



ONBOARDING PLAYBOOK

Onboarding & Engagement Playbook.

Launch wellbeing support successfully. Drive awareness, increase digital adoption, and build psychologically safe workplace cultures.

AUDIENCE

People, Safety, and Wellbeing Leads

Converge 

INTRODUCTION

Why onboarding matters.

A successful wellbeing launch goes beyond awareness. The most effective programs create visibility, psychological safety, ongoing engagement, manager confidence, digital adoption, and everyday awareness.

THIS PLAYBOOK HELPS YOU...

- ✓ Launch confidently
- ✓ Increase digital registrations
- ✓ Improve employee engagement
- ✓ Promote proactive wellbeing
- ✓ Build long-term awareness
- ✓ Equip and build confident managers

CONTENTS

What's inside.

- 01. 3 stage onboarding journey
- 02. Launch check-list
- 03. Communications toolkit
- 04. Digital tools
- 05. Our wellbeing resources
- 06. Empowering leaders
- 07. Launch campaigns
- 08. Metrics and Measurement
- 09. Activation - Service Hub
- 10. Finished onboarding

OUR GUIDING PRINCIPLES

01

Make wellbeing visible

Wellbeing only works when it's the easiest thing to find on a tough day.

02

Make it human

Real language. Real people. No HR jargon, no clinical tone. Just human support - always.

03

Make it useful

Every touchpoint should leave the employee with one clear next step.

04

Make it ongoing

Wellbeing support isn't just a moment. It's every single day, 24/7, 365 days a year

Tip

Bookmark the Service Hub



✓ **Let's set you up for success!**

The 3-stage onboarding journey.

Build awareness. Drive adoption. Sustain engagement. Three stages that work together as one continuous experience.

● Stage 01

Promote.

Build awareness and drive registrations so employees sign up to the Converge portal and app, giving them access to our full range of tools before they need counselling.

GOALS

- Launch comms rollout
- App & portal registrations
- QR poster engagement

ASSETS

- Posters
- Emails
- Intranet tiles
- Teams
- Webinar invites

● Stage 02

Educate.

Help employees understand the full breadth of support available.

GOALS

- Increase service understanding
- Promote proactive support
- Build manager confidence

ASSETS

- Service spotlights
- FAQs
- Webinars
- Leader kits
- Booking guides

● Stage 03

Engage.

Keep wellbeing visible year-round.

GOALS

- Maintain awareness
- Increase repeat engagement
- Build stigma-free, help-seeking behaviours

ASSETS

- Awareness campaigns
- Monthly themes
- Challenges
- Newsletters
- Activations



Each stage feeds the next.

Promote earns attention. Educate earns trust. Engagement earns habit.

STAGE 01
Awareness

STAGE 02
Adoption

STAGE 03
Habit

Your launch checklist.

Tickable tasks across three phases — designed to be assigned, tracked, and shared with internal stakeholders.

● Pre-launch

☐ Confirm launch date

☐ Brief leaders

☐ Upload intranet assets

☐ Print and download QR posters

☐ Schedule launch emails

☐ Promote app download links

● Launch week

☐ Send launch email

☐ Publish intranet banner

☐ Launch Teams and Slack posts

☐ Display posters

☐ Run launch webinar

☐ Promote Converge webinars

● 30-day engagement

☐ Promote counselling support

☐ Spotlight proactive coaching

☐ Share wellbeing resources

☐ Launch engagement campaigns

☐ Encourage newsletter sign-up



Your launch checklist continued.

TIP

Name a single launch owner.
Then give them three named deputies — one for comms, one for systems, one for leaders.

Owner

Comms

Systems

Awareness

Don't forget to share our partnership on social media!
Many of your employees follow your channels, making it a great way to raise awareness.

Tip

We can communicate with your employees on your behalf to increase utilisation and help seeking. Share your employee details with us, and we'll reach out to them showcasing the support available.

Head to the [Service Hub](#) to share your employee's details →

TIP

Add that you have a partnership with Converge to your job adverts. It highlights your commitment to employee wellbeing.

Awareness

Share our account and booking guides to your SharePoint and share far and wide - especially during new starter inductions. Add to your yearly compliance checklist to ensure employees are always aware of EAP support.



An email preview card for a wellbeing support app launch. The card has a light blue header with a green envelope icon and the text "Launch email" on the left, and "CHANNEL • EMAIL" on the right. The main body has a light green background. It starts with "SUBJECT" in grey, followed by the subject line "Your wellbeing support is here" in bold dark blue. Below is "PREVIEW" in grey, followed by the preview text "Introducing confidential wellbeing support for work and life. Counselling, coaching, financial guidance, manager support — in one place." in dark blue. At the bottom left is a green button with the white text "Download the app". At the bottom right is the text "SEND • MON 9:00AM" in grey.



Teams / Slack message

CHANNEL • CHAT



Sally Moor

Head of HR

Wellbeing support is now live.

We've partnered with Converge to provide you with confidential, free, expert support for challenges inside and outside of work!

Explore support

42

8 replies

This is a screenshot of a digital interface, likely a dashboard or intranet. At the top, there is a header bar with a light blue background. On the left side of this bar is a dark blue icon of a document with a checkmark. To its right is the text 'Intranet tile' in a bold, dark blue font. On the right side of the header bar is the text 'CHANNEL • WEB' in a smaller, dark blue font. Below the header bar is a large, dark blue rectangular area with rounded corners. Inside this area, the word 'FEATURED' is written in a light blue, uppercase font. Below it, the text 'Support for work and life.' is written in a large, bold, white font. Underneath that, the sentence 'Discover confidential wellbeing support anytime.' is written in a smaller, white font. At the bottom of this dark blue area is a light blue button with rounded corners that contains the text 'Learn more →' in a dark blue font.

Social media post

CHANNEL • SOCIAL

● Tip

Download your templates and guides from the onboarding page of the service hub:

info.convergeinternational.com.au/onboard



Get to know the Converge App & Employee Wellbeing Portal.

Tip: Remember, login information is the same for both platforms

The Converge App



Live Chat

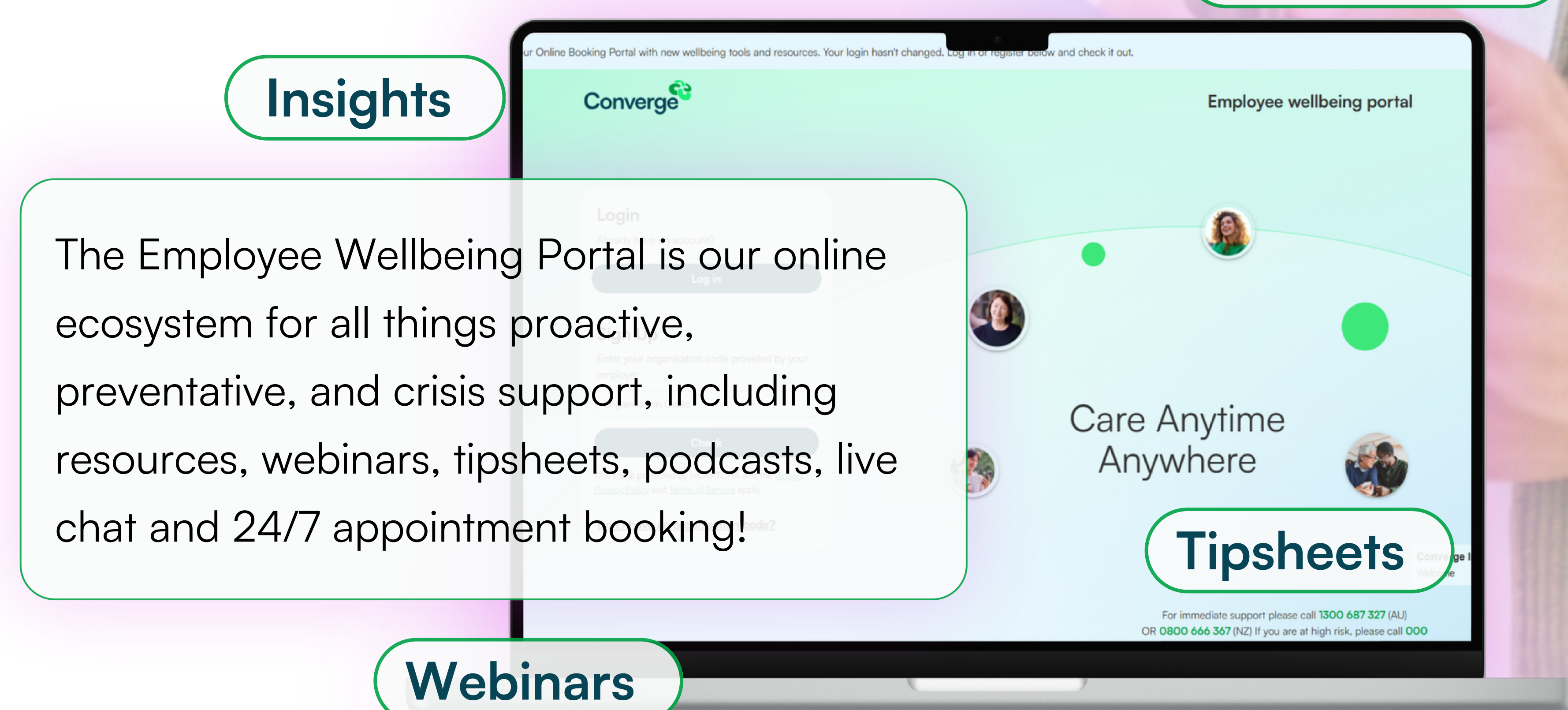
24/7 Booking

Challenges

Insights

The Converge App is home to a range of wellbeing resources, insights, live chat, 24/7 appointment booking, and challenges, designed to offer holistic wellbeing support to your people.

Employee Wellbeing Portal



24/7 Booking

Insights

Webinars

Tipsheets

The Employee Wellbeing Portal is our online ecosystem for all things proactive, preventative, and crisis support, including resources, webinars, tipsheets, podcasts, live chat and 24/7 appointment booking!

Make support easier to access.

The mobile app and portal are the fastest path from "I might need help" to "I've booked a session."

THE APP & PORTAL HELP EMPLOYEES

Book support online 24/7

Access wellbeing resources, anywhere

Explore webinars on demand

Read articles tailored to their day

Engage with video, audio, and guided resources including meditation, podcasts, and more

Set up guide

Step 01

Download the app / head to the portal

Download the free Converge App from the users go-to app store: **Google Play** or **Apple App Store**

Access the Employee Wellbeing Portal by heading to **convergeinternational.com.au** and clicking “book counselling”

[Download the app →](#)

[Access the portal →](#)

Step 02

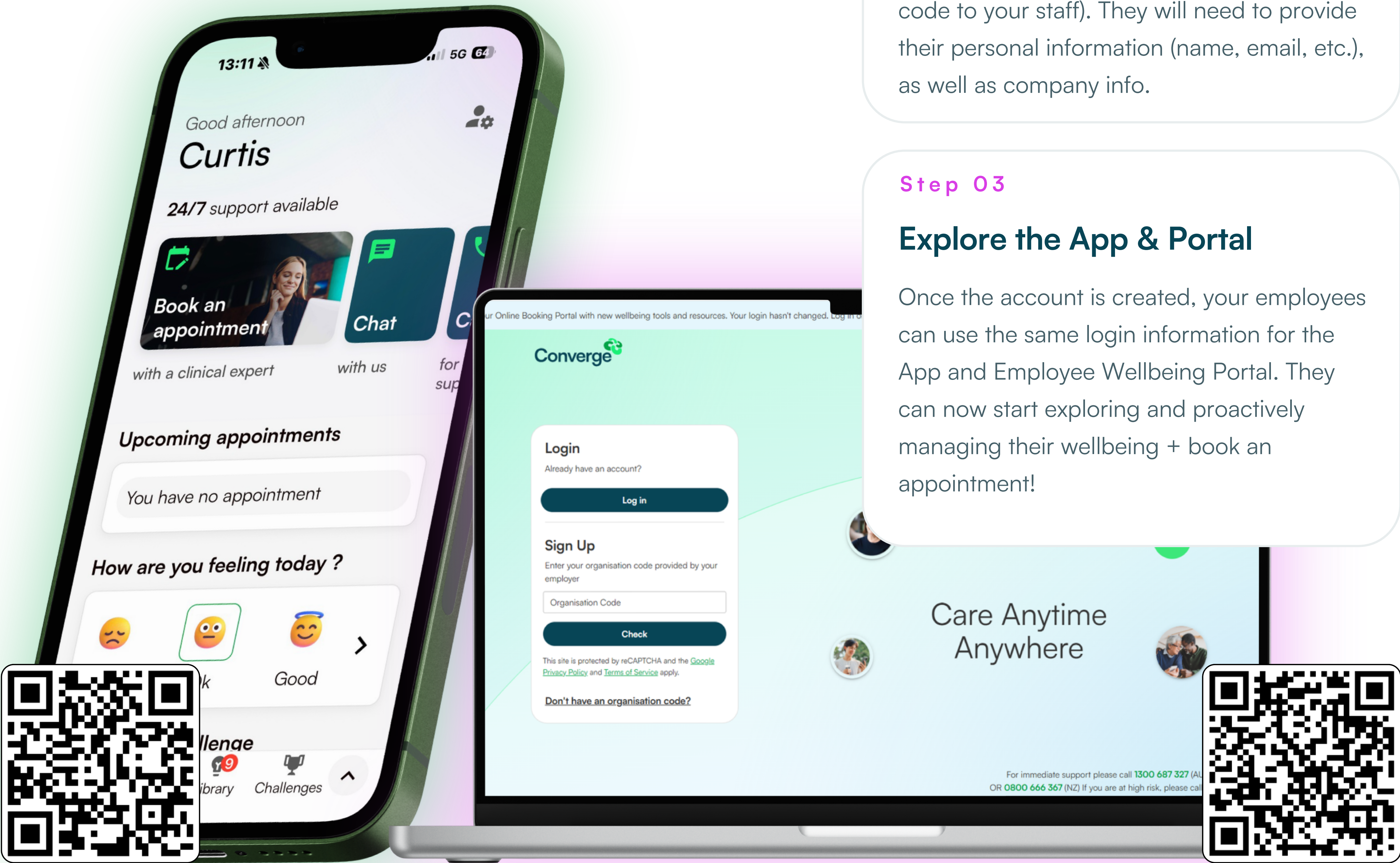
Register

On both platforms, click register and enter organisation code (don't forget to provide this code to your staff). They will need to provide their personal information (name, email, etc.), as well as company info.

Step 03

Explore the App & Portal

Once the account is created, your employees can use the same login information for the App and Employee Wellbeing Portal. They can now start exploring and proactively managing their wellbeing + book an appointment!



● Key call out!

Don't forget to **share your organisation code with your employees** - you can find your org code in your welcome email!

Our range of free to use and access resources.

All these resources can be found on the Service Hub

Webinar Programs

Leaders Corner

Monthly webinars just for leaders, highlighting a different theme that impacts employee wellbeing. We showcase tips and strategies, as well as how to promote EAP support to their teams

Awareness Sessions

For all leaders and employees, this session explores our 9 wellbeing streams, Converge App, and other support services so all employees know why, when and how to access EAP support

Converge306

For decision makers, these Thought Leadership sessions explore a topical wellbeing theme impacting organisations and how Converge can support you.

Tip - Staff can find our webinar schedules in the Employee Wellbeing Portal and App

Tipsheets

Easy to read and absorb wellbeing guides for employees and managers to proactively boost their wellbeing and know when and how to access support.



Tip - Staff can find our tipsheets in the Employee Wellbeing Portal

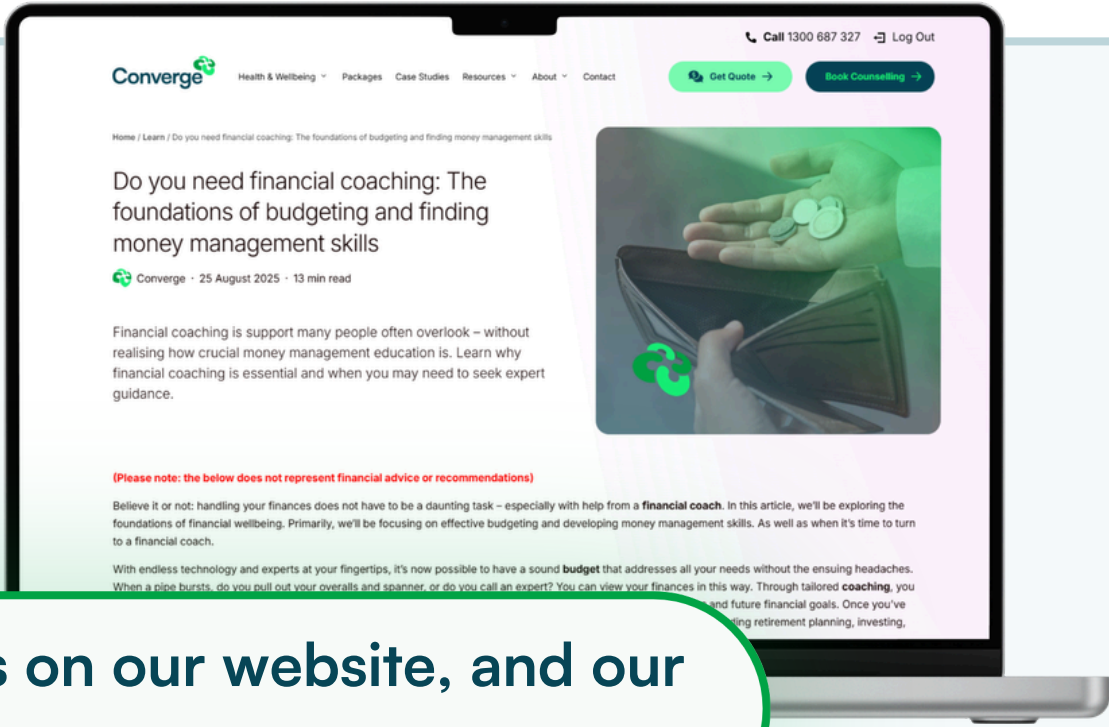
Promotional resources

Stream, wheel, and support posters you can add to bulletin boards, your intranet, tea rooms and more to spread the message that Converge is here to help.



Articles

In-depth feature articles exploring many different wellbeing topics including financial wellbeing, seasonal events, awareness days and more.

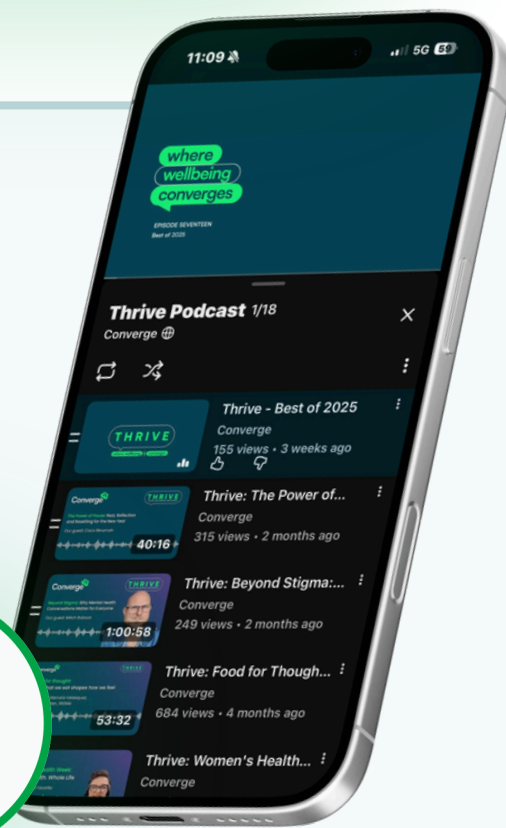


Tip - Staff can find our articles on our website, and our insights in the App and Employee Wellbeing Portal

Thrive Podcast

Our conversational podcast where we interview an expert about a topical issue facing everyone - listen on Apple, Spotify and YouTube podcasts.

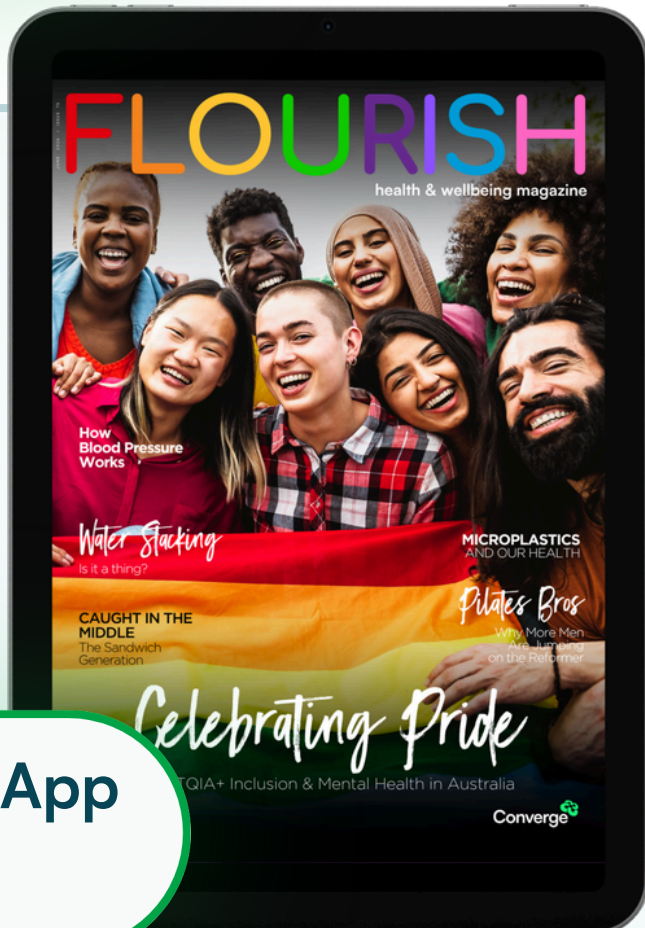
Tip - Staff can find our podcast in the App and Employee Wellbeing Portal



Flourish E-Magazine

Our monthly wellbeing E-Magazine filled with great mental and physical wellbeing content. We showcase videos, articles, podcasts, breathing exercises, workouts, recipes and more.

Tip - Staff can find Flourish in the App and Employee Wellbeing Portal



Equip leaders for wellbeing success.

Manager confidence plays a critical role in successful EAP engagement. Equip them with simple guides, interactive sessions, and clear paths for support.

Leaders Corner Webinars

With managers often being the first person an employee may speak to about their wellbeing, they face unique challenges. To help leaders navigate complexity and promote EAP, we’ve established our monthly webinar program: Leaders Corner

Managers Guides

To further assist managers with team wellbeing, as well as their own mental health, we have a range of manager guides designed to help them lead with confidence and find support when they need it.

Manager Support & Career Coaching

Two of our nine EAP streams target career development and people management skill building. Career Coaching is designed to help your staff and leaders reach their potential, whereas Manager Support is designed to support leaders in building their capabilities in people management.

EXAMPLE TALKING POINT

“ I want you to know how to better support your team and know where to turn when you need help. That’s where Converge... ”



Awareness campaigns.

Four flexible campaign themes that can run as posters, social, screens or stand-ups — paired with national awareness moments.

CAMPAIGN • 01

**Work Well.
Live Well.**

At the start of your Converge partnership, run a campaign highlighting that support is available for any minor to crisis-level wellbeing challenge

CAMPAIGN • 02

**Support
Starts Here.**

Adorn your tea room, hallways, and internal communications with posters, email signatures, and online tiles to make EAP support more visible.

CAMPAIGN • 03

**Better Days
at Work.**

Hold a morning or afternoon tea to mark a certain awareness day - such as Mental Health Month or R U OK? Day. We can attend to deliver an awareness session.

CAMPAIGN • 04

**Thrive
Everyday.**

Activation-led theme for monthly challenges and stand-ups. Run a move challenge in the Converge App to promote digital awareness.



ANCHOR TO AWARENESS MOMENTS

Converge Wellbeing Calendar

Utilise the Converge Wellbeing Calendar to run campaigns, share resources, and access tools.

A square QR code with a black and white pixelated pattern.



Wellbeing engagement works best when it becomes part of **everyday** workplace culture.

YOUR GO-TO RESOURCE

It's time to explore the **Service Hub**

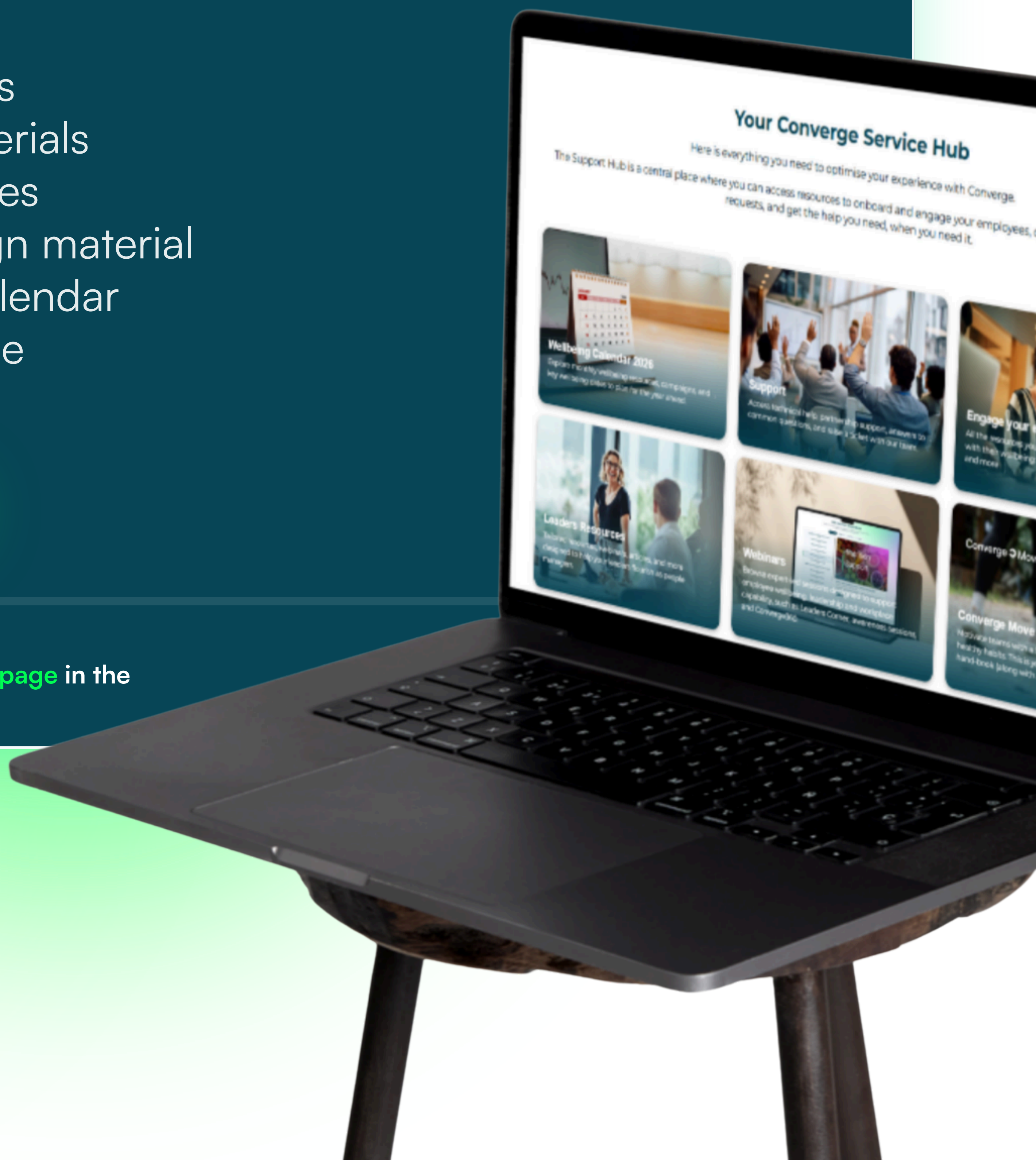
Success is measured through your employees feeling well, resilient and mentally fit, ready to tackle each and every challenge they face inside and outside of work. To support them, use the Converge Service Hub to access:

- All your resources
- Promotional materials
- Webinar schedules
- Monthly campaign material
- Our wellbeing calendar
- Onboarding guide
- And more!

[Access the Service Hub →](#)

NEED HELP?

Contact our team via the **Support page** in the Service Hub



Get to know the Service Hub

The Service Hub is your wellbeing directory, housing everything you need to set up your partnership with Converge for optimal success. We're constantly making improvements and innovating the platform so you have everything you need in one central location. Think of it as your one-stop-shop for everything employee wellbeing and mental health.

Navigating the Service Hub Homepage

On the home page you'll find all the different pages we have available, including...

Wellbeing Calendar

12 month content pack with each month focusing on a set theme with resources, service call outs and a campaign plan

Wellbeing Calendar 2026

Explore monthly wellbeing resources, campaigns, and key wellbeing dates to plan for the year ahead.

Support

Ticket system for tech and partnership support, and FAQs with everything you need to know about Converge support.

Support

Access technical help, partnership support, answers to common questions, and raise a ticket with our team.

Engage

All the resources and tools you need to maintain ongoing wellbeing engagement.

Engage your employees

All the resources you need to support your employees with their wellbeing: flyers, posters, tipsheets, videos and more

Leaders Resources

Tools your leaders can use to engage their teams as well as protect their own wellbeing and build on their growth.

Leaders Resources

Tailored resources, webinars, articles, and more designed to help your leaders flourish as people managers.

Webinars

Our full list of live and free webinars, including Awareness sessions, Leaders Corner, and Converge360

Webinars

Browse expert-led sessions designed to support employee wellbeing, leadership and workplace capability, such as Leaders Corner, awareness sessions, and Converge360.

Move Challenge

All our Move Challenges available in the Converge App, including promotional resources and ways to register your company.

Converge Move Challenge

Converge Move Challenge

Motivate teams with a fun challenge that supports healthy habits. This is your ultimate Move Challenge hand-book (along with all the resources you'll need)

Onboard your employees

Whether your new to Converge or we've partnered for years, access all the important tools you need to help your people understand what services are available and connect with support from day one.

Onboard

Your go-to page for success. Use this check-list and tool for reactivating, new employee onboarding and more!

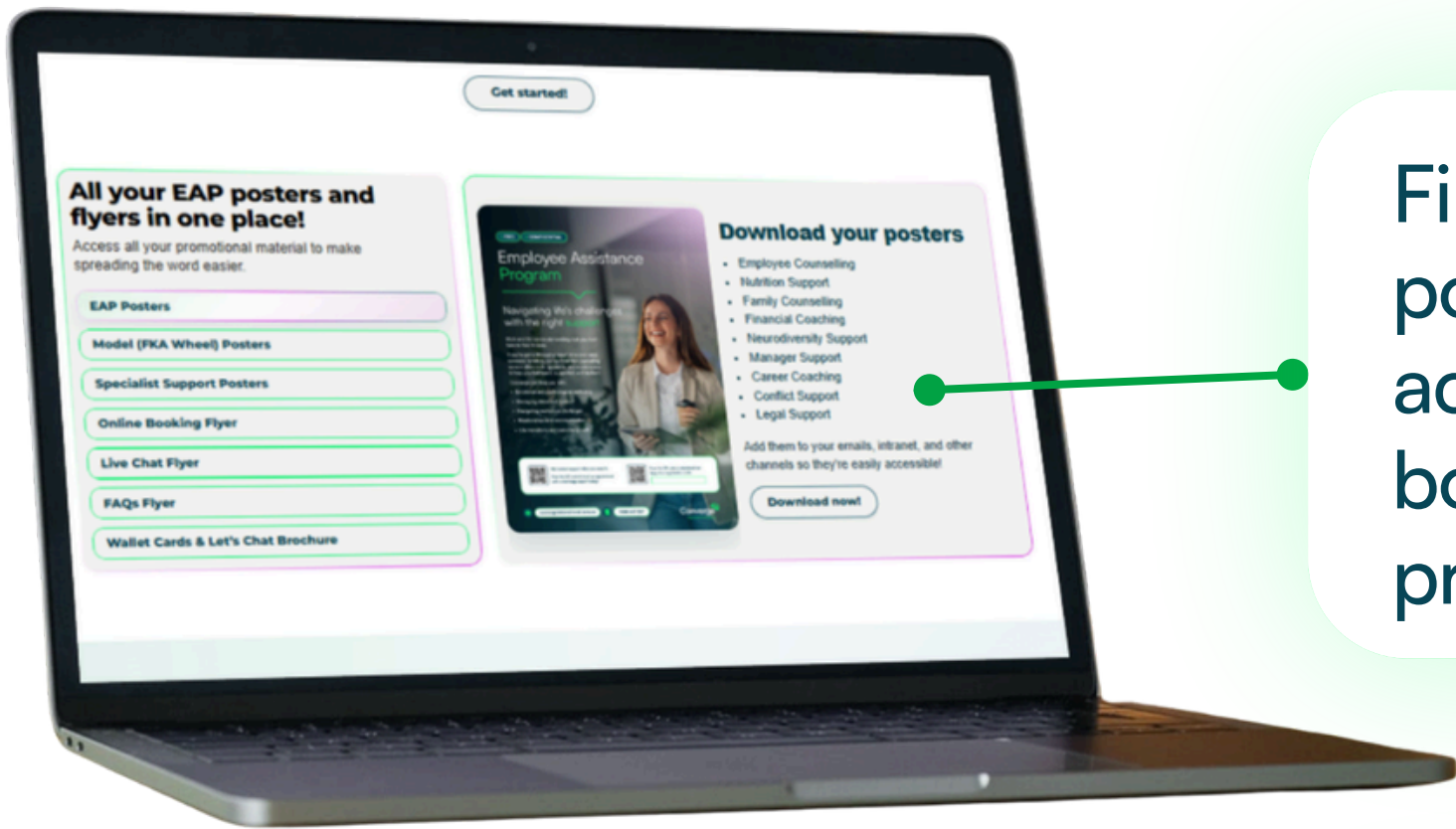
Get to know each page.



Get to know the Service Hub

Engaging your Employees

Everything you need to know about our Engage page. Each resource and tool below is housed on the page “engage”, located on the home page or top navigation of each page.



Find all your promotional stream posters, wheel, specialist support, activation templates, and online booking, app, FAQ, and brochure promotional material

01



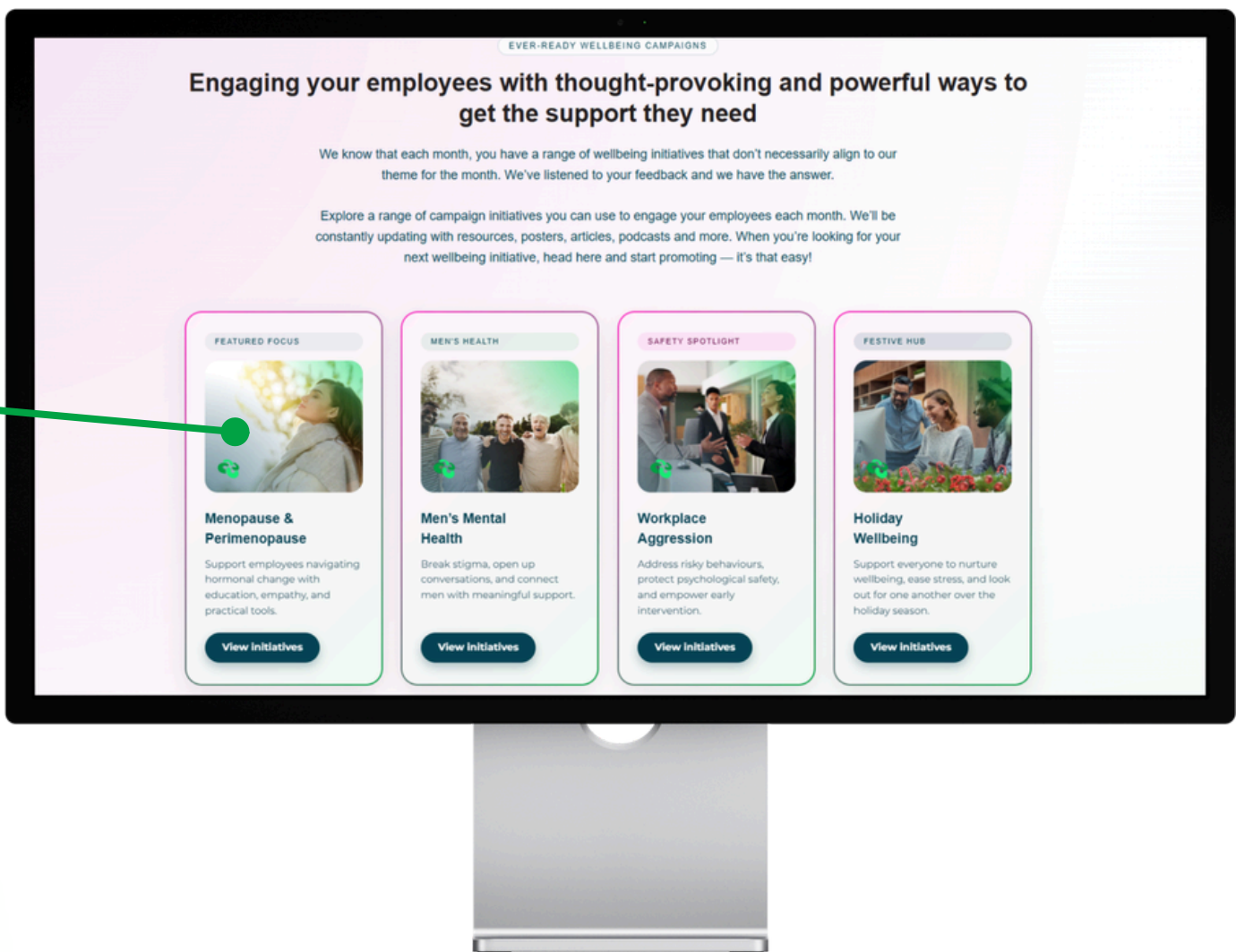
Find everything you need to know about our two digital platforms: the Converge App and Employee Wellbeing Portal - both free and easy to use.

02



Find all the different resources your employees can access including tipsheets, articles, podcasts, videos, and our e-magazine Flourish.

03



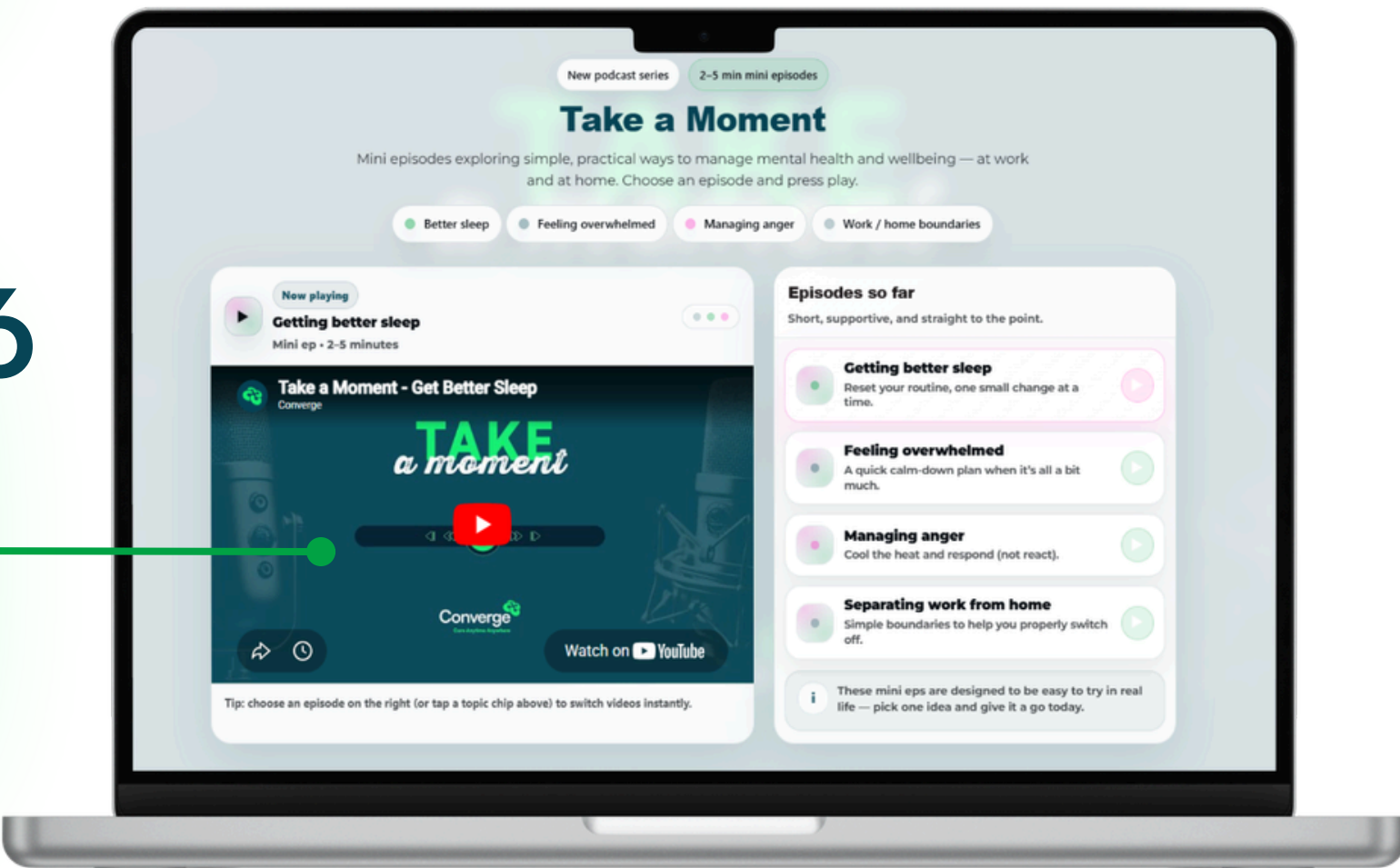
Every-ready campaign tiles with different resources for occasions that can be used all year round.

04



Access the new edition of Flourish every month and share the Flourish link directly with your staff.

05



Our mini-podcast episodes exploring a wellbeing theme including breathing exercises and managing anger. Download and share.

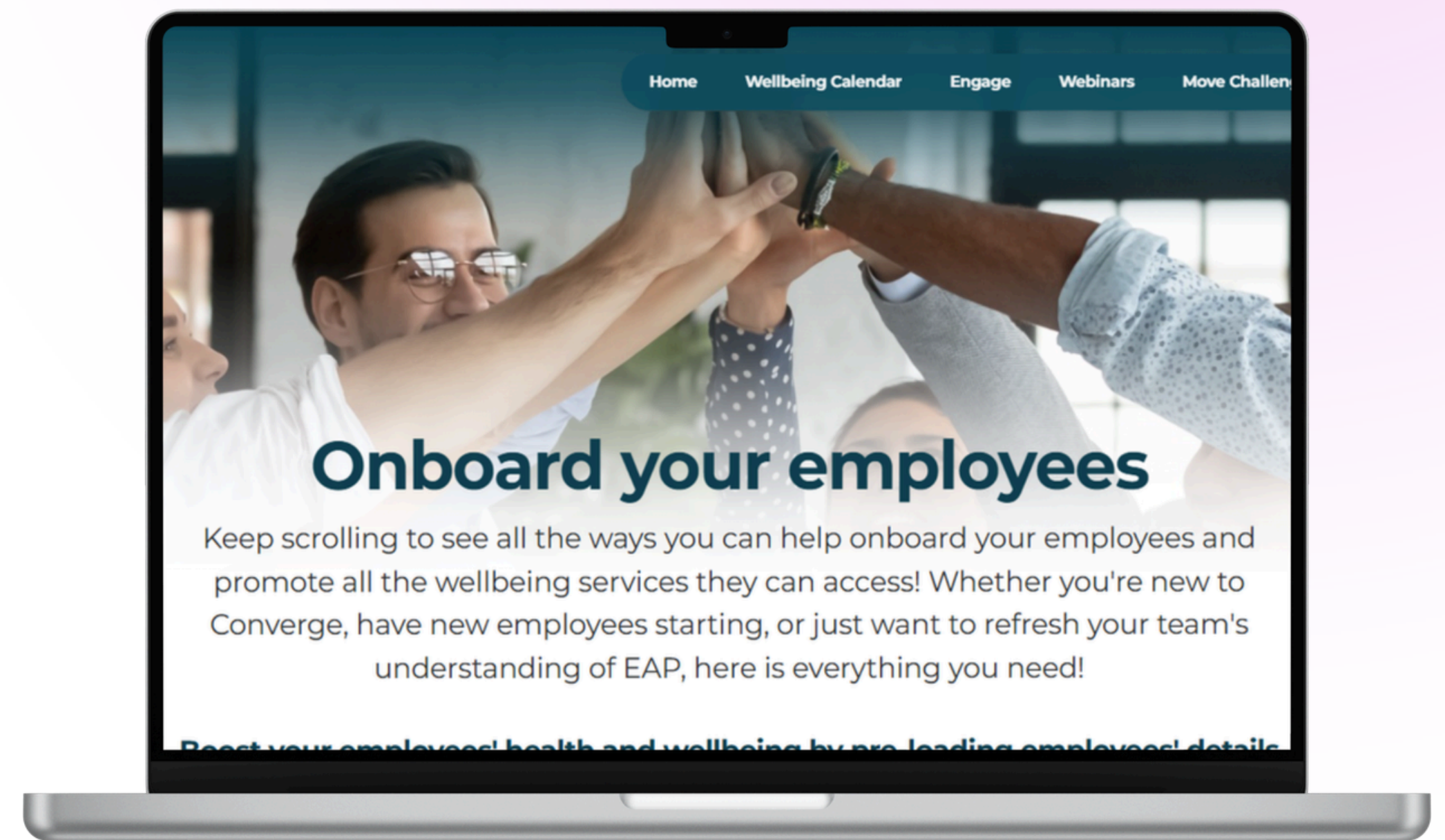
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Get to know the Service Hub

Organisation Onboarding

On this page, find a step-by-step onboarding process, focusing on...

- Promoting EAP support
- Educating your workforce
- Engaging your workforce



Leaders Resources

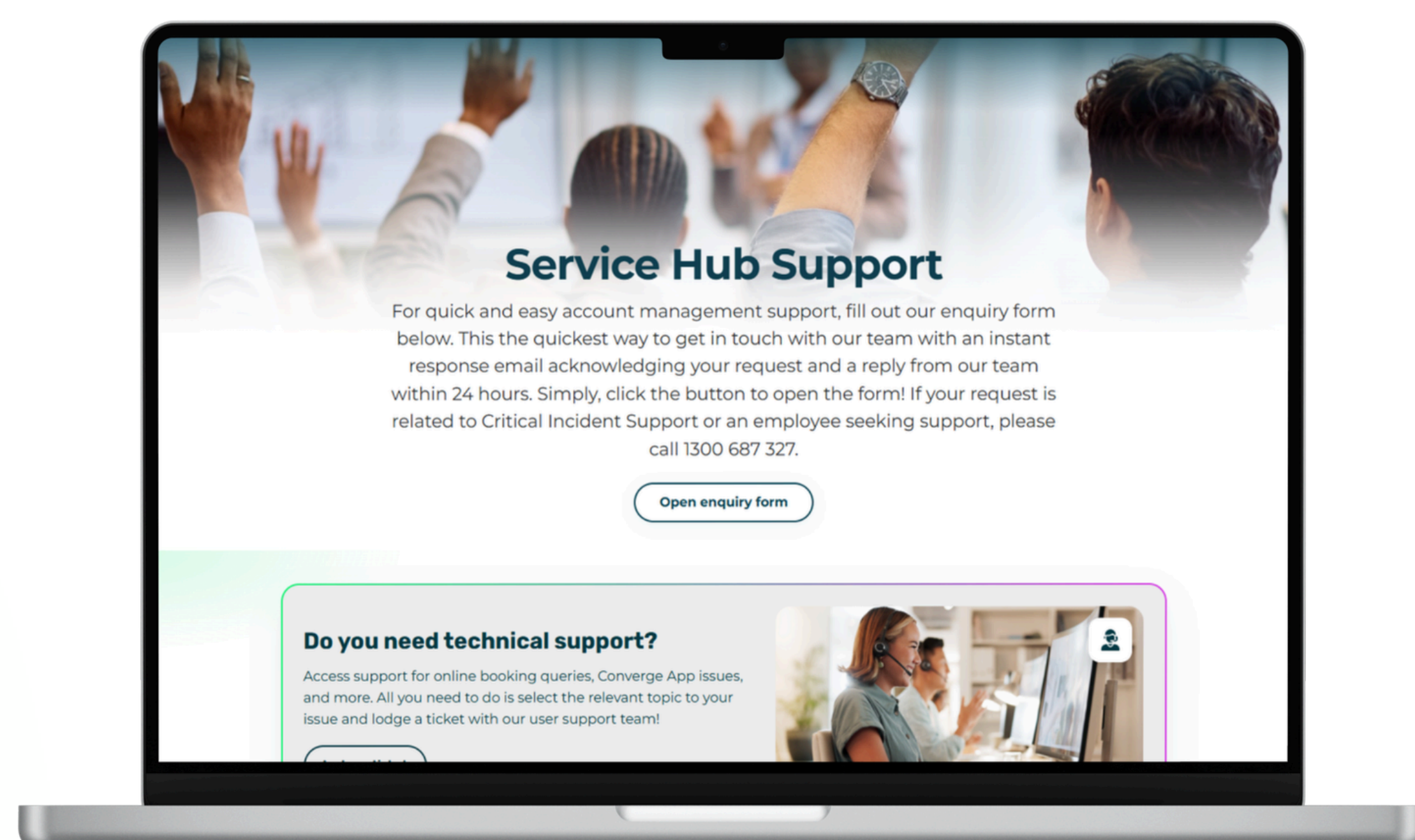
On this page, find:

- Leaders Corner webinar schedule
- Managers guides and tipsheets
- Manager support overview
- Articles

Client Support

On this page, find:

- Our FAQ knowledge base, split into
 - Getting started,
 - General,
 - Reporting,
 - Support
 - Account info
- Technical support ticket system
- Partnership support ticket system

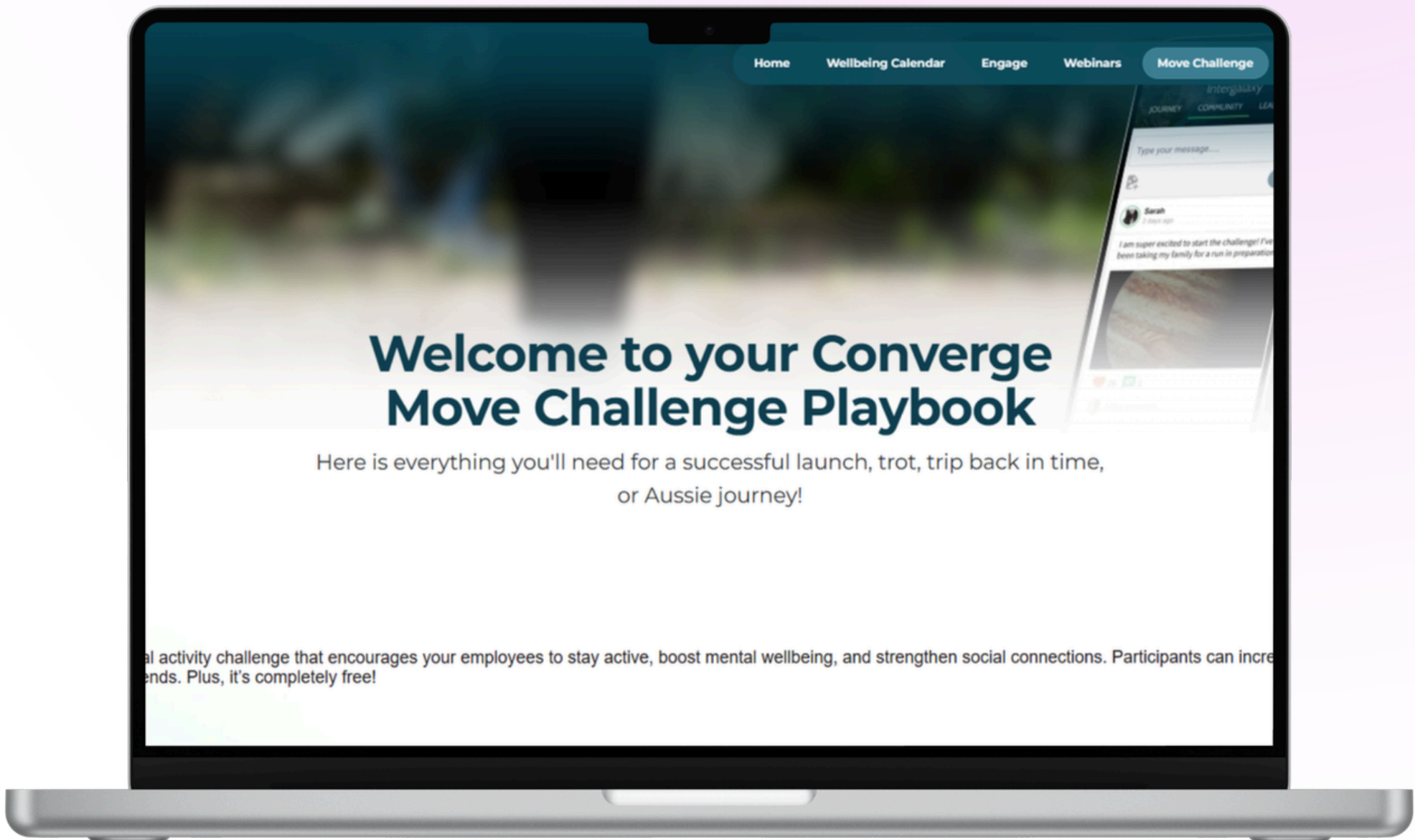


Get to know the Service Hub

Move Challenge

On this page, find:

- Move challenge how-to-guide
- Explainer video
- Registration form
- Resources and promotion



Live and Free Webinars

On this page, find:

- Our Awareness Session annual schedule
- Our Leaders Corner annual schedule
- Upcoming Converge360 sessions

Wellbeing Calendar

On this page, you'll find our year long, 2026 wellbeing calendar, featuring:

- Campaign content
- Support stream promotion
- Engaging resources
- Awareness days
- Key awareness session webinars
- In-app tools and challenge promotion



THANK YOU

Support you can
count on.

Care **Anytime,**
Anywhere.

Converge 