



Good onboarding calls are **short, structured, and duplicatable**. If they run 45 minutes, your builders won't duplicate them. Aim for **10–12 minutes**.

Here's a **simple script our team follows** so the experience stays consistent.

10–12 Minute Onboarding Call Script

Step One: Connect With Your Team

1. Welcome & Set the Tone (1 minute)

Start with warmth and simplicity.

Example:

“First, welcome to the team. We're really glad you're here. This call is just to get you oriented, answer your initial questions, and show you the simple path forward so you don't feel like you're guessing.”

Reassure them early.

“You don't need to know everything right now. Our goal is just to help you get clear on the first few steps.”

2. Learn Their Why (2 minutes)

Ask them questions. Let them talk.

Examples:

- “What interested you most about getting started?”
- “What would you love to see this become for you?”
- “Are you more interested in the product side, the business side, or both?”

This does two things:

1. Builds connection
2. Helps you understand their motivation

3. Set Expectations (2 minutes)

Now explain how the team operates.

Example:

“On this team we focus on simple actions done consistently. We don’t try to do everything at once. We follow a step-by-step pathway so builders can develop skill and confidence over time.”

Reinforce simplicity.

“The good news is you don’t need to become an expert. Your job is simply to connect people to the tools.”

4. Introduce The Builder Pathway (3 minutes)

Walk them through the early steps.

Example:

“Your first focus is very simple.”

1. Experience the product personally
2. Learn the few tools we use
3. Start simple conversations with people you know

“We’ll guide you through each step so you’re never guessing.”

5. Introduce The 3 Tools (2 minutes)

This is critical.

Example:

“Most of our team conversations start with three simple tools.”

1. A curiosity tool
2. A short overview video
3. A deeper validation video

“You don’t need to explain everything. Your role is simply to connect people to the tools.”

6. Set Their First Action (1 minute)

End with clarity.

Example:

“For the next few days your focus is simple.”

- Start using the product
- Watch the overview video yourself
- Begin a few conversations with people you know

“We’ll support you as you start those conversations.”

7. Close With Support (1 minute)

End with encouragement.

Example:

“You’re not expected to have everything figured out right away. Stay connected, follow the pathway, and momentum will build.”

“If questions come up, reach out anytime. That’s what the team is here for.”

Why This Call Structure Works

It avoids the three biggest onboarding mistakes:

- ✗ Too much information
- ✗ Too long
- ✗ Too complicated

Instead it gives them:

- clarity
- confidence Small strategic tip for you as the leader

Most onboarding calls fail because leaders **talk too much**.

A great onboarding call should be roughly:

- **40% listening**
- **40% guiding**
- **20% explaining**

When new builders feel **heard and supported**, they're far more likely to stay engaged.