



Welcome to LongerDays!

You did it! You filled out the goofy application, interviewed with some weirdos, and secured yourself a spot in our band of loveable misfits. Congrats!

This guide will serve as an overview of how to get up and running as a brand new LD employee. We won't cover all the ins and outs – just the stuff that's the most important for your first day on the job. The learning curve can be a little steep, but don't fret! The rest of the staff is here to help you get your bearings, and we'll be covering more of the essentials in the days to come.

If you want to dig into all of the legalese and policy stuff, you're of course free to do so... Find the full Employee Handbook [here](#).



Company Values

First things first... Let's take a look at our Company Values so you can get an idea of what we stand for! It's our mission to embody these values on a daily basis – and when we aren't, to recognize the need to correct course.

Positive regard for coworkers and clients.

This is all about giving each other (and our customers) the benefit of the doubt, being friendly and kind at every turn, and remembering that attitude is a choice. Things might get hairy, but with this core value in mind, we can make sure we're treating everyone respectfully – and making the best of any scenario.

1

Communicate honestly and directly.

When you make a mistake, own it. When you need something from a coworker, tell them without beating around the bush. When a client asks a question, give them a straight answer. All of this is in the spirit of transparency, and making sure that we're clear with our words, our intentions, and our interactions. The point is to build trust, responsibility, and resilience through straight up honesty.

2

Do what you say you'll do.

We deal with a lot of delegation. We pass around tasks and responsibilities, and in many cases, we have to collaborate on different portions of a project to complete it. All of this means that, well, we each have to hold up our end of the bargain. There's no time for empty promises. If you agree to something (no matter how small), follow through.

3



Company Values

Learn relentlessly.

We cover a LOT of ground at LongerDays – we use different platforms, think on our toes, and shift gears multiple times throughout the day... On top of that, technology changes at breakneck pace. So, the only way to keep up is to be in love with learning – to tackle new ideas with gusto and enjoy the process of gaining new skills. It's critical to our success.

4

Take measured risks in service of clients and ourselves.

This place is a work in progress – a simple fact we all need to accept. We don't have every single thing figured out, and we're constantly trying to fine tune (or totally overhaul) our processes to better serve clients, create a better work environment, pay people more, and so on... And that involves taking some risks. We all need to be prepared for changes, for good and bad ideas, for the constantly evolving state of our business. We can't improve if we don't try.

5

Make Muskegon better.

This one's simple: we love our city. Whether it's contributing to arts, volunteering, bringing jobs to downtown, or simply speaking up for the great things about our slice of the lakeshore, LD wants Muskegon to be the best it can be. It's up to all of us to support local, to think positive, and to be a force for good in our community.

6

Dig?



Team Expectations

Every last LongerDays team member must live up to the following expectations. This is what “the company” expects from all of us, and we should each expect from each other:

- Familiarity with the MacOS operating system, Microsoft Office, etc.
- Solid time-management abilities to prioritize tasks
- Be self motivated and self managing
- Ability to create accurate and repeatable documentation
- Excellent verbal and written communication skills
- Own mistakes and work toward solutions
- Provide a valuable service for clients
- Be a valuable resource for teammates
- Take initiative on client projects and tasks. Go above and beyond – “Be a Badass”
- Delegate projects and tasks with confidence and clarity
- Accept delegated work with enthusiasm and a willingness to rise to the challenge
- Oversee projects and tasks to ensure clients are receiving our best work
- Update clients on time usage, task status, absences, etc.
- Make informed decisions that are best for your client
- Be willing to learn new things
- Be nice!
- Notify management when issues arise as needed, but use your judgement and try to find solutions
- Remember our order of operations: Ask Yourself, Ask Google, Ask a Teammate
- **Don't ruin it for everybody!** (More about this in a moment)



Company Accounts & Apps

Ok, with some of that feely stuff out of the way, let's make sure all of your accounts are set up properly:

Email – LongerDays uses Google Apps, so your LD email will work just like any other Gmail account. As you're getting settled (after the paperwork), a manager will provide you with an @longerdays.com email address, as well as a password. Go to gmail.com, log in, change your password, and you're good to go!



Clock In/Out – LongerDays uses a time clock system called ADP. At this point, you should've filled out your tax paperwork upon arriving at the office, and management is setting up your ADP account as you read this. When your ADP account is set up, you'll receive an email. Click the included link, and follow the instructions to register. Once you're registered, you'll use the ADP website (with the username and password you set) to clock in and out.



Pro Tip: bookmark the ADP login page for quick access.

Tracking Time – If there's one **critical** thing for you to understand on your first day, it's that LongerDays ultimately sells **time**. Our clients purchase monthly subscription plans of hours for us to use on various tasks – so we need to track how much time we spend!



You'll learn more about the time tracking process later, but for now, just internalize the idea that tracking time is **the** central component of the work we do here. If we aren't keeping track of the time we spend (even on internal tasks), we're missing the central pillar of our business!

Slack – Slack is our intra-office messaging system. Your machine will already have Slack installed, and you'll receive an invitation to the LongerDays "workspace" in your email. Follow the links in the email, then use the password you set to sign in to the Slack app.

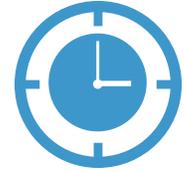


For a quick overview of what Slack can do, check out [this video!](#)

Company Policies

Office Hours

LongerDays is open for business from 9:00am to 5:00pm Eastern Time, Monday through Friday, with our weekly company meeting from 5:00 to 5:30pm on Fridays. Please arrive a little early so you can boot up your computer and be ready to rock when we open at 9:00am.



We close for some holidays, and we'll make those announcements accordingly (you can see the list of observed holidays in section 6.2 of the full handbook).

IMPORTANT:

Ok, before we get into some of the more "rule" type stuff, let's get something out in the open... We don't like to have a ton of policies. We don't want to police everything you do, watch over your shoulder, or create any kind of Big Brother vibes.



So, we've got this overarching idea: **DON'T RUIN IT FOR EVERYONE**

We trust you, so don't give us a reason not to. Keep track of your own breaks, and don't abuse your privileges. You don't have to turn your cell phone off, but don't look at it all day either... You aren't going to get fired for having a beer at lunch (we're above a brewery, after all), but don't be drunk at your desk. Use your common sense!

This extends to most of the "rules" around here. Outside of any specifics, just think about how your actions might affect the whole organization. Are you taking advantage of others' hard work? Are you doing something you wouldn't want another team member to do?

It's all about personal responsibility. Rise to the expectations of the people around you, and if you have to do something that isn't focused on LD (say, taking a phone call), remember the guiding principle: don't ruin it for everyone.

Company Policies

Lunch

Employees are allowed a one-hour, unpaid lunch break. Lunch breaks generally are taken between the hours of 11:00am and 2:00pm on a staggered schedule, so absences don't create problems for coworkers, clients, or phone coverage.



As you settle in and start taking on tasks (especially phone lines), please make an effort to coordinate your lunch breaks with others!

Breaks

LongerDays employees are encouraged to take a couple of short breaks throughout the day. If you need to get up and stretch, move around a little bit, or simply take your eyes off the screen for a few minutes... Do it!



We're not tyrants about break time. You don't need to clock out or schedule your breaks, but it is courteous to coordinate with other people you may be sharing a phone line with, or collaborating with in any other way. We trust that you will not abuse this "loose" system of breaks, be conscious of the time you spend away from your desk, and keep the best interests of the whole company in mind.

Building Entry

We generally enter the building through the double doors, located at the top of the ramp in the Unruly beer garden, or occasionally through Unruly's back door (facing the parking lot). Using these doors, you have quick access to the elevator and stairwell that will bring you to the third floor.

The third floor Russell Block space belongs to LongerDays. There is a code panel on the door – the door code changes regularly – to retrieve the current code, just ask Slackbot "What is the door code?" Please use this "back door" (with the key code panel) instead of the front door that faces Western Avenue.



Company Policies

Illegal Software

LongerDays uses licensed software only in accordance with the terms of its license agreement. Employees who engage in any of the following will be subject to immediate termination:



- Installing or downloading a pirated version of a software program to a company computer
- Making a copy of any Company software program for any reason
- Installing Company software on a home computer

This is to protect LongerDays **and** our staff. Illegal or pirated software has no place in a legitimate business.

Electronic Communication

Electronic messages sent using Company accounts are the property of LongerDays. We reserve the right to access, monitor, read, and/or copy electronic messages at any time, for any reason. You should not expect electronic communications you send using company accounts –including messages you consider to be, or label as, personal – to be private.



This doesn't mean we're spying on you – we just have to be able to protect the best interest of the Company. Don't assume your messages are private... You're at work, after all!

Cell Phone Use

Personal cell phone usage during business hours is discouraged – except for emergencies. Cell phone use should be primarily restricted to breaks and lunches.



If you must use your phone during work hours, please step away from your desk!

Company Policies

Smoking Areas

Smoking is only allowed in Unruly's designated smoking areas – in front of the building on Western Ave., and near the back door of the brewery. Ashtrays are in place in both areas. Smoking is NOT allowed in the Unruly beer garden.



General Attendance

This may sound strange, but we don't really have an official attendance policy...



This comes down to a few principles that we deem more important. First: is your work done, and are your clients/coworkers happy? If you aren't neglecting something major, it's ok to take time off. If you need to see your doctor, take care of a family member, or do something else during the workday – that's ok! Just be sure you're taking time off responsibly.

This circles back to "Don't Ruin It For Everybody."

If you're taking excessive time off, it's going to result in extra work for the people covering you. If you're not giving fair notice, you're making your absence increasingly stressful.

We ask that you're mindful of the time you take off, provide ample notice, and take the necessary steps to make sure you aren't burdening the rest of the team.

Submit the information for time off at LongerDays.com/absent.

Absence Without Notice

If you do not report for work, and you don't notify management of your status, it will be assumed after two consecutive days of absence that you have resigned, and you will be removed from the payroll.



If you become ill while at work or must leave the office for some other reason before the end of the workday, report the absence at LongerDays.com/absent.

Company Policies

Standards of Conduct

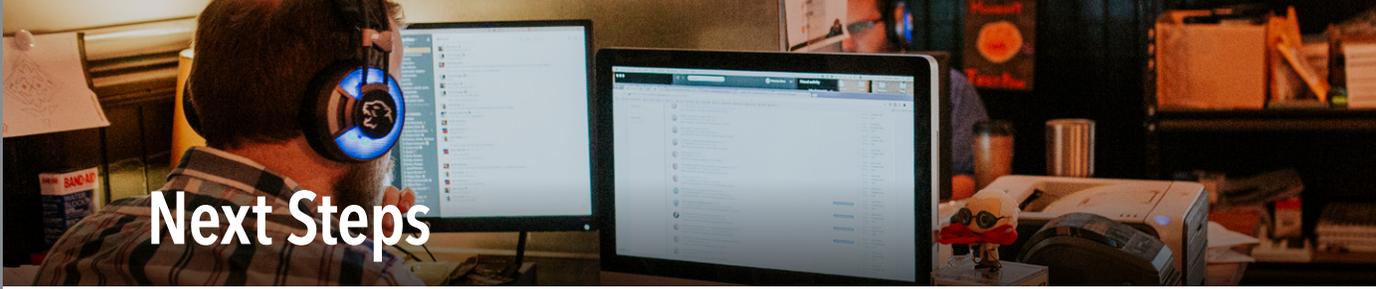


This is the serious stuff.

The work rules and standards of conduct for LongerDays are important, and the Company regards them seriously. All employees are urged to become familiar with these rules and standards. In addition, employees are expected to follow the rules and standards faithfully in doing their own jobs and conducting the Company's business. Please note that any employee who deviates from these rules and standards will be subject to corrective action, up to and including termination of employment (see Section of the full handbook titled Corrective Action).

While not intended to list all the forms of behavior that are considered unacceptable in the workplace, the following are examples of rule infractions or misconduct that may result in disciplinary action, including termination of employment:

- Theft, inappropriate removal, or unauthorized possession of another person's property
- Falsification of timekeeping records
- Working under the influence of alcohol, marijuana, or other mind altering drugs
- Possession, distribution, sale, transfer, or use of alcohol or illegal drugs in the workplace
- Fighting or threatening violence in the workplace
- Boisterous or disruptive activity in the workplace
- Negligence or improper conduct leading to damage of company-owned, leased, or customer-owned property
- Insubordination or other disrespectful conduct
- Violation of safety or health rules
- Sexual or other unlawful or unwelcome harassment
- Excessive absenteeism or 2 days of absence without notice
- Unauthorized use of company-owned equipment
- Unauthorized disclosure of trade secrets or confidential information
- Violation of personnel policies
- Unsatisfactory performance or conduct

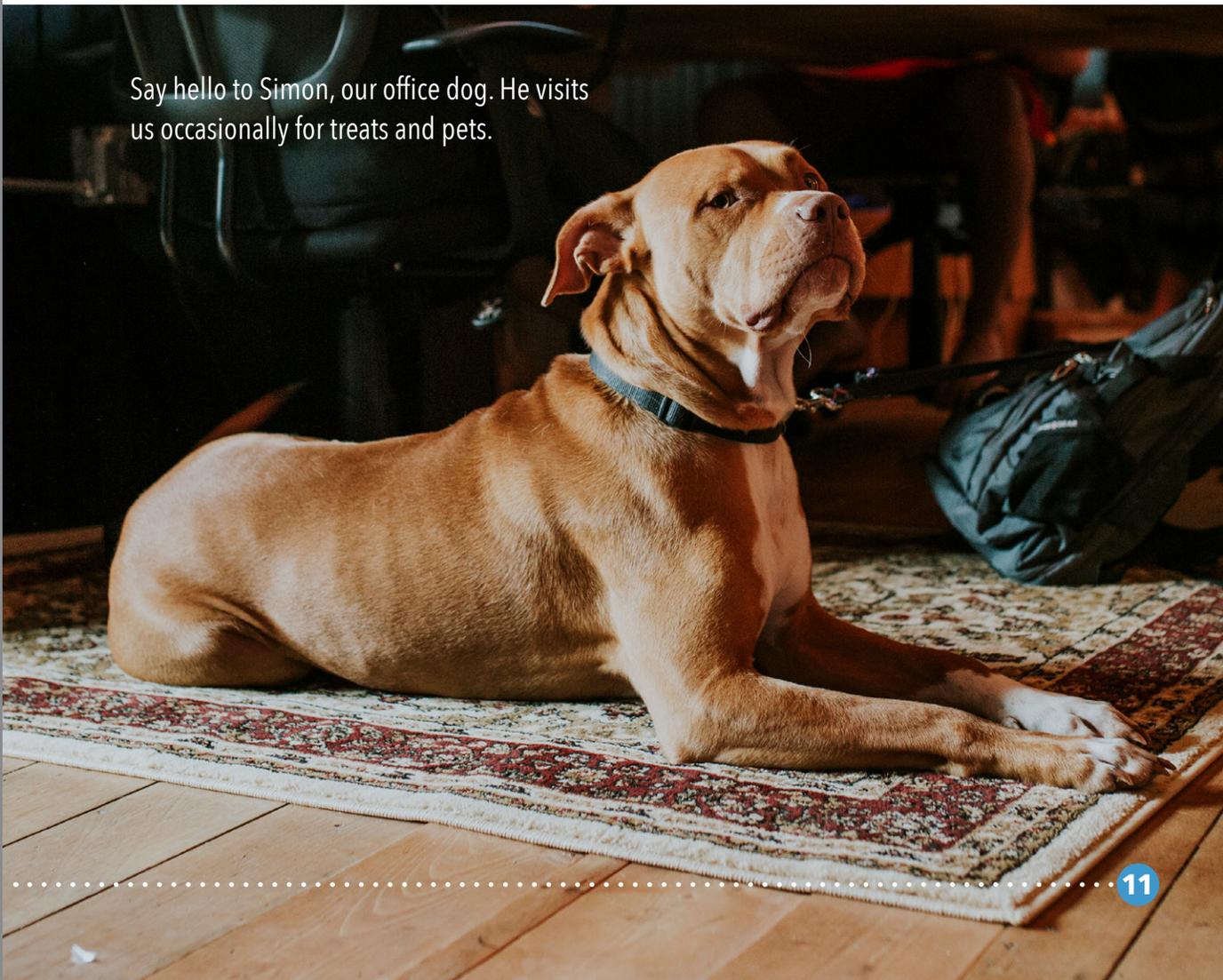


Next Steps

Now that you've read through this overview of our essential policies and approach to serving our clients, it's time to get familiar with our project management system, ToDo!

If you have any questions about the items covered here, ask a manager (or one of the other veteran staff members – your coworkers can guide you). We want to make sure you have a solid handle on our company culture and ideals from the get go. On behalf of each and every one of us:

WELCOME TO THE TEAM!



Say hello to Simon, our office dog. He visits us occasionally for treats and pets.