

# 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
 <b>Quick Win</b>	<1 hour effort • High adoption impact • Do these first
 <b>Solid Impact</b>	1-2 hours effort • Good ROI • Plan these in after Quick Wins
 <b>Strategic Play</b>	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	Educes 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)
<b>Week 1-2</b>	<ul style="list-style-type: none"><li>✓ Add marketplace to onboarding checklist (15 min)</li><li>✓ Give recruiters one-liner script (30 min)</li><li>✓ Add question to performance review template (30 min)</li></ul>
<b>Week 3-6</b>	<ul style="list-style-type: none"><li>✓ Add monthly tip to manager newsletter (15 min)</li><li>✓ Email managers with 60+ day open roles (1 hr setup)</li><li>✓ Collect 2-3 success stories for first feature (1 hr)</li></ul>
<b>Week 7-12</b>	<ul style="list-style-type: none"><li>✓ Send skills-targeted email during performance cycle (2 hrs)</li><li>✓ Publish success stories in company comms (submit to team)</li><li>✓ Draft 30-sec script for exec to include in next all-hands (30 min)</li></ul>