

OFFICIAL IMARC DOCUMENT

THE EMPLOYEE MANUAL



A cultural survival guide to being
an effective Imarcian.

Vol. 20



THIS IS YOUR MANUAL.

Consider it an informal indoctrination of who
Imarc is and what being an Imarcian is all about.
A cultural survival guide, if you will.

Read it. Live it. Change it. It's yours.

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BE AN ACTIVE PARTICIPANT

As you read through this manual, you'll see a
few of these tasks. Accomplish them with pride!

WELCOME

We're excited to have you!

You are meant to be here.
We hired you because we
think you are incredible at what
you do and how well you fit
into our tight-knit team.



FIRST THIRTY.

We'll be ramping up your workload rather than throwing you into the fire on Day 1. During your first month, you'll do your newbie paperwork, get your desk set up, get company logins, learn how to track your time, receive keys to the office, take work photos, and a whole bunch of other random but necessary stuff. By the end of your first thirty days here, we want you to feel like you've established a groove.



SETTLE INTO YOUR NEW WORKSPACE

On your first day, take time to get comfortable in your new surroundings and customize your machine to exactly how you like. If you don't see the apps or hardware you need, let your manager know. We want to set you up for success.



SET IT UP AND DIAL IT IN

Take a walk around the office and see how your peers have set up their desks. Ask questions and see what works best for you. Add one thing to your desk that is unique to you and shows off a bit of your personality.



GET TO KNOW YOUR FELLOW IMARCIANS.

Every person in this company is so much more than their title. They are each multidimensional and fascinating humans. They are talented. They are witty. They are rockers. Gamers. Runners. Photographers. Travelers. Foodies. Nap takers.

Go have lunch with someone. Anyone. They know all the best places to eat in town. Take the time to really get to know them. Talk. We all learn from each other and really want to learn what you have to teach. We encourage you to participate in our company gatherings, whenever possible.



GO OUT TO LUNCH

Join our Slack channel “I Need Lunch” or ask someone on your team out to lunch.



GOOD VIBES MAKE HAPPY TRIBES.

Enthusiasm about the work we do is a regular occurrence. Never ever put down or discourage a teammate from being excited. Instead, see if you can ride that wave with them and lift the whole team's spirit up higher.



“

Together we are a smart, collaborative crew that is always looking to improve our practice and deliver great results for our clients. The best way to do this is to share ideas and continue to evolve our practice. As a digital agency on the bleeding edge, we value our employees and the ideas they bring to the table. Most importantly, it's those ideas that help us all succeed. ”

Katie Desmond

WE NEED YOUR IDEAS.

We didn't hire you to “be quiet and get your work done.” If you think of a better way of doing something — speak up, even if it is outside your title. We don't care if you're on Day 1 or Day 1000, we want to hear what you have to say.



USE YOUR VOICE

Speak up! Contribute an idea to a project or task.

An illustration on a dark brown background with a fine dot pattern. At the top, a woman in a brown jacket and black pants stands on a platform, holding a laptop. Two thin red lines extend from the top corners of the text 'LET'S' and 'CREDIBLE' to her. At the bottom left, a woman in a black dress stands with her hand on her hip. At the bottom center, a man in a black t-shirt is seen from behind, holding up a smartphone. At the bottom right, a man in a red sweater and black pants holds a long red pole that reaches up to the text 'CREDIBLE'. The text 'LET'S CREATE IN THE CREDIBLE' is written in a bold, red, sans-serif font, slanted upwards from left to right.

LET'S
CREATE
IN THE
CREDIBLE

WE'RE DEMANDING, IN A GOOD WAY.

Not in the psycho-overbearing-dictator way, but in the sense that we expect every person to come to the office and give their best **every single day**.

We realize it's a tall order, but we are not just believers of our brand promise, "Let's create the incredible." It's what makes Imarc different.

It is worth mentioning that this unicorn standard doesn't come from your boss, rather, it comes from deep within each person in the office. We all count on each other to **BRING IT** and together lift quality higher and higher.



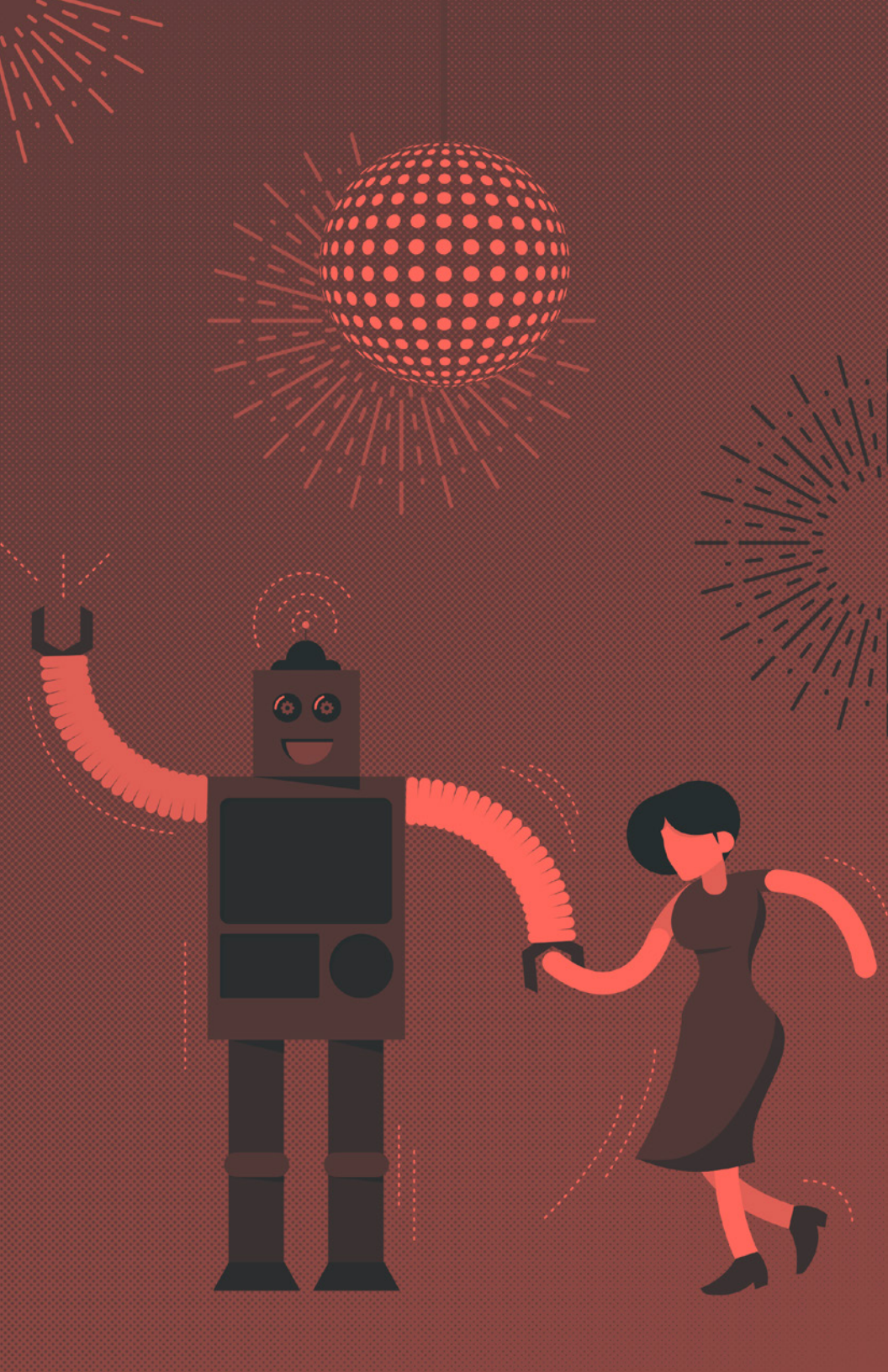
OUR LEADERS WEAR CAPES.

Everyone is in a position of leadership (formally or not). We prefer that you act more like a superhero than a supervisor. Stick up for your department and team. Lead by example. Do the right thing. Showcase your superpowers and help each person in your crew identify and harness theirs.

“

Collaboration and knowledge sharing is the key to our success. Share in the same vision, learn and dominate together, and reap the accomplishments as a team.”

Nick Grant



STOP, COLLABORATE, AND LISTEN.

We're into collaborating. Like, for real. Sometimes this means you will need to step up and take the lead. Other times it means you'll be led. As long as you're both stepping in the same direction to reach the goal you've set.



SHOW OFF YOUR WORK

Show off something you have been working on to your team, department, or a co-worker.



“

Our best, most creative thinking is done in the mountains, at the beach, on the yoga mat, after reading a good book, or spending time with family. Hopefully Imarc offers a challenging and fulfilling environment where you can grow your professional career. But when you leave the office at the end of the day, do so with enough energy to continue that personal growth, searching for challenges and fulfillment in the rest of your life.”

Dave Tufts

ENJOY LIFE OUTSIDE THE OFFICE.

Yes, you read that correctly. It has been scientifically proven that a work/life balance leads to higher productivity, more innovation, and better mental/physical health. Make it a priority to take time off and recharge.



STEP AWAY FROM YOUR DESK

Sometimes we need a quick break to recharge. Go for a walk, sit on the deck, or relax in The Foundry.



WORK, WORK, WORK

We give people as much autonomy as they are comfortable taking on. But with freedom comes responsibility. We expect that each person is going to deliver in a no-guts-no-glory way. Be invested in your work. Be emotionally attached to the end product. Be anything but indifferent.

“

Imarc maintains a laid-back atmosphere while also delivering well on our promises to clients and ourselves. This comes from working deliberately, intelligently, and with a bit of humor.”

Patrick McPhail

PROCESS

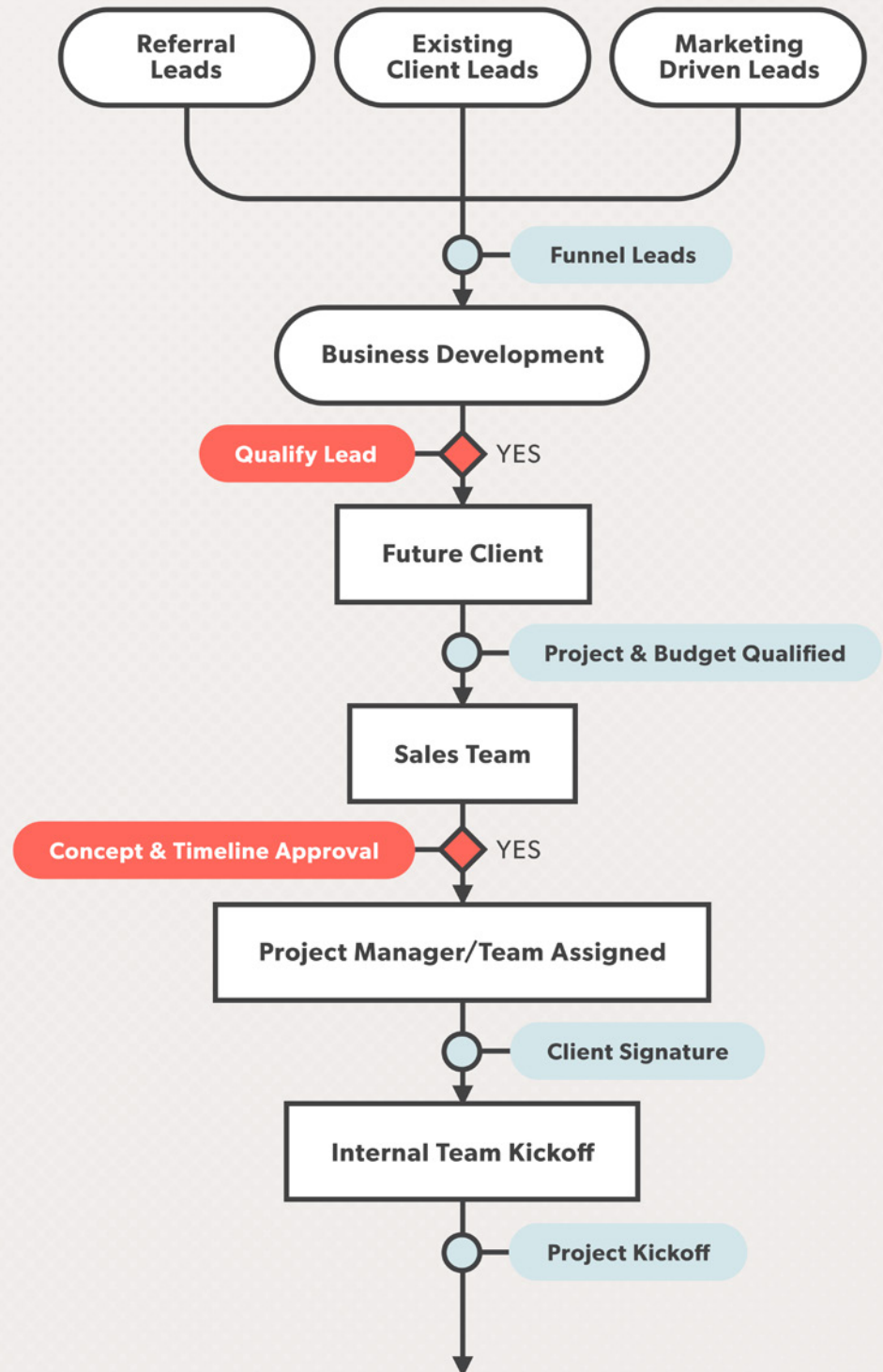
Although we push for excellence in everything we do, remember that agency work is a process. Expect multiple revisions. Test ideas regularly. With each revision or test, that piece you're working on should be getting better.

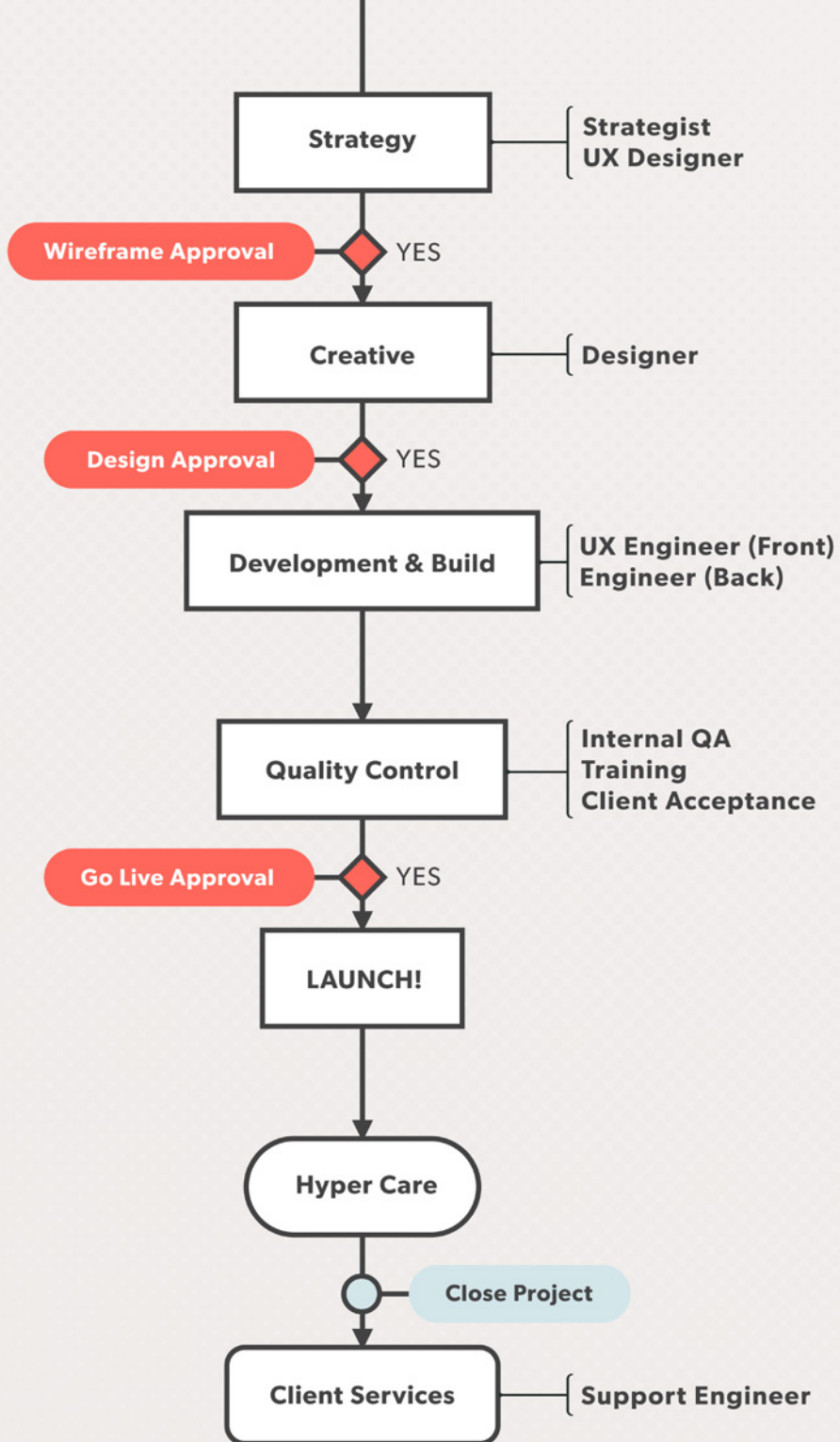
THE PROJECT LIFE CYCLE

The Project Life Cycle is Imarc's standard two phased process by which we acquire new work and our teams achieve project success.

01 ACQUISITION PHASE (SELLING)

This is when Marketing, Sales, Project Managers, and Directors all work together to help acquire new work. We convert leads into client project work that will move forward into the production phase.





02 PRODUCTION PHASE (EXECUTING)

After we receive client approval on a scope of work, the project is kicked off and the production team begins work on the project until completion.

DEPARTMENTS

Each valuable department has various roles and responsibilities that contribute to our company's success.



New Business

Our Business Development team is charged with generating new business, building existing client relationships, and preparing killer proposals that define the scope of the project, including objectives, timeline, and budgetary guidance.



Project Management

Our producers help us run a tight ship. Project managers work with production teams and account managers to help drive projects from start to finish. Account managers oversee client relationships as well as high-level project goals.



Strategy & Research

We gather and analyze information to create a solid foundation by drafting strategic recommendation, sitemaps, wireframes, and functional requirements documentation—the blueprints of a good user experience.



User Experience

Our UX team obsesses over how people interact with our creations. We interpret plans for a site or app. UX engineers play a role in project planning, front-end implementation in CSS/HTML, and content migration.



Creative

Whether building a new brand, or elevating an existing one, we believe that good design is more than beautiful graphics. Great design solves problems, engages users, and establishes a memorable presence.



Development

With a solid plan and design in hand, our backend engineers craft powerful solutions that accomplish goals and drive results. They build secure custom applications, welcome gnarly integrations, and live for coding challenges.



Digital Marketing

Websites are living, breathing entities; requiring attention to thrive in changing environments. With on-going optimization, analytics, and a steady pulse on industry trends, we nurture the incredible and deliver results.



Client Services

We aim to deliver the best experience for our clients, day in and day out. Our team does more than fix problems; they work with our clients post-launch to continuously support, maintain, and help grow the relationship.

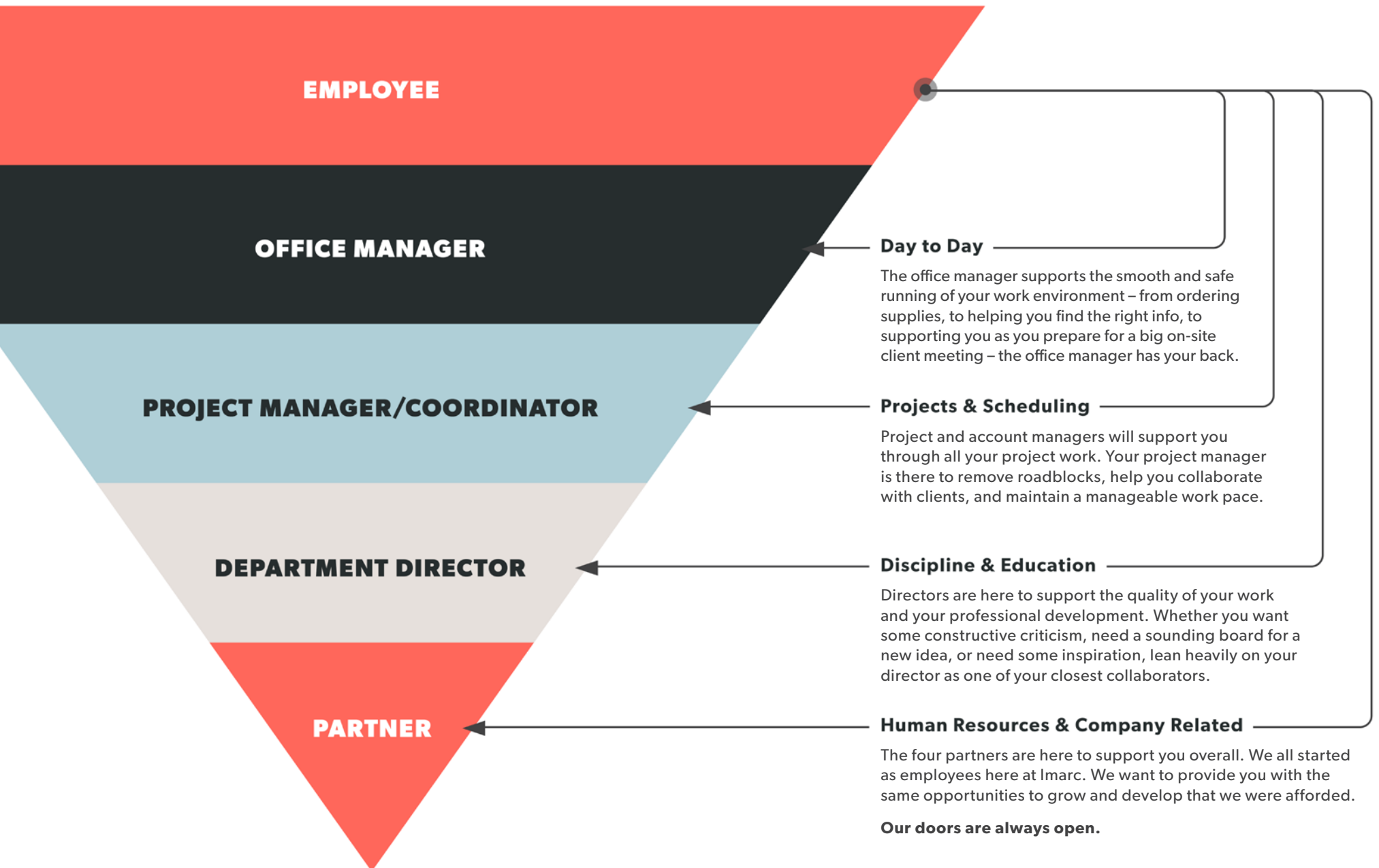


Administrators

To keep things moving and grooving like a well-oiled machine, we turn to our unsung heroes. They provide support in countless ways, including meeting facilitation, culture-building activities, and day-to-day office duties.

THE SUPPORT HIERARCHY FOR SUCCESS

Here at Imarc you are important to us and we want you to feel safe and supported every step of the way. If you ever feel stuck or that you could use a little assistance, check out the chart below to figure out who can lend a hand!



FAQS

Starting at a new company can bring about a lot of questions.

Let's go over a few things we may have missed.

WHAT ARE IMARC'S CORE VALUES?

INTEGRITY

We are honest, fair,
trustworthy, and open.

BALANCE

We value lasting relationships,
sustainability, and harmony.

QUALITY

We value superior
craftsmanship and excellence.

ADAPTIVE

We are solution-oriented, flexible,
and dedicated problem solvers.

VALUE

We offer mutually beneficial
worth in our relations.

ELEVATE

We are always improving
and raising the bar.



WHAT ARE MY HOURS?

Show up anytime before 9:30 am and put in a full day's worth of work. (8 hours, plus 1 for lunch, so 9 total).

If you need to make slight shifts to your work schedule — talk to your supervisor. After your first 90 days, you should check out the Flex Friday policy.

WHAT IS THE DRESS CODE?

We are a casual-trendy bunch and let people dress in a way that will let them get the most (and the best) work done. Whether that's jeans and your Imarc hoodie, or pants and blouse, or skinnies and a flannel — we leave those details up to you.

If a fancy client is visiting, we will give everyone notice and ask that you go the extra mile in your appearance.

CAN I BRING MY DOG?

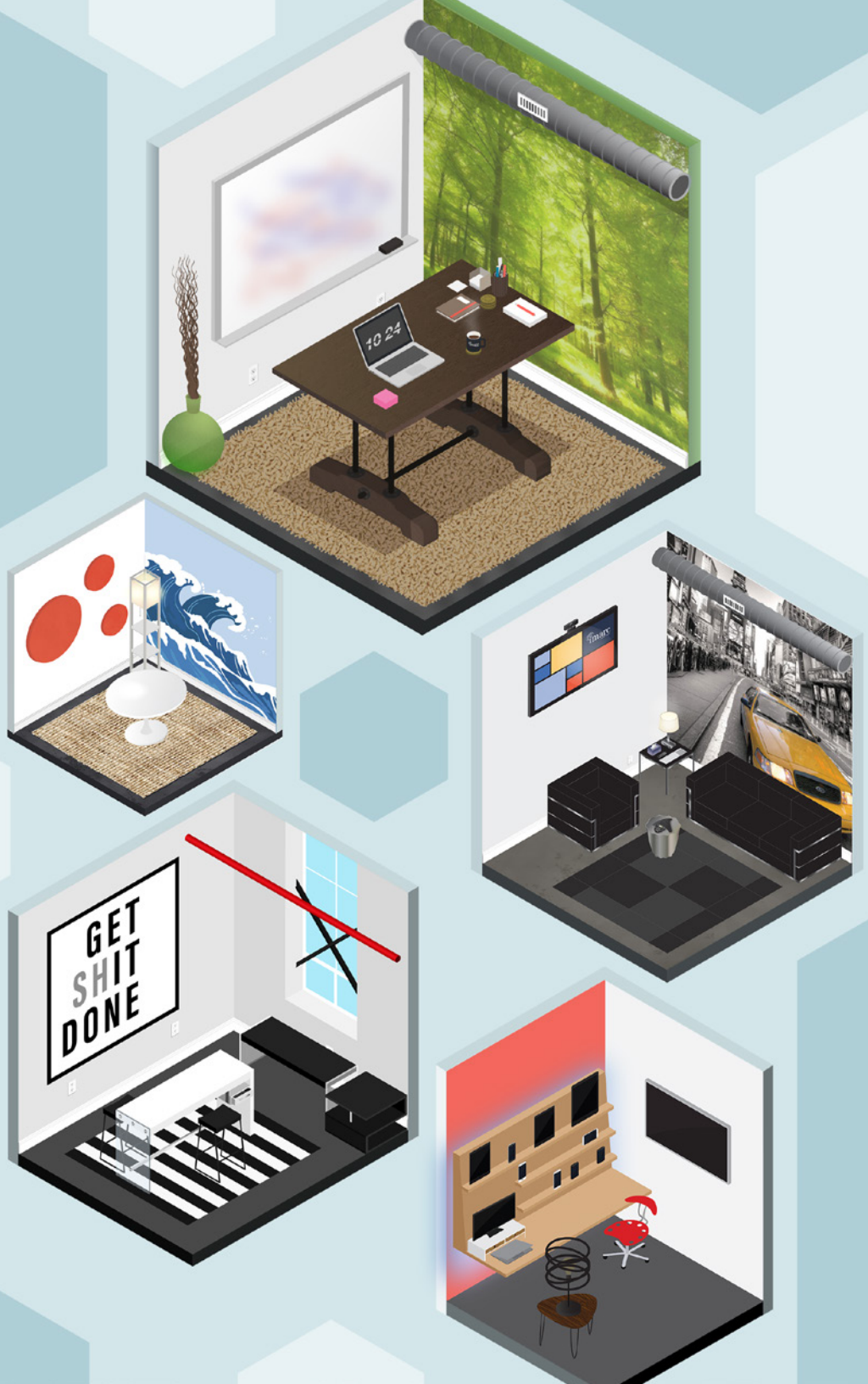
This is a dog friendly office. We allow Imarcians to bring their well-trained, quiet, friendly, and housebroken furry friends to the office and enjoy the positive energy a wagging tail can bring.

We do ask that dog owners coordinate with the other dog owners to make sure all of our four legged friends get along. Please let us know if you have any dog allergies, are not comfortable around dogs, or if this gets too disruptive.

MAY I BORROW A PEN?

Need office supplies, software, etc.? Don't be shy about asking! We want everyone to have a comfortable workspace and all the tools they need to be productive. Contact our Office Manager for assistance.





CAN I WORK FROM A PROJECT ROOM?

Yes. Want to work standing? Do it. Want to lounge on the couch? Do it. Want to zone out with your headphones on full blast? Do it. Need to caffeinate yourself on the hour, every hour? Do it!

Our office was designed for collaboration and flexibility — we want you to take advantage of our environment so you can do your best work.

WHO CAN HELP ME WITH MY COMPUTER?

If your computer is running slow, you're having issues with your machine, or need new software, please let your manager know and they will alert the appropriate party to get it addressed ASAP.

SERIOUSLY? ANOTHER MEETING?

Meetings. Ugh. Meetings can be very helpful and are often necessary. However, sometimes you'll attend a meeting and the entire time you're thinking "this could have been an email" or a quick chat. Let's avoid those so we can focus on DOING.

CAN I ERASE THE WHITEBOARDS?

Quickly check with your team before you erase brilliance by mistake. If you don't get a response, take a picture before you erase their scribbles, doodles, and maps. Post it in Slack, THEN you are welcome to select any marker of your choice.





WHERE CAN I WORK WHILE TRAVELING?

If you're on vacation in pretty much any city but want to spend a day working, our We Work membership lets you do so in any one of their offices.

CAN I WORK FROM HOME?

We know you sometimes need to work from home, so let your manager know in advance. We expect you to still put in 8 hours of productive work and be available via phone, email, and Slack.

We encourage employees from Dallas and Santa Cruz to spend a week working in Amesbury - and vice versa! If you want to go to California, but spend a day or two working, go for it!

WHO MAKES THE COFFEE IN THE MORNING?

Typically our Office Manager ensures that we have ample amounts of caffeine-juice. However, if you happen to get in early feel free to brew away! Want to learn how to make a fine espresso? Ask someone with an extra alert look on their face.

WHAT ABOUT HOUSEKEEPING?

All of us are responsible for cleaning up our workspace, kitchen items, and any mess we happen to make. Open lid. Insert trash. Use dishes. Wash them. Always remember, Reuse, Reduce, and Recycle!



ROLE ACCOUNTS & HELPFUL LINKS

partners@imarc.com

directors@imarc.com

officemanager@imarc.com

clientservices@imarc.com

serverteam@imarc.com

engineering@imarc.com

creative@imarc.com

ux@imarc.com

Need to send an email to all employees?

chat@imarc.com

Have a Human Resources question?

hr@imarc.com

Have a billing issue?

accounting@imarc.com

Check out the UX blog

<https://imarcux.blog.in.co>

Join our internal instant messaging tool

<https://slack.com/signin>

Make sure to check out our wiki for guides and tools

<http://wiki.imarc.com>

CAN WE GET YOUR AUTOGRAPH?

While this manual hits all the major Imarc themes (in style), the most recent and super detailed version will need to be read and signed via BambooHR.

<https://imarc.bamboohr.com/files>



NICK GRANT

We're excited to have you here.
Strap in and brace yourself for the
journey ahead!



DAVE TUFTS

On my first day at Imarc (as a freelance
designer), my car broke down and
the founders had to come pick me
up. May your first day be a happy and
challenging one without any car issues.
Swing by my office for a proper, more
personal welcome!



KATIE DESMOND

We are so happy to have you join
our team. We are pretty picky about
who we hire and you have made the
cut! I look forward to collaborating
with you and figuring out some great
ways to snag our next client!



PATRICK McPHAIL

You were hired to play an important
role here, get to know your
coworkers, your responsibilities,
and our process and dig in.
We are all here to support you.

WELCOME TO IMARC