min one-time + annual reminder	Embeds marketplace into official development conversation. Creates accountability. Normalizes as development tool.
★★★★	Send targeted emails during performance cycle	Email employees: 'Ready to build [leadership/data/strategy] skills? Here are your personalised matched opportunities.	2 hours per cycle	Increased click-through rates because perfectly timed. Shows immediate path to goals.
★★	Count marketplace projects toward learning hours	Update L&D policy: 'Projects on Talent Marketplace count toward your annual learning requirement.' Communicate in quarterly email.	1 hour policy update	Removes 'no time' barrier. Reframes as learning not extra work. On-job learning has 70% higher retention than courses.

Organisational Moments

Major events (all-hands, restructures, strategy shifts) create urgency and heightened awareness.

Priority	The Nudge	How To Do It	Effort	Impact
★★★★	Add 30-second marketplace mention to all-hands	Draft exec script: 'Explore Talent Marketplace to work on these strategic priorities.' Include 1 success story + slide with link.	30 min prep	Leader endorsement carries enormous weight, likely to lead to adoption spike
★★★	Add to Career Week' campaign	Add link to the Talent Marketplace at the end of all Career Development sessions. (Optional) run a Talent Marketplace drop in session.	4 hours per Career Week	Organizations see 3x increase in registrations during Career Week. Predictable momentum builder.
★	Proactively reach out during hiring freezes	Email affected managers within 48 hours: 'Post your new priorities to access skills fast.' Offer 15-min support call.	2 hours per event	Solves real pain during critical moment. Higher receptivity than normal. Builds goodwill.

Manager Focused Nudges

Managers control resources, set team culture, and influence employee behavior. One activated manager = 10+ engaged employees.

Priority	The Nudge	How To Do It	Effort	Impact
★★★★	Add 2-3 sentence tip to monthly manager newsletter	Rotate themes: supporting team development, accessing skills, retention through growth. Include 1 success story per quarter.	15 min monthly	Regular reinforcement. Keeps top-of-mind. Managers discuss with teams creating ripple effect.
★★★★	Add details of Talent Marketplace in 'Becoming a Manager' development materials	Share details on how Talent Marketplace can be used as a developmental tool in 1-1s & performance conversations	4 hours one time + bi-annual refresh	Target new managers who are more likely to adopt a new tool
★★★	Target high-turnover managers with retention data	Quarterly: Email managers with >15% attrition: 'Marketplace users are 2.3x more likely to stay. Let's discuss how this can help your team.'	2 hours quarterly	Pain is acute. Manager motivated to try new approach. Demonstrates tangible business value.

Individual Lifecycle Events

Life events (return from leave, role transitions, exit risk) create high receptivity to support.

Priority	The Nudge	How To Do It	Effort	Impact
★★★	Welcome back employees returning from extended leave	2 weeks before return: 'Welcome back! Explore marketplace for flexible opportunities to ease your transition.' Highlight part-time options.	30 min quarterly	Returning employees need gradual re-entry. Shows company support. Improves retention of returning parents.
★★	Follow up on exit interviews citing lack of development	Monthly review: When development cited in exit, email manager + HRBP about marketplace as prevention tool for future.	1 hour monthly	Educates managers at moment they're thinking about retention. Prevents similar future exits.

Recognition & Rewards

Recognition and rewards drive action. Tie marketplace to existing reward structures for zero-cost motivation.

Priority	The Nudge	How To Do It	Effort	Impact
★★★	Feature success stories in company comms	Quarterly: Identify strong example via platform data. Interview employee (10 min). Write 150-word story + photo. Submit to comms.	1 hour quarterly	Social recognition motivates participants. Shows 'people like me' succeeding. Generates peer interest.
★★	Recognize marketplace participation in performance reviews	Add to manager toolkit: 'Demonstrated initiative by completing cross-functional project via Talent Marketplace.' Remind before review season.	30 min annually	Signals participation is valued. Creates career advantage. Motivates participation for advancement.

Quick Start: Your First 90 Days

Timeline	Actions (Quick Wins Only)
Week 1-2	<ul style="list-style-type: none">✓ Add marketplace to onboarding checklist (15 min)✓ Give recruiters one-liner script (30 min)✓ Add question to performance review template (30 min)
Week 3-6	<ul style="list-style-type: none">✓ Add monthly tip to manager newsletter (15 min)✓ Email managers with 60+ day open roles (1 hr setup)✓ Collect 2-3 success stories for first feature (1 hr)
Week 7-12	<ul style="list-style-type: none">✓ Send skills-targeted email during performance cycle (2 hrs)✓ Publish success stories in company comms (submit to team)✓ Draft 30-sec script for exec to include in next all-hands (30 min)