

nerve

genui



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We are thrilled you have chosen to join GenUI.

As a values-driven organization, we believe collaboration drives everything we do. And we can't wait to collaborate with you.

This document will outline policies, procedures, tips, tricks, people, opportunities and preferences that help make GenUI a terrific place to work, learn and grow.

Let's build the future together.



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Onboarding Details



## GETTING STARTED

### Today

- **First thing** - Setup with Electric (instructions sent to your personal email).
  - Reset password on GenUI computer.
  - Configure 2FA using a personal device.
  - Log into GenUI gmail account (access via web).
    - Setup email signature
  - Accept app invitations and sign-in.
- **8:30 am PST** - Meet with your Supervisor for a quick hello.
- **9:00 am PST** - Meet with Operations for GenUI Orientation.
- **10:00 am PST** - Attend Monday All Hands.



## GETTING STARTED

# Today

- **This morning**

- Visit Bamboo to view the [org chart](#) and setup your profile. In your Bamboo Welcome Packet you'll have requests to sign our employee handbook, enroll in benefits, and complete your I-9 and W-4.

- **This afternoon**

- Take time to set up your workstation and familiarize yourself with various platforms, particularly [Harvest](#) for [time tracking](#).
- Explore our [Intranet](#).
- Reconnect with your Supervisor.

- **Over the next couple of weeks**

- Create your employee profile slides and your GitHub skills T-chart.
- Schedule informal Zoom meetings to get to know the team.



## GETTING FAMILIAR

# First 60 Days

Some of our objectives during your first 60 days:

- Opportunities to connect with co-workers and leadership.
- Understanding of our business, story, clients and work.
- An introduction to GenUI's 1-to-1 model for support.
- Clarity around operations, policies and processes.
- An introduction to pair programming (if applicable).

GenUI is continually assessing our performance and practices. During your first 60 days, HR will reach out with a simple survey. We appreciate your candid feedback.







Company Overview



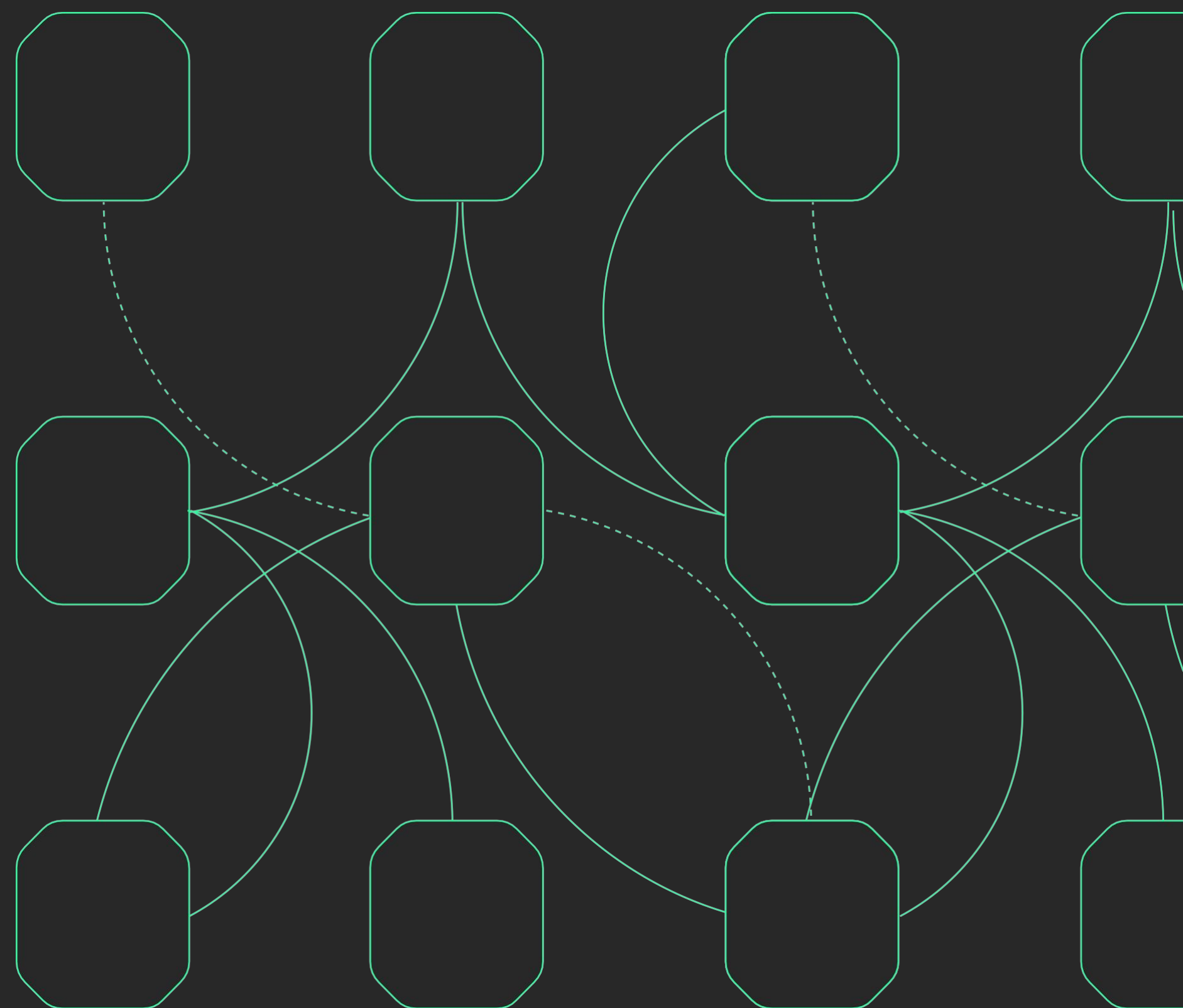
## WHO WE ARE

A proven partner, who loves a good challenge.

We commercialize technology products for mobile, web, and cloud.

We pair our deep technical skills with an earnest desire to help our client's business succeed - and move them further, faster.

We believe the future will be built together.





## WHAT WE DO

We build innovative solutions that accelerate technology roadmaps and deliver real impact for clients and their customers.

In 2022, we were named one of Washington's Best Workplaces by the Puget Sound Business Journal.

Chosen in 2020 as one of Inc 5000's Fastest Growing Private Companies in America.

We've been recognized with Apple's 'Best of the Year', TIME Magazine's 'App of the Week', Gizmodo's 'App of the Day', Sabre's Red Appy 'Best App', and mentioned in features like Fortune, Wired, Fast Company, The Washington Post, Bloomberg, and more.

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NORDSTROM

BostonDynamics



Carnival®



novo nordisk®

BOSE®



Skullcandy

RESOLUTION  
BIOSCIENCE



Microsoft

zulily



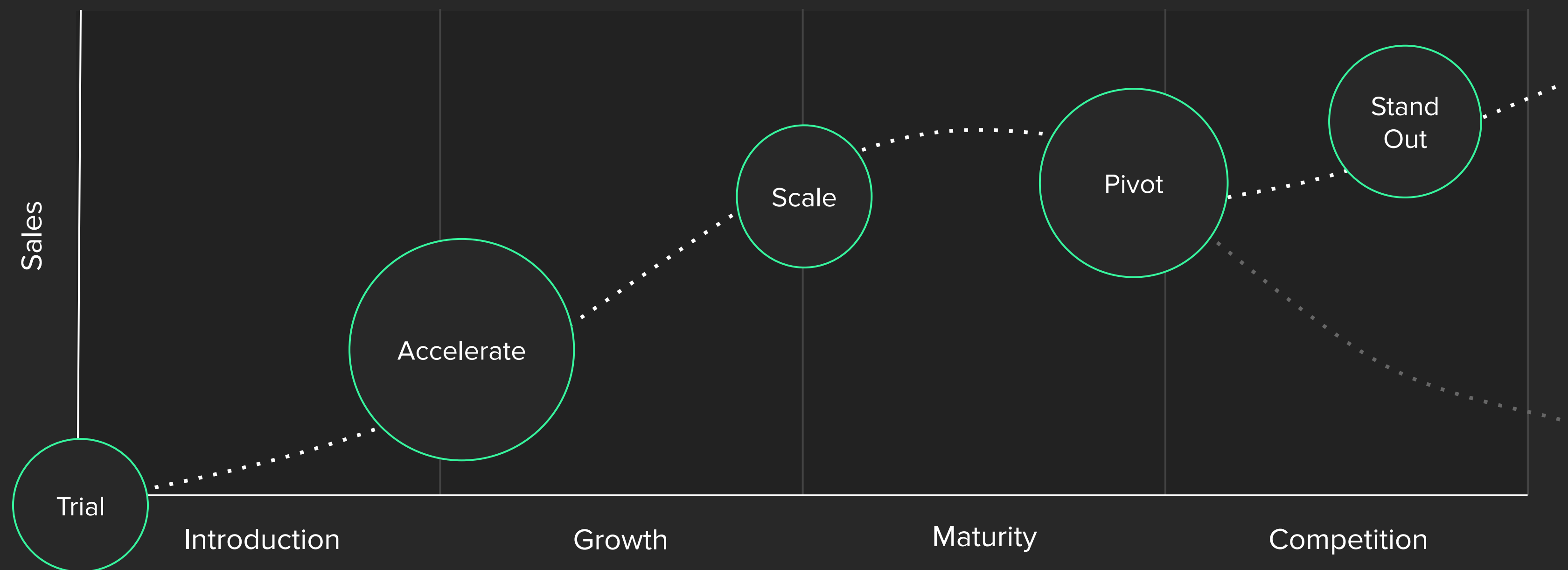
Seattle Children's  
HOSPITAL • RESEARCH • FOUNDATION

SMITH



## HOW WE HELP

We meet our clients where they are, innovating at key points to make the most impact.





## HOW WE DO IT

Our embrace of these three practices makes us unique.

### Trust & Transparency

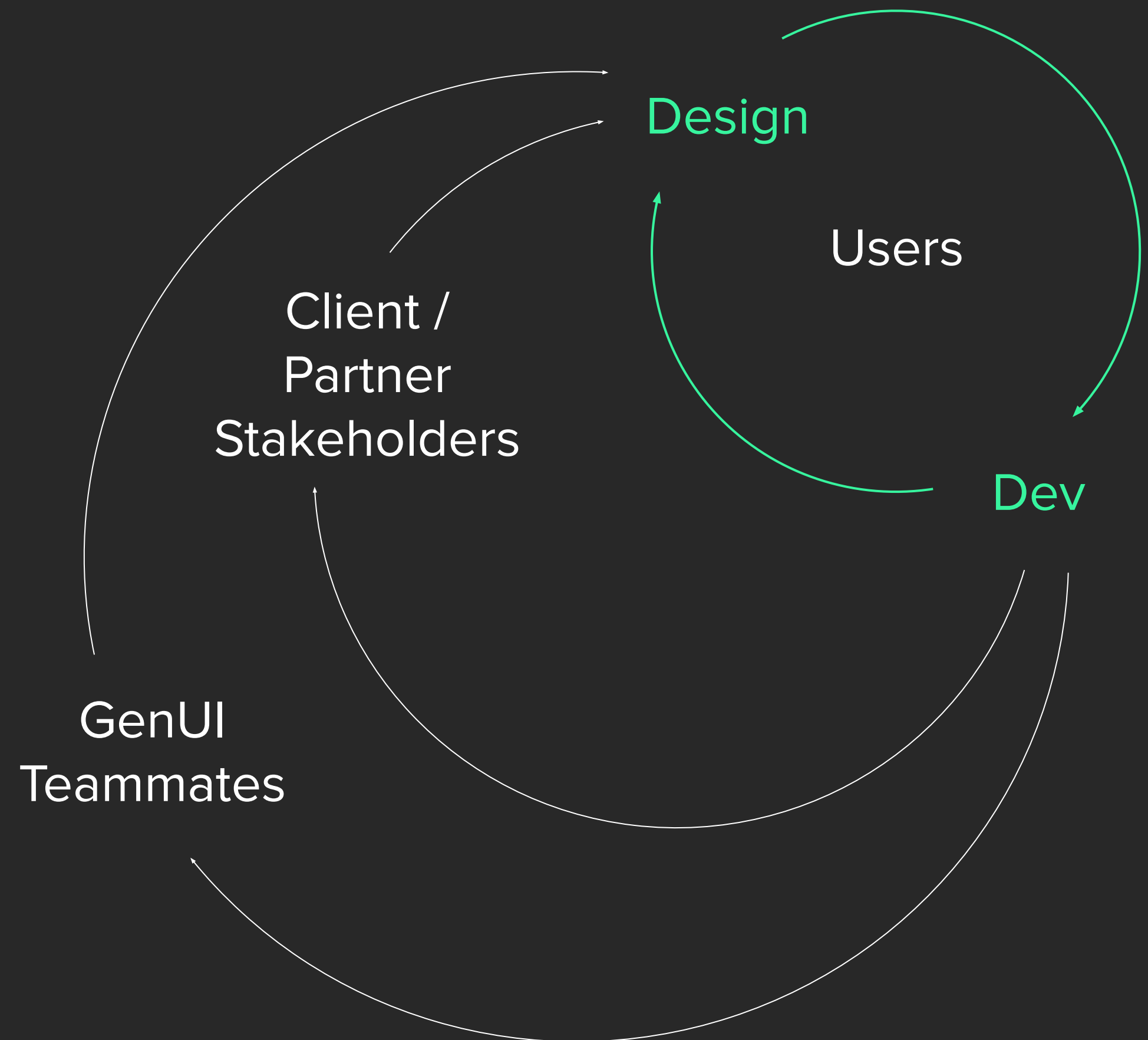
We bring our clients along on the journey and engaging stakeholders early and often in dedication to client success.

### Impact-Oriented

We validate continuously with users and automated testing to get crucial insights and ensure the right solutions are built in reality.

### Creativity & Engineering

We integrate design and development, solving problems through collaboration across disciplines and with a powerful vision of the creative potential of technology.





## OUR VALUES

### Our values define us.

#### Don't go it alone.

The challenges of innovation must be met as a team.

#### Measure what matters.

To align all our efforts toward intended results.

#### Create safety for others.

We have to feel safe to risk innovation.

#### Value our differences.

The more perspectives, the better.

#### Do what you love.

It will be your best work.

#### Solve the essential problem first.

Because everything else will follow.

#### Validate early and often.

The only way to know if our assumptions match reality is to test them.

#### Practice empathy.

We can solve bigger problems when we think beyond ourselves.

#### Always be growing.

Because we have to improve ourselves to improve the world.

#### Do stuff that matters.

Life is short.





## OUR LEADERS



**Jason Thane**  
President & CEO



**Gary Hielkema**  
Chief Financial Officer



**David Barnes**  
Chief Operations Officer



**Shane Brinkman-Davis  
Delamore**  
Chief Technology Officer



**Jeni Mattson**  
Head of Product & UX



**Hollie Egan**  
HR Consultant



## OUR TEAMS

The challenges of innovation  
must be met as a team.

### Program Management

Our relationship team.

### Engineering

Our building team.

### Product and Design

Our experience team.

### Sales & Marketing

Our growth team.

### Human Resources

Our people team.

### Finance

Our money team.

### Operations

Our function team.



## OUR RELATIONSHIP TEAM

# Program Management

With skilled project management and unbeatable customer service, we own the delivery of client goals.

We measure our performance using the Net Promoter Scoring Methodology. Our score is 75, putting us in upper quartile for all companies!

## How we do it

- Focusing on outcomes and what we promised the client (bordering on obsession!).
- Always being meticulous and professional with White Glove Service.
- Being highly responsive to our clients and using their time efficiently.
- Proactive and ongoing relationship management; not just being there when someone needs something.
- In short, striving to be easy to do business with.





## OUR BUILDING TEAM

### Engineering

We are in charge of building the software we ship to clients.

We are seasoned consultants able to work with the rest of the organization to deeply understand client needs, and outline a plan to build solid production-ready solutions.

### How we do it

- We focus on pair programming, resulting in higher quality code and better knowledge sharing.
- We're dedicated to collaboration and growth, and we are genuinely invested in one another.
- We have deep and vast technical knowledge which allows the flexibility to provide the best approach for our clients.



## OUR EXPERIENCE TEAM

### Product & Design

In collaboration with developers and clients, we help deliver products that provide meaningful and relevant experiences for users, and result in optimum business value for clients.

### How we do it

- Providing product and process guidance -- whether that requires fixing misalignment, establishing goals, finding industry-first features, getting user feedback, discovering opportunities through telemetry, forcing the final push to release, or defining the most viable MVP.
- We're dedicated to building great products, together.





## OUR GROWTH TEAM

### Sales & Marketing

Together, we are responsible for the top of the funnel growth.

We are GenUI's biggest promoters and the first connection to our prospective customers.

#### How we do it

- [Sales] Networking, lead generation and pursuing/securing new clients with opportunities that align with our vision, our teams and our expertise.
- [Sales] Crucial to success is the integration of other practitioners in the sales process to ensure the best possible outcome for both client and GenUI.
- [Marketing] Focusing on consistent and compelling execution of GenUI branding, owned media content, webinars/podcasts, public relations efforts, advertising, and events.
- [Marketing] Learn more: [GenUI.com](#), [GenUI Blog](#), [GenUI LinkedIn](#), [Our Capabilities Deck](#), [Our Case Studies](#)

## OUR INTERNAL TEAMS

# Human Resources, Finance & Operations

We are GenUI's internal support team.

Together, we work together to keep our business sound and provide a meaningful and optimal employee experience. We lead internal communication, manage company operations and implement policy.

## How we do it

- [Finance] Planning, auditing, organizing and managing accounting of GenUI finances, including facilitating payroll and retirement benefits for employees.
- [HR] Creating and managing employee programs and policies, including benefits, performance feedback, compensation, training, etc.
- [HR] Partnering with Operations to roll out various programs, with Recruiting to hire new staff, Leadership on strategic planning and with employees to serve as a link between management.
- [Operations] Administrating of business practices that create the highest level of efficiency possible through process development, communication, environment, amenities and team support.





## TEAM REFERRALS

GenUI encourages all employees to support our company mission.

Employee involvement in helping identify new employee talent, potential clients and cool projects is crucial to our success.

As an added incentive, GenUI pays a bonus to employees for referrals that result in a new hire, client or project.

Visit our Intranet for details:

- [Recruiting Referral Bonus](#)
- [Customer & Project Referral Policy](#)

## WHERE WE WORK

While most of our FTE's are located in the Greater Seattle Area, we have a growing presence of remote employees & contractors around the world.

GenUI also has an internship program through Korinver in El Salvador. Many of our previous interns have continued to work with GenUI as Contractors after completion of their internship!

## GENUI 2021 WORLD TOUR







Meetings & Events



## CONNECTING

# All-Staff Get-Togethers

## Monday Stand-Ups

Weekly 10:00am PST stand-up Zoom meeting for client/project news, people shout-outs, new biz updates, tech picks and setting the tone for the start of the week.

## Bi-Monthly Engineering Roundtables

Every other Friday. Check out the [Resources tab](#) on our website for past recordings.

## Quarterly All-Hands

Zoom meeting to review the previous quarter's accomplishments, financials, new hires, anniversaries, and to have some fun.

## Monthly Company Discussions

Over lunch, a GenUI peer leads discussion on employee-provided topics that are anonymously tracked and organized in three categories: I'm glad that... I'm wondering about... It wasn't so great that...

## Occasional Happy Hours

Grab a favorite beverage and join us! Sometimes virtual, sometimes at a specified location. (See [GenUI Company Events](#) Calendar for details)

## Seasonal Events & Outings

An in-person gathering organized by Operations. Details to be provided in advance.



## CONNECTING

### One-to-One's

One-to-one meetings are encouraged. They allow employees to connect with their peers and managers, develop and nurture strong relationships, and get assistance with their goals through coaching and mentorship.

For Developers, we have a peer relationship matrix with “Crew Chiefs” and Managers which sets aside dedicated time on a regular basis. Please see your manager for details.

Although each relationship is unique in its flow and style, the structure of a one-to-one should include the opportunity for both people to discuss items going well, issues that merit addressing, and areas for which you might each need support. Cadence is suggested for every two weeks with your Crew Chief, and once per month with your Manager.







Helpful Tools



## TECH TOOLS

# Applications

- [Bamboo](#) - HR, payroll, birthdays, anniversaries
- [Google Workspace](#) - mail, calendars, drives, docs, sheets, slides and forms
- [Github](#) - Our company intranet, your all-up guide to GenUI history, T-charts, people, tools, HR policies, forms, calendars & resources
- [Harvest](#) - time tracking and expense reporting
- [Slack](#) - announcements, information & messaging
- [HubSpot](#) - sales & marketing
- [Zoom](#) - preferred conferencing solution (Teams for Microsoft clients)



## APP SPOTLIGHT



Why are they important?

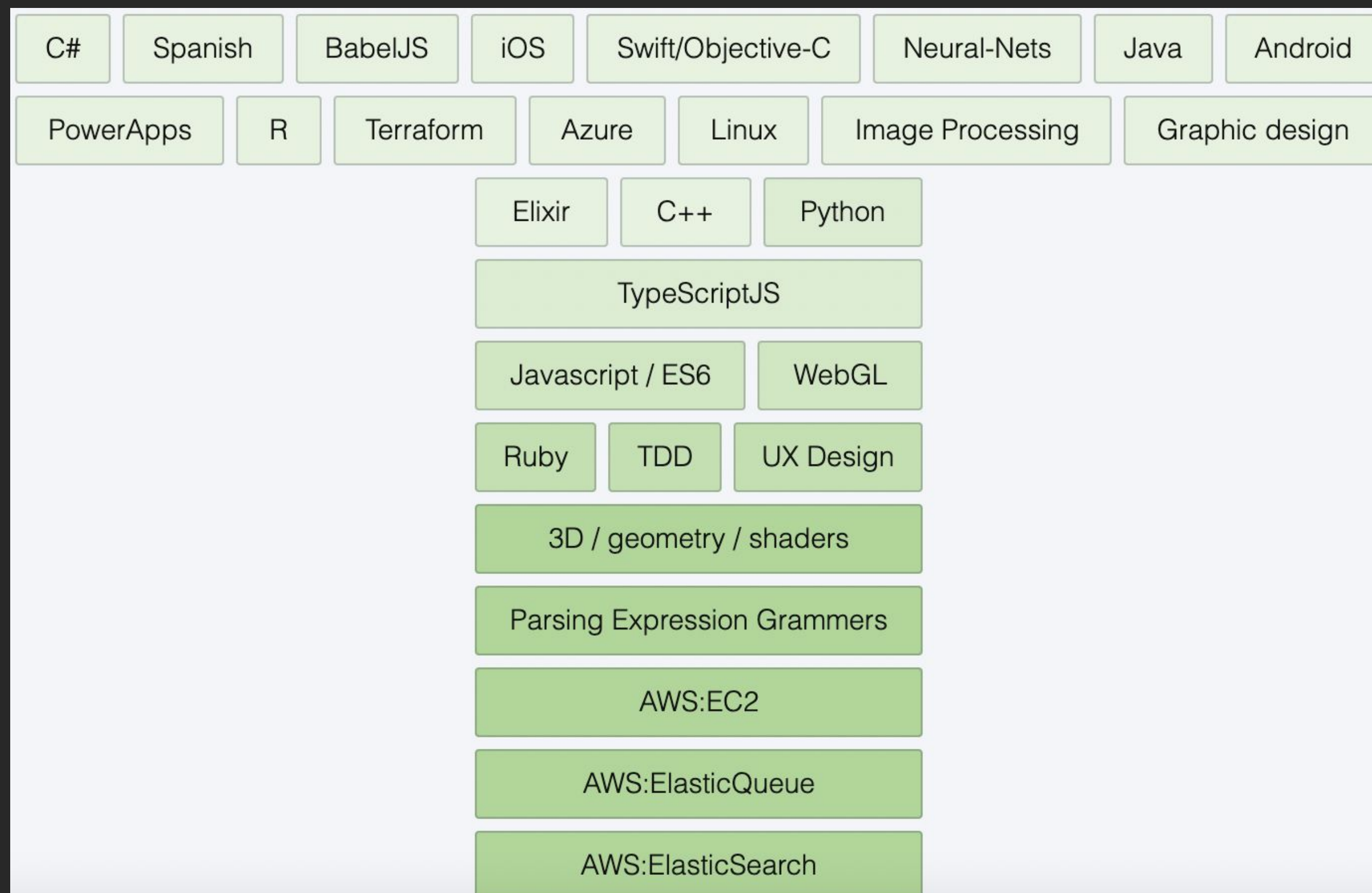
- They help us match skills with customer project needs
- Peers use as a resource for project support
- We can identify skill gaps, and plan a way forward
- We'll structure teams accordingly to improve effectiveness

You're welcome to create your own Github & Employee Profile on the Intranet, or a developer can create one for you with the information you provide on our [GenUI Intranet Form](#).



Check out our Employee Profiles in the [People Directory](#)!

These provide a visual for an individual's skills matrix. We define level of proficiency using the shape of a 'T'. Starting at the base of the 'T' and going up: master level, highly efficient, trained, novice.





## APP SPOTLIGHT



Harvest is used for tracking billable hours. Time tracking is essential to our internal measurement of progress against goals, and helps support our relationships in the client organization.

## How to track billable time

- Log into Harvest - via desktop or app
- Select the project in your dropdown options
- Select the type of work (e.g. development)
- 1 entry per day per project
  - OK to add highlights of description log in comments section. (e.g. PM Meeting, fixed bug, story log # 123456)
- Keep it simple. Bill all active development time in half hour increments.

## Be descriptive & professional

- Always add a description of what you were doing. DO NOT say "Development" or "Design" as your only entry.
  - If working on a backlog, please include the name of the backlog story.
- Log entries are customer-facing, so ensure they are professional, accurate and void of words you wouldn't want a client to see.
- Your entry describes what the client is paying for. If they want to review a day of entries to understand what cost them \$1500 for 8 hours work, your description backs that up. Example:  
[#151954632]: Fixed an issue where application crashed when user moved mouse.]

## APP SPOTLIGHT



Weekly time cards must be submitted every Friday and at month's end for client billing.

Reference GenUI Confluence for further information: [How to Track and Log Billable Time](#)

## What is billable?

- Your time is valuable to the client even when you are taking a break or thinking about solving their problems away from the keyboard.
- Spend the client's money (your time) as effectively as possible to build the SOW's deliverables.
- Generally, if you work a full 8 hour day on one client, you should be able to bill a full 8 hours.

## What is not billable?

- GenUI Company Meetings
- Getting up to speed
- Sick Day

## Submitting a weekly timecard

- Ensure weekly time cards equal 40+ hours. For example:
  - Project = 30
  - Sick & Safe Time = 8
  - Non-Billable Time = 2
  - Total = 40
- Click "submit timecard". DO NOT make changes after a time card is submitted. Contact Accounting.



## APP SPOTLIGHT



Slack is our cloud-based communication tool for direct and group messaging, client/project efforts, company sharing, tech information, polls and general cultural fun.

These are our most popular channels.  
(More available for specific efforts, teams and interests.)



[#announcements](#) - Company wide announcements ((use @channel or @here to notify everyone)

[#dogsofgenui](#) - Dog lovers (and all companion pets)

[#general](#) - Company wide helpful information

[#out\\_of\\_office](#) - Daily/weekly updates on employee vacation status via Bamboo and miscellaneous out of office communications. Feel free to note when you are out sick.

[#random](#) - Non-GenUI related information

[#techtalks](#) - Information on company tech talks

**PRO TIP: Find Google Calendar in Apps to sync with your calendar.**



HR & Benefits



## HR & PAYROLL

# BambooHR

BambooHR is our cloud based HR platform that manages all employee details, including company documents, payroll, benefits, PTO and performance. We also use it for company-wide disbursement of information such as the Employee Handbook, Policy Changes and Training.



## Your profile

- Upload a photo!
- Review personal information, including documents, personal tax, benefits details and banking.
- Complete onboarding steps including completing your I9 form with document upload.
- Track vacation, sick time balances & accrual rates.

## Time-off requests

- Request PTO for manager approval in BambooHR
- See [Time Tracking Training](#) for instructions

## Support

- See [BambooHR for Employees](#)

## BENEFITS

### Health Insurance

GenUI offers medical, dental and vision benefits to all employees (and their families) who work at least 30 hours per week.

Coverage begins on the first day of the month following date of hire.

- Medical - Premiera
- Dental - Premiera
- Vision - VSP

Summary of Benefits with details located in BambooHR on landing page.





## BENEFITS

### Time Off & Holidays

#### Eleven (11) Paid Holidays

Details in Bamboo and Employee Handbook.

#### Three (3) Weeks of Vacation

Accrual rate of 10 hr/mo. Usable after 90 days.  
120 hours allowed for carry over into the next year.

#### Sick & Safe Time

Accrual of 1 hour per 40 hours worked.

#### Two (2) Months Sabbatical Leave

Eligible for FTE with at least 2 years employment.

Please see the Employee Handbook for details on:

- Equal Employment Opportunity
- Reasonable Accommodations
- Harassment & Human Trafficking Prevention
- Policy on projects done outside of GenUI
- Multiple Leave policies



## BENEFITS

### GenUI Holiday-Worked Time

GenUI has an awesome holiday schedule. We have holidays like the Day after Thanksgiving, President's Day and New Year's Eve! But once in awhile, a client has a different holiday schedule.

If you have to work on a GenUI holiday, all is not lost. 8 hours can be added to your vacation balance to take whenever you want. Trade a rainy day for a sunny day!

For tracking, enter 2 jobs: Enter 8 hours in Harvest for your client project (8 hours max), then 8 hours under project "GENUI-HOLIDAY WORKED". The total hours for the day will equal 16, which signals Accounting to add 8 hours into your Vacation Balance in BambooHR.





## BENEFITS

### Time Tracking Reminders

Please record PTO in BambooHR **and** Harvest. They are different systems, with different accounting purposes.

Be sure the following is always in Harvest:

- PTO (i.e. Vacation, Sick & Safe Time, Jury Duty, Bereavement Leave)
- Leave without Pay
- GenUI Holidays
- Non-Billable Time



## BENEFITS

# Life Insurance & Retirement

## Life Insurance

GenUI provides a \$50,000 life insurance policy to all full-time employees that is 100% employer paid.

Optional additional employee-paid life insurance through MetLife.

## Vanguard 401(k) Retirement Savings - 3 months from date of hire

GenUI will match 100% of your contributions up to 4% of your earnings with immediate vesting.

Employees may contribute to one or both of the 401(k) (pre-tax) and Roth 401(k) (post-tax) options.

Enrollment information is found in Bamboo under your “Files” tab. Eligibility starts 3 months after your hire date. Please contact Accounting to confirm start date for payroll deductions to your 401(k).





## PERFORMANCE

# GenEration23

Performance reviews are an important avenue to offer valuable feedback to employees, and are a key component to employee development.

At GenUI, our performance feedback process is a combination of self evaluation and management review.

Our objective is to set clear and specific performance expectations for each employee and provide ongoing feedback and coaching in regards to goals, development, and opportunities for growth.

Our process goes from September - November annually.



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