



THE EMPLOYEE HANDBOOK

A User's Guide to a Job at Imagine

ABOUT THIS HANDBOOK

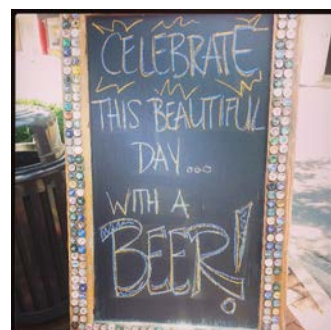
This handbook is to help you prepare for and become a part of our team. It is meant to give you some background on how things work here and our policies and procedures. We hope that after reading it, you will better understand what we do, why we do it, where we're heading and how you can help us get there.

As you'll see, some of our policies are pretty different from those of other agencies and companies. That's intentional. They're different because they are guided by three distinct philosophies that are central to how we run our business:

- Our pace is driven by the nature of our business, and the drive to make us better as individuals, to make us better as a company.
- We have a primary responsibility to create a dynamic work environment that provides support, direction and motivation to make great things happen in business and our community.
- We should treat each other as "adults that we trust."

We trust you. We believe in you. And you should trust and believe in us that we will do everything in our power to ensure that your time at Imagine is fun and full of learning and reward, and that if you ever leave, you'll look back and say, "That was one hell of a trip."

Thanks for being part of the journey, and for the hard work that you are about to do.



Patrick King

OUR BIG 3

There are some basic tenets that we should follow to ensure that we consistently create value for our clients, our employees, and our community of partners and friends. These corporate goals serve us well regardless of where we are on the journey, and regardless of who is involved.

1. Every client feels as if they are our only client.
2. We always meet our commitments.
3. We only take work that gives us profit, fun, and contributes to our industry and community.

OUR TEAM

We always have, and will always welcome differences of background and perspective, believing that diversity is central to creating communications that work and an organization that is truly a great place to work. With that said, we are also in search of some common attributes, behaviors that are essential to our ability to succeed. True team members tend to bring the following:

- An unquenchable thirst and curiosity to learn
- A constant intellectual and creative urgency to make what we do of greater value to our clients
- A willingness to take on fears and take actions that will help our cause
- An unwavering accountability for roles, responsibilities and commitments
- An attitude of selflessness toward the team, acting on every opportunity to help others' trust and the unwritten contract

We believe that there exists an unwritten contract between us. It is unwritten because it is founded on trust. The simple idea is that we trust you to do your job, to meet the expectations of your internal and external customers. We believe that you should trust us to provide you with the direction, tools and feedback necessary for you to meet those expectations and to do so happily. More specifically, we owe you:

- Clarity of expectations (a job mission)
- The real-time knowledge of where you stand against those expectations (formal reviews and regular feedback)
- The support, guidance, resources and training to meet or exceed those expectations
- The candid and constructive feedback you require when you are not meeting expectations
- The encouragement, direction and latitude that will help you stretch and grow, and motivate you

In return, you give us your commitment and your willingness to be a part of the team and its philosophies, policies and specifics, or things you might want to know about this and that.

Some of what follows is simply standard “where to find things.” But you’ll also see some non-standard stuff: unconventional perks, no dress code, the chance to pick your own job titles, etc. Those policies are reflective of our trust of you and recognition that the old management model of “command and control” is obsolete and should be replaced with “trust and belief”. As an evolving organization these policies will almost necessarily evolve, hopefully to provide more latitude and opportunity for us all.

GENERAL STUFF

The Building

9415 West Street is open Monday – Friday 9AM to 5PM. Employees are welcome to come in prior to that or stay later – so long as they have been issued keys (a privilege that comes in time). That being said, the team is often here early, late and all times in-between. Patrick and Rebecca are always available via text, which includes evenings, weekends, and holidays and sometimes during meetings.

Cleaning Services

Responsibility for keeping the conference room and the kitchen area clean remains with each of us and not a cleaning service. Please do not make us assign this out. Let’s be adults and pick up after ourselves.

Confidentiality

Our clients entrust us with a great deal of sensitive, often proprietary information. We are legally and ethically bound to protect the confidentiality of this information. And it just makes good business sense not to give away details of marketing plans, new products, new campaigns, new business efforts, and similar initiatives, or any other confidential information or trade secrets belonging to the agency. As an employee, you’re bound to the same non-disclosure agreements that the company holds. Please be mindful of this when handling sensitive documents or discussing agency business in public places. It is also important to be discreet even when you’re in your work area. You never know if a visitor or client is nearby.

Copier/Printer

We have one. Huzzah. When you finish using a copier or printer, please make sure you leave the copier area clean. Remove all originals from the machine. Return paper clips, pens, and staplers. Replace any special copy paper that you use with the standard copier paper. Neatly stack unused copier paper.

Dress Code

How you look has little to do with how well you work, so dress in a style in which you’re comfortable. Common sense should be the guide, so be sure to cover up the naughty bits. If we’re going to a client meeting - or clients are visiting - we always tend to dress up a bit. Feel free to wear business attire any time. Nice jeans are fine, but please: no workout apparel, no Daisy Dukes, no tube tops, no swimwear, and no sweats. We keep a stock of embarrassing t-shirts for people that decide they want to test this rule.

E-Mail, Telephone, and Computer Systems Policy

The primary purpose for messages sent via voice mail or e-mail, and the use of telephones and computers provided by Imagine should be business-related. With that said, we don't mind you doing what you need to on the personal front, as long as it's legal and moral. We aren't big brother, but it's important to remember that by federal law all that you do via email, computer and phone effectively "belongs" to your employer. So be smart about it.

Emergency Office Closings

If the office is to be closed or its opening delayed for due to a snowstorm, fire, alien takeover or other emergency, we'll send out an email by 7:00 am. In the case of an office closing during the workday, an announcement will be made via e-mail.

Fax Machine

It's the copier. Use the cover letters located below the printer.

Injuries

Although advertising and design are not considered a hazardous occupation, accidents can happen. First aid supplies are available in the bathroom for routine cuts and abrasions. If you should be injured while in the performance of work for Imagine, or while traveling on company business, you may be entitled to certain benefits under Worker's Compensation laws. To meet such contingencies, Imagine carries an appropriate insurance policy. For your own protection, we recommend that you take these steps:

- Regardless of the severity of the injury, report it to Patrick or Rebecca immediately or, if circumstances prohibit immediate notice, please notify within 24 hours.
- Obtain medical treatment at once. If the injury is of a serious nature, arrangements will be made to transport the injured employee to a medical facility for treatment.
- Once you're able to do so, make immediate notation of the time, the place, and the circumstances of the accident, with names of any witnesses. Complete and timely.
- Documentation is essential in order to expedite claim processing and ensure a safe work place.
- Keep a record of the time lost from work because of your injury.

Mail

Incoming mail is distributed each afternoon by whoever greets the postman. Place all outgoing mail at the reception desk. We have a FedEx account for large deliveries.

Office Hours

Most people show up around 9:00 and take off about 5:30. Some people work pretty late; others like to work on Saturdays. Do what works for you as long as it works for your internal and external clients. You will be required to be here during any client conference calls or in-person meetings that you are involved with.

Office Supplies

Office supplies are stored in the office manager's office or near the printer. This is where you can stock up on stationery, pads of note pads, folders, pens and pencils, paper clips, yellow stickies, staplers, staples, calendars, and the like.

Personal Phone Calls

We understand that employees occasionally need to make non-business related telephone calls from the office. Don't worry about it, unless it's a ninety minute call to Mumbai.

Press Inquiries

All outside requests for information about Imagine or our clients' activities should be referred to the executive staff (Patrick or Rebecca).

Purchasing

All purchases of outside goods and services on behalf of the agency or a client must be authorized by Patrick King or Rebecca Vaughan-King at the time of the purchase. This is the case whether the purchase is billable to a client or not. The purchase order is a legal and binding contract between a vendor and the agency or client. No individual at Imagine has the authority to agree to or enter into a contractual relationship on behalf of the agency unless in writing and with the express written consent of Patrick or Rebecca.

Security

It's everyone's responsibility to make certain that equipment and supplies are kept in a secure place and locked up if necessary. The last person to leave each evening has the responsibility of setting the alarm, locking both doors upon leaving, and turning off the coffee machine and fragrance burners. In case of emergency, dial 911.

Your personal property is your responsibility; the agency's insurance does not cover stolen personal property of any employee. Please take care to secure your valuables.

Time Tracking

Tracking our time is essential to understanding the profitability of projects and whether we should be billing our clients more or less for certain types of work. Please account for all of your time, whether billable or unbillable.

Weekly Staff Meetings

Each morning around 9:30, we get together to review what's going on, the project list, who's doing what. It's a great way to get focused.

Performance and Salary Reviews

Our goal is to have every employee understand how well they are performing against expectations each and every day. We don't believe employees should have to wait until a formal sit down with their manager to learn that they are either over or under-performing. That's simply not fair. Accordingly we aim to provide ongoing and specific feedback in real time. Positive feedback, constructive feedback, you name it; you deserve to hear what's

working and what's not. How can any of us improve if we don't? With that said we do conduct formal performance reviews twice a year, every 6 months of employment. Both are designed to specifically assess how well you're doing against your job mission, identify your accomplishments and opportunities for growth and improvement. Since much of the measurement of our performance is based on the happiness and satisfaction of our internal and external customers feedback, i.e. input from customers on both individual and collective performance.

The bottom line is this: if you really want to make more money year after year, do everything in your power to help the company make more money year after the year. Overdeliver on your job so we can work on overdelivering the pay!

TIME

Okay, money is important but time is right up there. We want you to feel like you have enough time to do the other things that float your boat. Travel to Prague, take the kids to the zoo, learn how to yodel, whatever, we believe that your happiness outside of work correlates with your happiness inside of work. We also realize that you work for us when you aren't at work: you think, you create, you convince your neighbor the marketing director for that Fortune 500 company to hire us... you do all sorts of things. So we've tried to make time less of an issue.

The Imagine system for time off with pay is called Your Time. Full-time employees begin to accrue Your Time upon their first day of employment. Part-time employees accrue your time at a prorated pace that is determined when you are hired. Under this system, vacation and personal time are combined together according to the following schedule based on the employees' current period of continuous employment:

Rate of Accrual	Total
Day 20 - 1 day	12 days/year

Note that Your Time cannot be carried forward to subsequent years. Why? Because we believe every employee needs to recharge regularly. Take that time. And please don't take it all in December. If everyone waits until December to take their time, client demands may not allow it. Should you end up being terminated (ugh), you would be paid for any accrued and unused Your Time. In addition, any un-accrued, used Your Time will be deducted from your final paycheck.

You must consult with Patrick or Rebecca prior to taking any portion of Your Time to ensure appropriate staffing levels during your absence.

Holidays

We intentionally give people more time via Your Time versus fixed holidays because some people value other holidays versus the standards. So you have the choice. Our standard paid holidays include:

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving
- Day after Thanksgiving
- The week between Christmas & New Year's
(work from home if needed!)

The office will be officially closed on these days, although some people may need to be at work. A "floating" holiday may be arranged if you feel you need to work on an official Imagine holiday.

Sick Leave

Sick days are not something anybody wants a lot of... So, no limits. When you're sick, please notify your manager as soon as possible that you are unable to come to work that day. Then get well, so you can return healthy in mind and body. Unfortunately, we don't have the budget to offer it paid, but the hours can be made up in off-hours to keep your income stable. To make sure you're taking care of yourself, we do ask that absences over two days are met with a doctor's note.

Bereavement Leave

Take the time you need.

Family Leave

These aren't our rules...in line with the guidelines of the federally mandated Family and Medical Leave Act of 1993, Imagine will provide up to 12 weeks per year of unpaid, job-protected leave to take care of a newborn or newly adopted child; to take care of a sick parent, spouse or child; or because of an employee's own serious health condition. You must be employed for at least 52 weeks before you can become eligible to receive up to 12 weeks of unpaid family leave. Employees with at least three, but less than twelve months of employment may take up to eight weeks of family leave in a calendar year.

Jury Duty

The agency encourages you to fulfill your civic obligations as a juror. You will receive your full salary while you're on jury duty, less any compensation you receive as a juror (up to 3 days). Any employee subpoenaed to appear as a witness in a trial not involving the agency or its business may testify, but generally will not receive salary compensation from the agency while in court.



TATTOO REIMBURSEMENT

Yup. Tattoo reimbursement. We aren't big enough (yet) to afford tuition reimbursement and we believe mightily in the freedom of personal expression, so go for it. The deal is that we will reimburse any current employee for any tattoo(s) up to a cost of \$150, limit one per year. Try to stay away from names of loved ones that may not be loved always.

COMMUNITY

We all have so much on our plates already that it's easy to forget that our community can always use our help. Getting involved is good for the soul—and a great way to make friends and influence people. We encourage you to make a difference wherever you can, and have a number of activities throughout the year with which you can be involved.

There is a standing company policy that we will always be in the process of at least one pro bono project at any given time. It is important to remember that these projects should be of the same quality as a paying client.

Pro Bono Projects

There is a standing company policy that we will always be in the process of at least one pro bono project at any given time. It gives us a chance to serve the community and showcase our creative talent. It is important to remember that these projects should be of the same quality as a paying client. However, the outside requests can be overwhelming. So that we don't overtax our resources, all requests for pro bono assignments must first be discussed with and approved by the team before any work is done.

CHAMBER OF COMMERCE

We are members of the Prince William County Chamber of Commerce and active participants in many of their initiatives and seminars. We receive a monthly newsletter about upcoming events that include learning events, networking opportunities and social gatherings, all of which are free for Imagine employees to attend. Details are available at www.pwchamber.org.



A close-up photograph of a red marker drawing a large 'X' over a square box on a checklist. The checklist has several other empty square boxes and horizontal lines below it. The marker is positioned at the top right, and the 'X' is drawn over the first box.

[illegible]

... OK, you shouldn't need more than that much space. If you get to this point, you're just being greedy.



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