



Adobe employees get a strong start.

Digital new-hire orientation program uses Adobe Connect to deliver consistent, scalable, and engaging experiences.

Adobe Systems Incorporated

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Justin Mass, head of digital learning innovation, Adobe



SOLUTION

Adobe Connect

RESULTS



RELEVANCY

Delivers effective digital orientation experiences during more relevant, timely phase of new-hire process

98%
ACHIEVEMENT

CONNECTED

98% of new hires attending orientations connect with Adobe core values



GLOBAL ENGAGEMENT

85% of global new-hire employees consider orientation events highly engaging experiences



EMPLOYEE SUCCESS

Established solid foundation for employee success and participation in company's success, raising awareness for performance approach and company strategy

Adobe Systems Incorporated

Established in 1982

Employees: More than 11,000 worldwide

San Jose, California

www.adobe.com

CHALLENGES

- Increasing new employee engagement with orientation materials
- Improving understanding of company goals and values
- Adopting a scalable, interactive platform to extend reach to global audiences
- Enabling learning and development teams with modular solution to deliver a wide range of content through immersive experiences

Excellence from day one

The first day of a new job for individuals everywhere represents more than just employment: hope, a new start, a next step, a chosen path, and a better future. Positioning employees for success, new-hire orientation at Adobe—what Adobe calls New Employee Success—has been refined into a holistic experience that familiarizes personnel with critical guidelines, stirs creativity and innovation, as well as garners satisfaction and engagement.

To achieve all of these objectives, Adobe conducts new employee orientation using Adobe Connect. At the weekly digital orientation, the company brings employees together to share a common understanding and vision for the company's future. By transforming new-hire orientation from locally facilitated events to a standard, shared virtual experience, Adobe is better supporting its growing workforce by syndicating core cultural themes around values and collaboration more consistently, without sacrificing user experience.

Connecting dispersed employees to each other and the orientation experience requires more than compelling content. "Digital content is always evolving and Adobe Connect provides an extensible platform that allows us to plug and play new digital content as it becomes available. This is especially true of video media," says Justin Mass, head of digital learning innovation at Adobe. "Adobe Connect gives us more flexibility and creativity with how we present information and ideas, as well as continually evolve our digital learning experiences."

Creating an engaging experience online is challenging without the right toolset, since it is easy for people to get distracted with day-to-day business happening around them. By empowering presenters to reach participants one to one, they can maintain focus on the discussion. Adobe Connect is also unique in offering presenters complete control over the user interface and tools. For example, facilitators can activate several chat pods to be running side by side to compare and contrast ideas.

Activities, games, and other types of interactivity can be woven throughout the session, so participants are helping shape the content and experience itself, making sessions truly immersive. "To deliver virtual learning at scale, facilitators need to find different ways to draw on the experience and insights of participants," says Mass. "Adobe Connect transforms participants into co-presenters because of the ease of use and unique tools that facilitate interactivity, helping to share knowledge across the organization in a way previously unimagined."



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Ellie Gates, head of enterprise learning and leadership programs, Adobe

Just as important as the experience and content is the emotional connection achieved through the digital orientation—enabling employees to make new connections, share their stories and experiences, and discuss professional aspirations. In the past, employees met at local offices to participate in the new-hire orientation, but they often met only with a small group of fellow new hires, limiting information being shared and connections formed.

Interactivity throughout Adobe Connect helps to contribute to the personal connections developed between new hires during the digital orientation experience. “At the close of every orientation, participants are encouraged to share their webcams so new hires can put a name to the face of those they have been interacting with,” says Mass. “We’ve had over 30 people all waving to each other at once—we wouldn’t have this level of engagement without Adobe Connect.”

A global experience

As a global organization, Adobe wanted its digital orientation to encourage face-to-face interactions between participants. Leveraging Adobe Connect, the company creates additional opportunities to have employees virtually meet other people doing a similar job or who are at the same stage in their career, helping to achieve a stronger sense of a global community through the digital orientation experience.

Traditionally, bringing learners together from around the world has posed a significant challenge for the Talent Development team—in particular, with language. Integrating real-time video capabilities with Adobe Connect chat pods enables new hires to interact in multiple ways, making the experience inherently more accessible. “Often, employees whose second language is English find it more comfortable to listen and type,” says Ellie Gates, head of enterprise learning and leadership programs at Adobe. “Adobe Connect enables an immersive experience that expands the reach of presenters and the world view of our new hires.”

Since so much of the company’s business is also conducted using Adobe Connect, new hires can see firsthand how to fully leverage the software in a meaningful, relevant way. By interacting with presenters through video, chat pods, survey pods, and presentation material, new hires learn about the company, its products, its business strategy, as well as best practices on how to collaborate successfully in a global company that works across many offices and time zones.

To further increase the timeliness and effectiveness of the digital orientation experience, the Adobe Talent Development team uses Adobe Connect to deliver sessions frequently and cost effectively in weekly two-hour sessions. “We used to have new hires either fly or drive into regional offices every quarter, which was expensive and a significant interruption to the work week,” says Gates. “The experience also wasn’t as meaningful for individuals hired shortly after the last session since they had already been on the job for months. Adobe Connect helps to eliminate all of these issues with an easy-to-use, elegant solution.”

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Ellie Gates, head of enterprise learning and leadership programs, Adobe

SOLUTION AT A GLANCE

- Adobe Connect

For more information

www.adobe.com/products/adobeconnect



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International appeal

Since transforming the company's new-hire orientation process with Adobe Connect, Adobe is better communicating its message and vision to employees. Engaging employees on the same platform at the same time, the Adobe Talent Development team can deliver its message more consistently, helping to garner a common understanding of company goals and fostering a common language among employees. As a result, Adobe has seen 98% of employees attending digital orientation sessions coming away feeling more connected to the Adobe core values. Additionally, 87% stated that they had a better understanding of the company's overall strategy.

While understanding the company's goals has seen significant increases among employees, satisfaction with orientation hasn't been sacrificed. Post-orientation surveys reported that 85% of attendees considered the event a highly engaging experience. “Adobe Connect empowers presenters to consistently deliver strategically designed materials, making successes highly repeatable, as well as the orientation process more scalable,” says Mass. The modular nature of the solution also helps to deliver significant time savings with preparation.

For example, polls and chat pods are frequently used during discussions about Adobe core values to get new hires to build a common understanding of key points in their own words. At the same time, the various chat pods enable participants to overcome language barriers to create a true sense of community.

In addition to spreading a common understanding of company goals and messaging, the digital experience created with Adobe Connect also helps set the stage for individual success. As new hires learn to use Adobe Connect, they also learn how to implement Check-in, Adobe's performance approach—including personal-progress and goal-setting tools—to measure and sustain their success.

“As important as the individual's understanding of the company and their role, we place a significant emphasis on what comes after their first days and empower them to take ownership of their own success,” says Gates. “Adobe Connect offers the perfect platform to show new hires how to use self-evaluation tools and provide guidance in a personal, engaging way.” Since integrating these modules into the digital orientation, Adobe has measured that 86% of participants understood how the company's Check-in approach will enable their success.