

FIELD GUIDE

# THRIVING ~~SURVIVING~~ IN YOUR NEW HABITAT

PART 1



# So you didn't have a pandemic on your career bucket list?

## **Neither did we, yet here we are today**

We know that fresh starts can feel overwhelming even under the best circumstances. Throw in a pandemic? You might as well rewrite the rules for work, starting with how we onboard new hires like you.

While we may not have every answer, and some of our old answers have changed to reflect the realities of working in a pandemic, you can rest easy knowing that we're all embracing the journey while ensuring you feel connected, set up for success, and welcomed with socially-distant, wide-open arms.

Now it's not a bouncing, talking paperclip,  
but we've added some helpful notes.



### **COVID CALL-OUT**

Throughout this guide, these call-outs will flag any specific interim changes due to Covid-19.

working differently.

to think we embrace

Around here, we like



We're a big, merry

band of weirdos, and

we love where we work.

Reason #23: *I can be my glorious weird self every day and focus on finding the best solutions.*



but just so you don't think this is some corporate imaginary friends scenario...

### Here's what others have had to say

We asked our teams to finish the sentence below as a part of an anonymous, annual employee survey. Here's a peek at what they had to say.

**Spoiler:** people are pumped about their employee experience and being able to contribute to our product and culture since day one.

i love my job because...

ooo, we love a good cliffhanger around here. better jump to the next page, pronto!

# i love my job because...

“ I work with really smart and genuine people. Although every day is challenging and has so many moving parts, **I know I'm a part of something bigger** and all my effort/sacrifices are worth it. I've always wanted to work for a company that can one day “win” and I feel that **we have the people, product and plan to get there.** Either way, I organically learn more here every day than I have at any of my other jobs/formal training which, for me, is really important.

**Note:** While we may serve refreshing and sometimes-orange drinks from time to time, we promise this isn't a kool-aid conspiracy. These words are the unedited and genuine expressions straight from our employees.

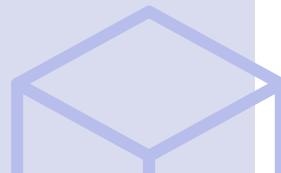
We are building something that we can be proud of.

I like what I do and ALL people that I work with.

I can see the value in the work I do, and new ideas are encouraged and have real impact.

Learning and self-growth is part of my job and strongly supported. I love the people I work with and the culture of the company. It is unlike any other place I have worked.

I love my job because every day is different. I work on a great team and I have a manager that cares about growth within the company and in my career. I also feel that my feedback is heard and can be actionable.





...so now, without further delay,  
**welcome to our work family!**

We are so glad you are here (and  
that you love the color orange, too).  
Now let's go do big things *together*.



FIELD NATION

So what is this thing? Do I have to read it all now? Later? There are so many pages... you know this is basically a book, right?!

### Alright, we have a confession...

we're really proud of the community and environment we have built at Field Nation, and a big key to that success is making sure everyone is on the same page. This document helps maintain a unified vision for what we do, why we do it, and of course, how we do it.

### So what's in here?

This not-book is a guide that's here to help you out now that your feet are officially on the ground. A one-stop shop for all things Field Nation, this book has the answers to FAQs, important charts, and plenty of pointers on how to take off running and thrive including the following:

- What's the wifi password? → guest wifi password:  
fieldnationmsp
- Where's the free coffee? → cafe space
- Who's running this circus? → a merry band of leaders
- Where do I store my bike? → Baker Center basement with a permit
- I'm on fire, figuratively!? Literally!? → ☺

#### COVID CALL-OUT

You're on your own for coffee or tea, but reach out to People Ops for accomodation questions while remote.



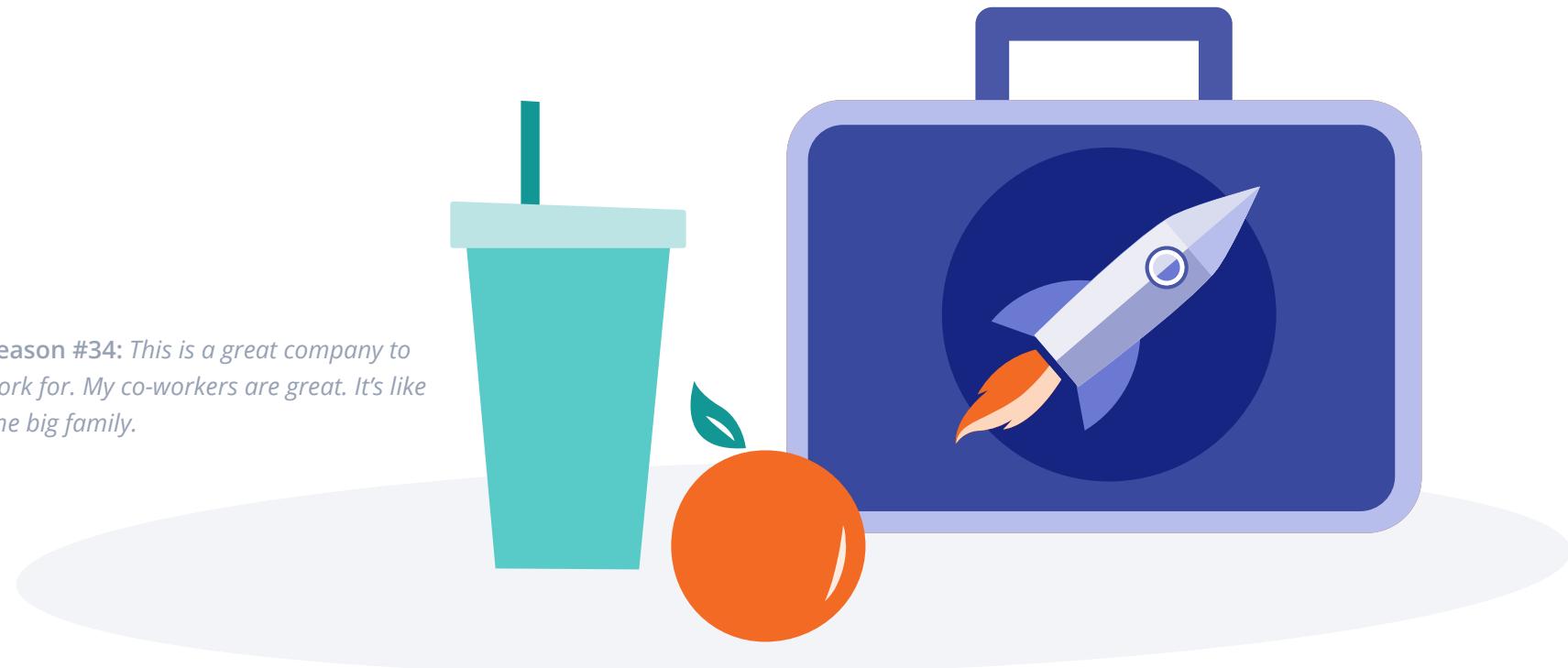
## So what does this guide *not* have?

This guide covers a tremendous amount, but we do want to clarify what this guide is *not*. This guide is *not* a replacement for an employee handbook with company policy and legal things. It also doesn't cover the nitty-gritty — like how to set up direct deposit, insurance benefits, or how to make your retirement funds triple in one year. Finally, this guide is a work in progress, so on the rare occasion you think there's something missing that might be good for future editions, let us know!

*Reason #34: This is a great company to work for. My co-workers are great. It's like one big family.*

## How do I use this guide?

Everything you need is right here. Read it all in one go, or break it up in short sprints. Keep it for future reference, too. Whatever you choose, just remember that this guide, and all of us, are here for you and cheering you on.



# Your first day! Now get ready to meet your new coworkers and start building relationships and amazing things.

You've gone through the offer process, have a company email account, and now you're finally here at Field Nation – congratulations and welcome.

## What do I do now?

We have some clever ways of doing some things that will help make this experience a landmark professional milestone of your life... but it can take some getting used to.

This guide was written by people who've been where you are now, made all the newbie mistakes, and now want to make your first few months here easier.

## What's the first week like?

You will spend your first week learning about the company, our product, and getting the lay of the land so that you can better understand where your role fits into a much larger picture.

Our People Ops team will provide you with a custom itinerary for your first few weeks. It will include a series of meetings with various people from a variety of areas that influence or are influenced by your role and team. Ask questions. Have fun, and get to know some new people!



### COVID CALL-OUT

You'll likely log a good amount of camera time, but know that we're a "be your whole self" culture – color-coordinated bookshelves and spotless kitchens aren't required in the background. Oh, and we love pets and tiny humans, too.

DELETE THIS PAGE  
AND INSERT THE  
SCHEDULE HERE!

02

## The Folks + Field Nation

Familiar faces,  
shared values,  
+ one vision



No matter where a company's trajectory is aimed, **a shared vision backed by aligned and coordinated efforts** is paramount to achieving what's possible.

In our high-performance culture where passion and new ideas are plentiful, we've learned to be very intentional with keeping ourselves aligned so **we can move forward together.**



Not intended for medium or better results.  
Best applied before each ~~laundry load.~~  
*work day*

**Our high performance culture** results from our work and behaviors that align with our company vision and goals.

Here's how leadership defined this type of culture we actively seek to cultivate.

**high-performance culture**  
(phrase, informal)

In our high-performing culture, our team is passionate and aligned on the same goal and overall purpose.

We emphasize working together instead of alone and agree that a bias towards action is a must to achieving our objectives.

We believe in creating a safe space to try new things and fail, trusting in the skills and contributions of our colleagues, and winning together.

We are here to create a future with better possibilities for us and our customers.

# What's the dream?

**Break the barriers to work to  
unleash new possibilities for all.**

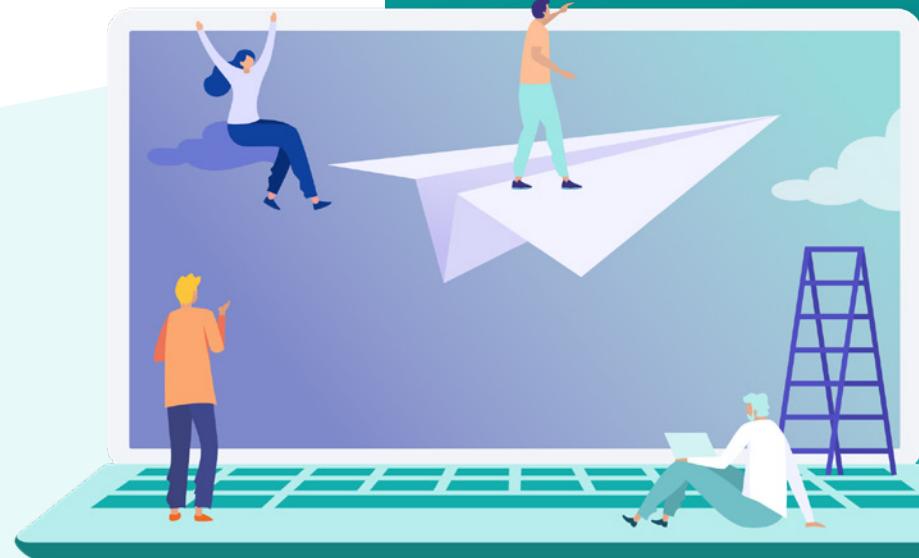
This is our company **vision**, and it summarizes the big-picture of *why* we exist and *who* we will become in order to create the big and meaningful impact for the future of work.



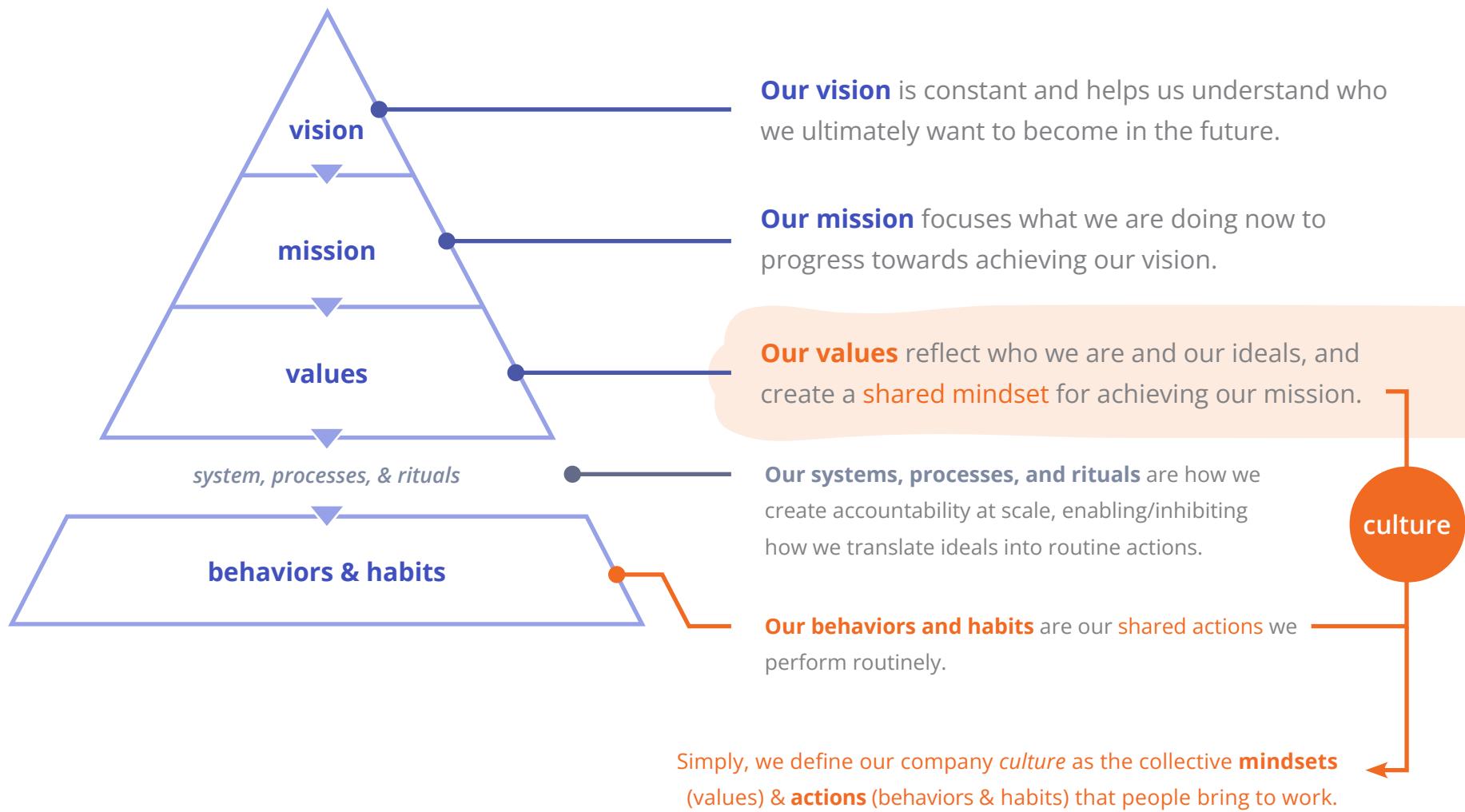
# How do we get there?

**To be the best choice for short-term,  
high-volume, on-site work.**

This is our company **mission**, and it translates our vision for the future into what we can strategically take action on today. You might hear people refer to our mission as our *winning aspiration* because it represents our current playbook for long-term progress towards our vision.



# Vision. Mission. Check. What else?



Culture is *not* an initiative,  
but an enabler for all initiatives.

- **Larry Senn**, pioneer & consultant in corporate culture

You can probably guess by now that one of the ways we can shape our high-performance culture is by identifying what behaviors and habits need to be the norm in order to support our values, which help build out our mission, which advances our vision. (It's very Seven Degrees of Kevin Bacon, yes?)



FIELD NATION

# At Field Nation, **how** we work is just as important as **what** we work towards.

→ a frequent quote from Mynul Khan, our CEO!

## Those **hows** turned into our values.

Our values then guide us in our interactions and help us work towards a unified, bright future, all while having fun along the journey.

We move in a unified (not uniform) way as we work towards building the future of work. Clones are super boring, anyways.

- 01** do right by your customer
- 02** out to win together
- 03** nerve to act
- 04** embrace the journey

This is what it means to be all in at Field Nation. Our values guide our interactions and decisions — making every day a job well *done*.

VALUES

**01**

# do right by your customer



Whether you are customer-facing or in an internal role, your work impacts the customer one way or another. Additionally, you likely have multiple internal customers, too. How might you do right by those customers?

Creating meaningful impact as an individual or team means creating meaningful impact for customers. We push past viability and feasibility, putting our customers at the core of our business – making time to listen, learn, and understand our customers are the norm. We are fueled by the opportunity to solve customers' problems. We partner with them in innovation to deliver value that supports their vision and business goals and unlocks new possibilities for the future.

## What's it look like?

- I care about the needs and pain points of customers and work to solve the right problem.
- I regularly make time to listen and learn about our customers in as direct of a method, as possible.
- I evaluate success beyond just technical prowess and business objectives – is it meaningful to customers?
- I actively seek opportunities to get honest and diverse customer perspectives early in a project/process.

## What's it not look like?

- I stick to easy conversations with the same 3 to 4 customers usually.
- I overcommit/promise to customer needs, at the cost of feasibility and viability.
- I neglect involving and working with cross-functional stakeholders on customer problems and opportunities
- I do whatever the customer asks without considering scalability, feasibility, or business needs.

## 02

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# out to win together

Complacency gets us nowhere fast and good enough isn't in our daily vocabulary. We take pride in our craft and the products and services we deliver, and show up to win every time. Yet, we own when we're wrong and embrace opportunities to grow. Recognizing that the whole is stronger than the individual, we work to win as a team. We pursue excellence, challenge the status quo, and work together to find the best wins for our customers, our company, and one another.

### What's it look like?

- I stay focused on the winning outcome and push myself and my team to attack problems and goals with rigor.
- I practice integrity, choosing what's right over what's easy and comfortable.
- I seek to improve myself and my craft.
- I involve others to better our chances of success, congratulate peers for their good work, and celebrate as a team.
- I both seek and share honest, constructive feedback.

### What's it *not* look like?

- I hoard resources and knowledge; I don't involve others, and may step on others to get ahead.
- I am willing to do (literally) anything to win, including cutting corners, cheating, or being a jerk.
- I blame others for defeats, instead of acknowledging my part.
- I bloat project and meeting rosters at the expense of effectiveness.

## 03

# nerve to act

The best idea is simply a wish when there is no action behind it. We're go getters: we take risks, reach beyond boundaries, and experiment. As individuals, we have the courage to both put our big ideas out there and back up our words with action. Spectating isn't an option when we embrace learning by doing. Our willingness and readiness to act is what fuels the big wins we seek to capture.

### What's it look like?

- I know how and when to disagree, but commit.
- I weigh my options thoroughly, considering risk vs reward, but can decide and move forward.
- I can set short-term goals that progress individual or team long-term goals.
- I take initiative to solve problems and make sure to keep others up to date on my progress.

### What's it not look like?

- I value short-term wins at the cost of long-term wins.
- I move fast, skipping feedback or getting direction.
- I make decisions fast and hope for the best.
- I act as if this is the "wild west" and I jump into things without considering who I might need to connect with, communicate with, or align with.

## 04

# embrace the journey

Journeys can be long or short, filled with sunshine or sudden storms. We can't predict what the days or years ahead may hold, but we are confident in our ability to overcome whatever lies ahead. We trust in our skills, knowledge, and teams as we move forward each day with determination and resilience. Above all, we lean into every curve, even the most challenging, as we travel along this road together.

### **What's it look like?**

- I don't give up at the first dead-end.
- I own my part in this journey.
- I give others room to fail and learn.
- I share learnings with others after failure.
- I maintain effective working relationships.
- I don't judge others when they ask for help.
- I own my mistakes, apologize, and make amends.

### **What's it not look like?**

- I refuse to change course, pursuing the same plan (and failing) repeatedly without adapting.
- I fail to set boundaries for myself or team.
- I expect success to be figured out by someone else and handed to me.
- I assume that there are better days ahead and prefer to wait things out if they aren't working, rather than looking for ways to improve.



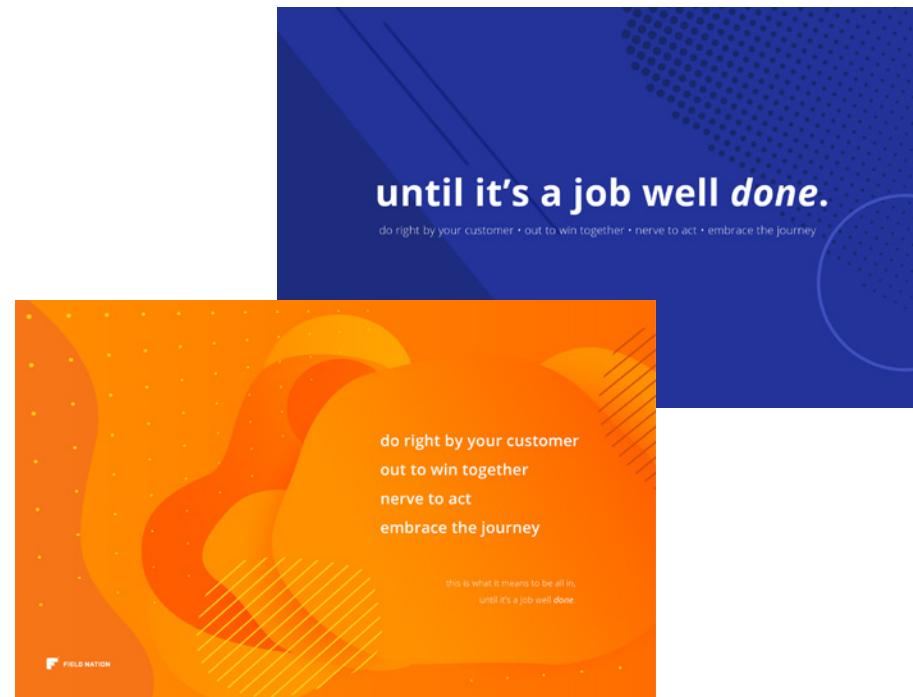
This stands for "too long, didn't read". This is reddit lingo that apologizes for being long-winded, but we love talking about our values!

# TL;DR: our values help us build a foundation that supports our goals and vision

**Our secret sauce allows us to find multiple ways to make our values a part of our regular work life.**

One of the easy and fun ways teams have embraced internalizing our values has been to swap desktop backgrounds to one of our values-based designs.

Additionally, there are several processes and rituals rooted in our values that we keep as a company. You can look forward to learning more about how they show up across the organization and what they mean to individuals.



Access [wallpapers](#) to brighten up your background and bring focus to your work.

You've been introduced to our **shared vision** and **beliefs**... but now it's time to jump into a round of introductions to all of the **movers** and **shakers** at work. May you both challenge and inspire one another as you build together.

*Reason #81: I work with the most amazing people, solving really challenging and interesting problems.*

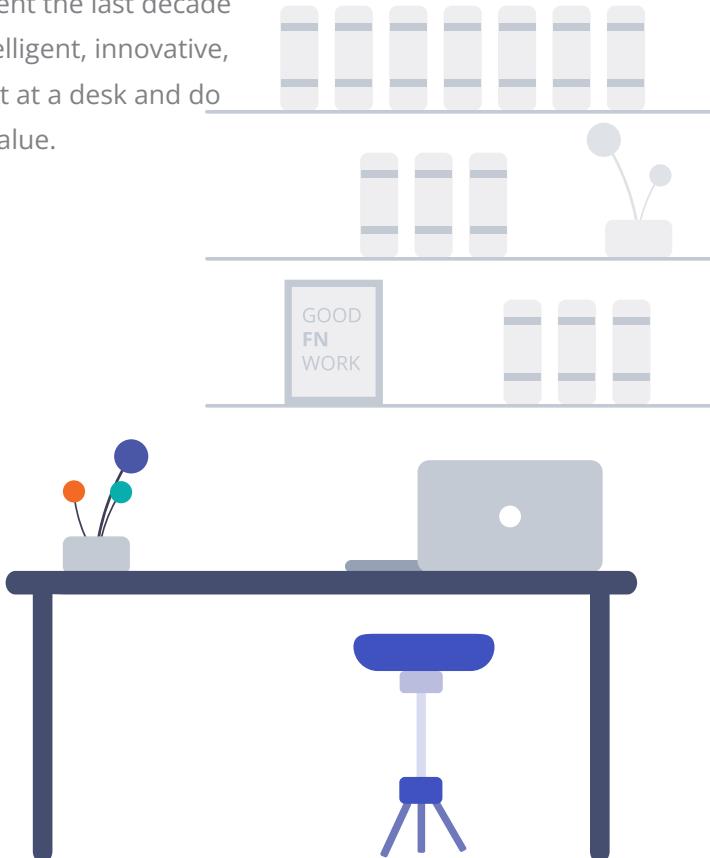


# How are you structured? Is this one of those pyramids?

## Flexible hierarchy is how we roll.

When you're a software company that's spent the last decade going out of its way to recruit the most intelligent, innovative, talented people on Earth, telling them to sit at a desk and do what they're told obliterates 99% of their value.

We want innovators, doers, movers-and-shakers – and that means maintaining an engaging environment where they can flourish.



## You're in control.

Around these parts, we intentionally give you wheels so that you can take off in any direction you want. Move yourself to wherever you find that person, place, or project that inspires you to do big things.

That same freedom applies to your **career**. Figure out where you want to go, and get rolling, while we do our best to clear the path!

# So what's minimal hierarchy really mean?

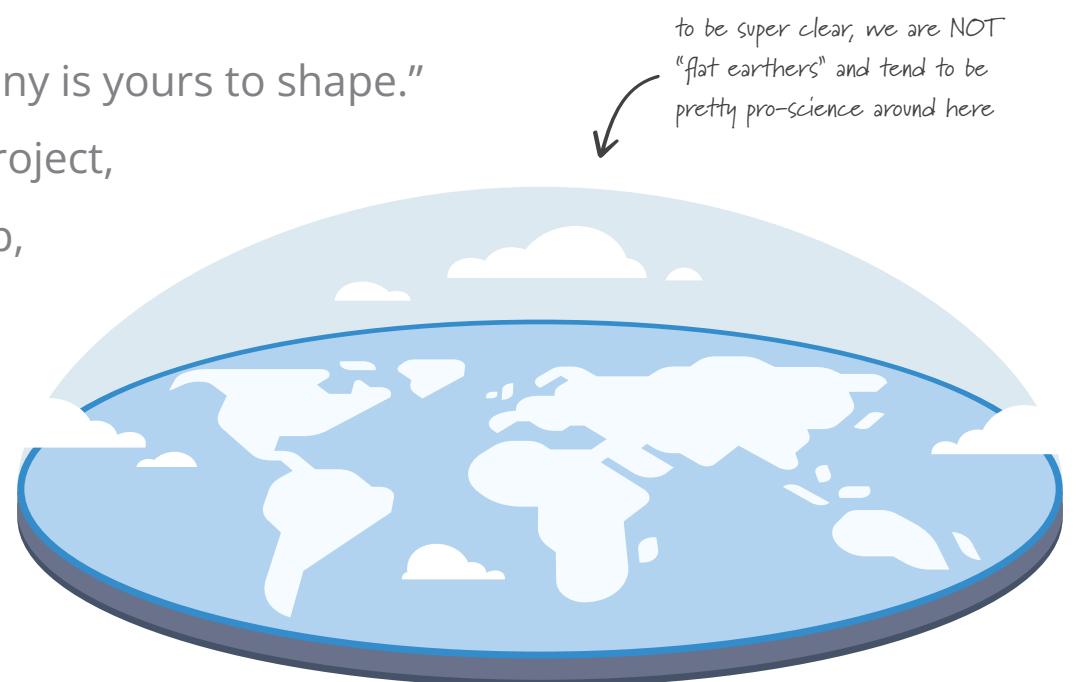
## We're pretty flat-ish

It's our way of saying, "This company is yours to shape."

You have the power to start the project,  
own the idea, teach that workshop,  
and more. There are few barriers  
to entry, except yourself.

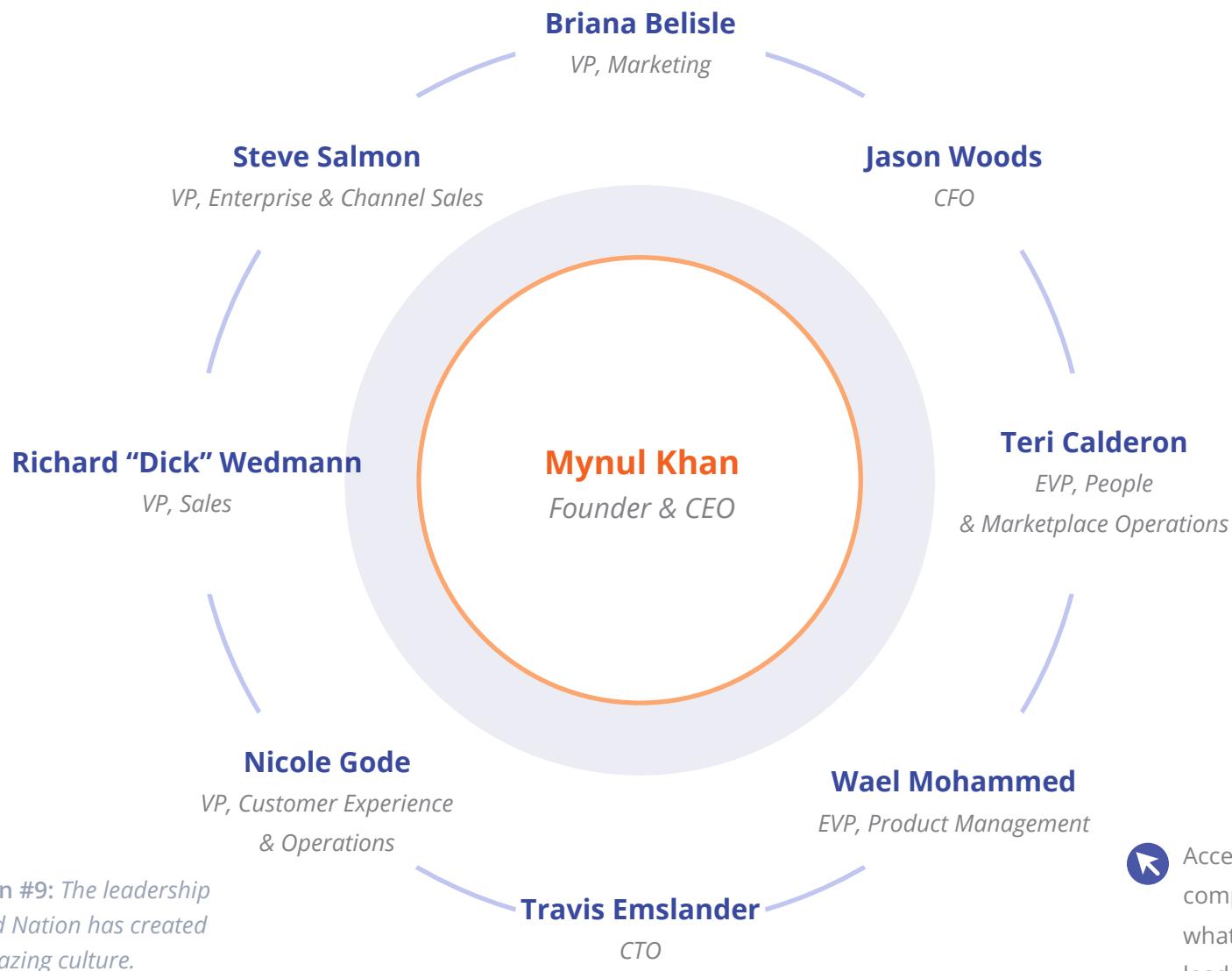
That said, we do have a leadership team,  
that gives us some guardrails, cheers us on,  
and breaks barriers for our teams. We have  
really good people in the right roles who care about  
the work and our customers, as well as how we work.

On the next pages, you will see how our leadership and teams are organized.



*Reason #2: I have a voice and make a difference.*

# Leadership



Access [Namely](#), our online company directory to see what teams individual leaders head up.

# We come together to create better possibilities for all



## Breaking the barriers to work, together

Although every role has an official *home* team or department, much of our work is often completed cross-functionally.

Below is a general list of our main areas of business. Flip through the following pages to check out specifics on individual teams within these larger areas.

Sales

General & Admin

Marketing

Marketplace Provider Operations

Customer Ops

Product Delivery

**Half of our heart is across an ocean (but just a Slack or Google Meet away)**

Some teams are entirely based in either Dhaka, Bangladesh (BD) or the US (mostly from Minneapolis, MN). Other teams may be a blend of people from both BD and the US, including some outside of the Minneapolis area.

We may be in different parts of the world, but we all rely on each other to get our best work done.

## Sales

Business Development

### **Representatives (BDRs), Managers (BDMs)**

BDRs identify high-quality business opportunities for BDMs who then focus on company growth by securing new business and scaling new logo accounts.

Account Management

### **Managers (AMs)**

AMs own our existing customer book of business and are focused on wallet share growth.

Target Market Initiative (TMI)

TMI is a specialized sales division dedicated to growing a targeted, high-potential vertical with emphasis on gaining market dominance.

Sales Operations

Sales Ops members are specialists who design processes and workflows that enable the broader sales org. They oversee Salesforce and ServiceCloud as well as contract processes.

## Marketing

### Revenue Marketing

Revenue marketers develop repeatable prospecting programs that drive customer acquisition and delivers sales-ready opportunities to the BDR team.

### Product Marketing

Product marketers serve as a bridge between product development, internal teams, and customers. They design programs for bringing products to market, increasing product awareness, and ultimately generating sales from customers.

### Brand, Content, & Design (BCD)

BCD is multi-disciplinary team of experts in both strategy and execution related to branding, content marketing, content strategy, copywriting, PR, design, and user experiences.

## Customer Operations

Solution Engineering

### **Solutions Engineering (SEs)**

SEs are sales-focused technical experts who drive deeper level demos, integrations, internal product training, implementation, and partner with sales members on client accounts.

Customer Resolution

### **Specialists (CRSs), Insurance**

This team focuses on marketplace quality by handling escalated issues with providers and buyers on the platform. The team also includes an insurance specialist who looks at overall risk and coverage on the marketplace and our support training function.

Customer Success

### **Advisors (CSAs), Specialists (CSSs), Managers (CSMs)**

All CS members focus on customer retention and adoption through proactive outreach and partnership with new and existing business.

(continued)

## **Customer Operations** (continued)

### Customer Support

This Bangladesh (BD) team has multiple sub-teams that work together to provide assistance with buyer and technician needs as they arise. They operate 24/7, allowing us to offer round-the-clock coverage for customers.

#### **General Support Team:**

- general user queries
- technician profile update queries
- provider insurance, cancellation fees, background check/drug test inquires, and employment verification for providers/staffs
- blocks, ratings, and monitoring untrained/unverified techs
- monitoring **#support** Slack channel
- performing *mass action* requests and *reminder calls* for select companies

#### **Disputes Team**

- disputes between buyers and providers
- payment-related changes for a work order (WO) initiated from either party
- payment delays
- payment methods
- WO cancellations
- removal of providers from WOs
- provider support for buyer unresponsiveness

#### **Provider WO Quality Team**

- communication gaps between buyer and provider.
- buyer support for provider unresponsiveness:
  - incomplete work
  - monetary/hourly adjustments
  - deliverables/closing WOs
  - possible no call no shows
  - stolen parts
- provider support for issues related to profile restrictions and fault events

#### **Software/Platform Team**

- Troubleshoot and educate users on the use, application and including navigational guidance on all current products available to all users
- Active collaboration with QA Team and participation in UAT, adhoc, and exploratory tests resulting in improved product reliability

#### **After Hours/Weekend Team**

- blend of all support issues
- shift-based structure:
  - small groups of 2 to 3 people per shift
  - 3 shifts outside 8pm – 5am Central time, which is the main shift and when all other support teams work

## General & Administrative

### People Operations

People Ops is focused on all things people experience to include recruitment, benefits, people programs, and company events.

### Finance + Accounting

This team oversees all things related to money: accounts payable and accounts receivable (AP/AR), credit, technician payments, forecasting, and budgeting.

### IT + Systems

This team is responsible for hardware and software on our laptops, Gsuite administration, and keeping all our technical work tools up and running.

### Legal

In-house counsel is responsible for helping our company navigate and manage legal affairs, as well as assess and communicate any risks and legal issues that may impact our business or our customers.

## Marketplace Provider Operations

Network Development	Identifying and implementing vetting and engagement strategies for skills category of focus.
Client Delivery	Talent pool development and deployment, consulting with buyers to deliver solutions to meet their needs.
Incubation & General Marketplace	Experimentation and pilot work prior to making a larger company commitment. Also includes data support for general marketplace inquiries (i.e., potential provider supply availability).
Provider Success	Sharing "How-to" and best practices with a focus on the provider experience. Lead for the Provider Voice of Customer.
Compliance, Trust & Safety	Risk evaluation, compliance education, investigations, and legislation tracking.

## Product Delivery

Data	<b>Architects, Analysts</b> These specialists are focused on the data warehouse, governance, tech stack, and internal business intelligence
Quality	This technical team of engineers are responsible for software quality, automated testing, and overall product performance.
Scrum	These workflow team partners with all product teams to manage the processes and delivery of products to ensure they meet requirements.
Triage	Triage focuses on technical problems that come up in production and handles the escalation as well as communication around those problems.
Engineering	Engineers are focused on software development and technical architecture for product.
Product Management (PM)	PMs focus on our product portfolio, market-fit, and the overall direction of our products.
Design	<b>User Experience Designers (UXD)</b> UXD focuses on product design, user research, and overall platform user experience.

(continued)

## Product Delivery (continued)

Engineers, PMs, and UXDs are combined and redistributed across a variety of smaller cross-functional, autonomous teams that focus on specific feature areas. Because our product is always evolving, our teams periodically re-organize to support our needs.

Recently, our teams were organized by the groups on the *right* to enable agile ownership of focus areas that paralleled our product strategy (shown *below* — we'll dive into the details a little more later in this guide.)



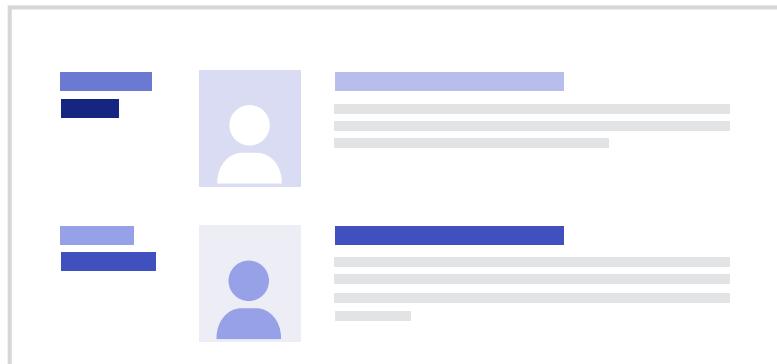
Services	implementation, training, & support	risk management & compliance	program management	work management
Intelligence	reporting & dashboards	market insights		performance optimization
Integration & Automation	out-of-box ready connectors	REST APIs	custom integration	auto-dispatch
	workflow management	technician mobile app		productivity tools
Platform	work scoping & scheduling	bidding	technician vetting & assignment	work review & approval
	matching algorithm			
Network	technician onboarding	comprehensive technician profiles	curation & ratings	network quality policies
	screenings & background checks	credentials verification	bring your own talent	

Hello, my name is \_\_\_\_\_, and you look important... who are you again?

### We've got a directory for that.

Look, we've grown quickly, and we're not slowing down, so sometimes it's unclear who to ask questions when you have them. Stop by product and ask what's coming next, swing into marketing when you want to brainstorm, and pop into sales to find where the next happy hour is or who our newest client is.

Use our [Namely](#) directory to put a name (or a job title/role) to the face of the person who's always waiting with you at the coffee machine in the morning, and make sure you say hello next time!



Access [Namely](#) for more than just a directory. It is our official people system –benefits, payroll, time-off management, and more. Questions? Reach out to People Ops.



After our people, our strategy and products are the next important thing to get familiar with... but it also means we're entering the murky land of industry-speak.

We apologize in advance for the amount of shorthand language but we've included a few notes to help get acclimated without breaking a sweat... which would still be okay, because it probably means you're working really hard. If anyone actually asks, just tell us you are training for an ultramarathon. **Hang on to your hat!**

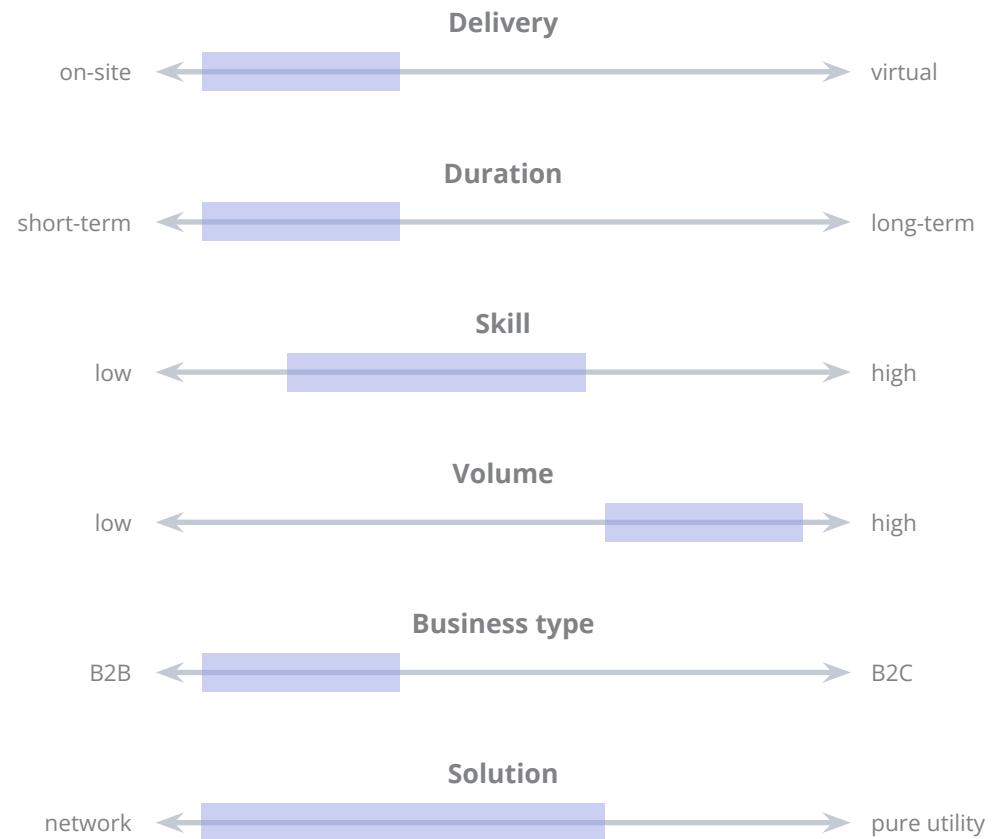


FIELD NATION

# Where do we play (and where don't we play) assuming world domination is step 2?

## We're focused on work that's...

- short-term
- high-volume
- on site
- low-mid level complexity
- B2B



## Where do we *not* play?

- full-service
- highly-regulated
- B2C
- remote
- long-term/low-volume engagements

# Short-term, high-volume, on-site work - got it. Sort of... can you be more specific?

The diagram illustrates market segmentation across different service sectors. At the top, a horizontal bar is divided into three segments: 'core market' (dark teal), 'markets currently expanding to' (medium teal), and 'potential expansion markets' (light orange). Below this, a table lists eight categories, each with its Total Addressable Market (TAM) and contractor count, followed by a bulleted list of specific services.

core market				markets currently expanding to			
Technology services	Retail services & general tasks	Building maintenance & trades	Home services	potential expansion markets			
<b>Technology services</b> TAM: ~\$15B 250K+ contractors <ul style="list-style-type: none"> <li>POS &amp; end-user computing</li> <li>Networking, server</li> <li>Cabling &amp; internet</li> <li>Pro-AV, signage, &amp; kiosk</li> <li>Video surveillance</li> <li>ATM, kiosk, &amp; vending</li> </ul>	<b>Retail services &amp; general tasks</b> TAM: ~\$3B 250K+ contractors <ul style="list-style-type: none"> <li>Mystery shopping</li> <li>Brand install (PoP)</li> <li>Fixture install</li> <li>Category reset &amp; audit</li> <li>General tasks</li> </ul>	<b>Building maintenance &amp; trades</b> TAM: ~\$5B 200K+ contractors <ul style="list-style-type: none"> <li>Electrical</li> <li>HVAC</li> <li>Carpentry</li> <li>Solar panels</li> </ul>	<b>Home services</b> TAM: ~\$5B 50K+ contractors <ul style="list-style-type: none"> <li>Appliance install &amp; repair</li> <li>Smart homes</li> </ul>				
<b>Light industrial</b> TAM: ~\$30B 500K+ contractors <ul style="list-style-type: none"> <li>Assembly lines</li> <li>Packing &amp; packaging</li> <li>Distribution centers</li> <li>Food services</li> </ul>	<b>Hospitality &amp; events</b> TAM: ~\$2B 350K+ contractors <ul style="list-style-type: none"> <li>Waitering</li> <li>Hosts</li> <li>Events</li> <li>Shift-based sales reps</li> <li>Cleaning services</li> </ul>	<b>Specialty equipment</b> TAM: ~\$2B 50K+ contractors <ul style="list-style-type: none"> <li>Medical device &amp; equipment transportation</li> <li>Restaurant equipment</li> </ul>	<b>Health services</b> TAM: ~\$10B 150K+ contractors <ul style="list-style-type: none"> <li>Home care services</li> <li>Per diem nurses</li> <li>Locum nurses</li> </ul>				

# Huzzah. It's starting to make more sense, but humor me and go on...

## In which verticals and types of locations is work being done?

We support IT service industries across the U.S. and Canada. Our platform sees a wide range of skillsets being performed in a mix of businesses.

### A lot of work is in retail locations

- department stores/malls
- grocers & pharmacies
- dollar & convenience stores
- general & specialty stores
- wholesale

### But there's also plenty of work being completed in a variety of other verticals and types of locations

- quick-serve restaurants (QSRs)
- banks & financial
- clinics & hospitals
- airports
- auto services
- hospitality
- shipping, mail, & logistics
- government
- commercial
- telecom
- corporate
- entertainment
- media
- energy
- education
- home & consumer

# Can you tell me more about who our typical customers are?

**Our core market is technology services** which is comprised of several types of businesses.

These businesses make up the value chain that serves end-clients and locations where the work is performed. Usually, end-clients (ex. Target or Home Depot) are not our direct customers – instead, our core customers are serving those end-clients and performing work in a variety of locations.



# How do we win? What's our unique selling position to our customers and techs?

## Service buyers

### Nationwide coverage

425K+ sites serviced across the U.S. and Canada

### Speed to talent

8 minutes to first request

### Cost coverage

30–40% labor cost savings

### Quality technicians

98% successful completion rate

## Service providers

### Opportunity for work

1MM+ work orders annually

### Reliable pay

99.8% payment success rate

### Flexible schedule

Pay & schedule counteroffers

### Quality experience

4.4 star rating on G2

# How do we translate those value propositions into our business' products and services?

## We invest in our network growth, trust, and our product ecosystem

## Align product architecture to support product ecosystem

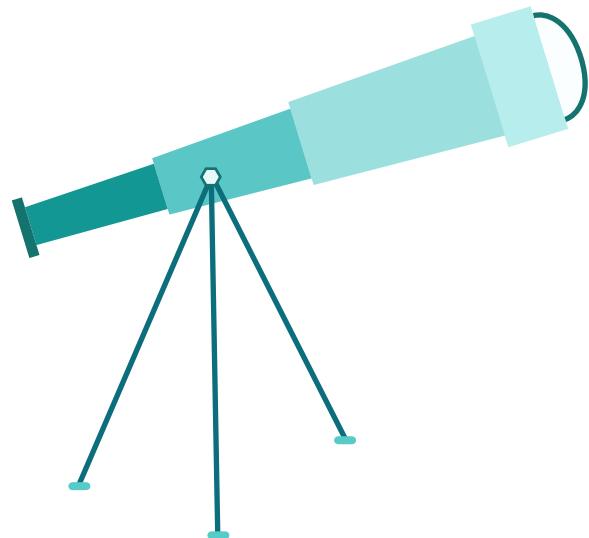
Our product ecosystem is designed to integrate seamlessly with customer technologies, capitalize on our **network advantage**, provide customer with **maximum visibility & insights**, and **accelerate time to customer value**.

Services	implementation, training, & support	risk management & compliance	program management	work management
Intelligence	reporting & dashboards	market insights	performance optimization	
Integration & Automation	out-of-box ready connectors	REST APIs	custom integration	auto-dispatch
	workflow management	technician mobile app	productivity tools	
Platform	work scoping & scheduling	bidding	technician vetting & assignment	work review & approval
	matching algorithm			
Network	technician onboarding	comprehensive technician profiles	curation & ratings	network quality policies
	screenings & background checks	credentials verification	bring your own talent	

# OKRs: Objectives + Key Results... AKA how we translate our vision into action

## Together now: oh-kay-ars.

With so many departments and people, it's important to stay on track and aligned.



Each quarter, every department creates their own goals to advance our company-wide goals. We call these goals Objectives and Key Results (or OKRs). These OKRs help us measure performance and keep us all looking in the same direction.

You'll hear people talking about these a lot around here and at least a few times a year we'll get a full company update on our progress and where we're headed.



Access our most current [OKRs](#) online to see what everyone is looking at and moving towards next.

03

# Stay in the Loop

Communication  
Things, Meetings  
+ Weddings



Well, at least there's not a commute anymore, right?

### **Field Nation at home**

Currently all team members are being asked to work from home, and we will continue to adjust our strategy as the pandemic progresses. For now, stay safe, grab your house slippers, and don't be shy!

At this point, we are planning for flexibility for our employees. As long-term details become clear, we will actively share back with the org. Safety and flexibility will continue to guide our decisions in the interim.



# Long live the open environment mindset

## Ask any question, anytime, to anyone.

We don't believe in hierarchy or going through the *proper channel* –if you have an issue, question or idea, don't wait!

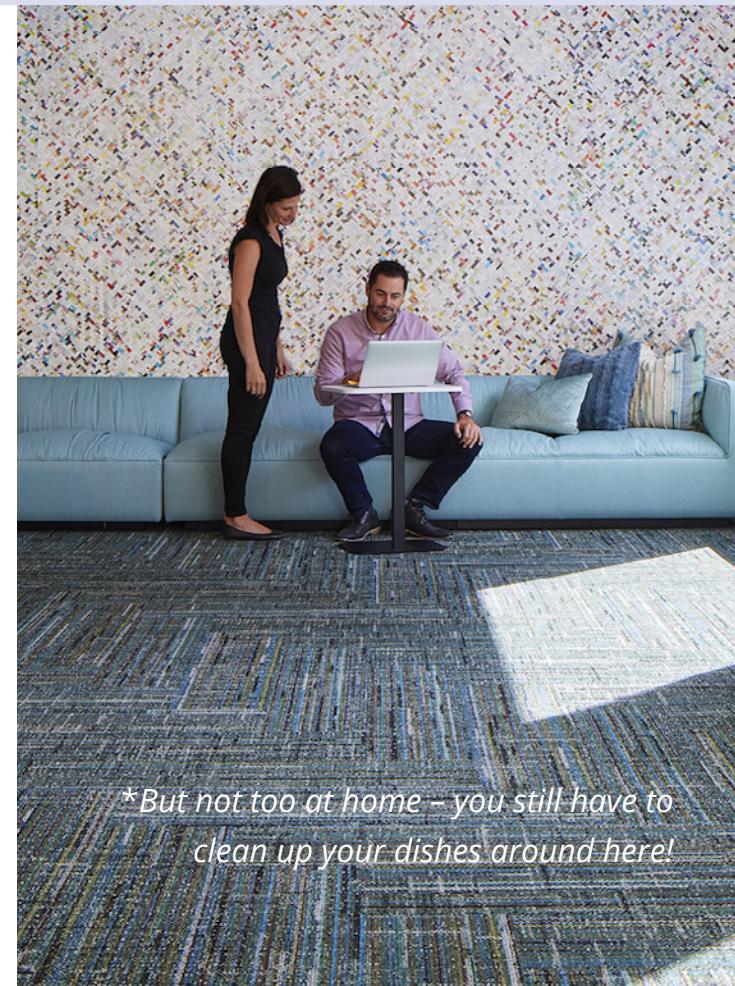
## We also have a literally open environment.

Our new space is something we created to allow people to work the way they find best... sitting or standing, hunkered down in a focus room, or blazing through emails in the busy cafe, please make yourself at home\*, and work in a way that suits your needs.



### COVID CALL-OUT

Because you can't experience the space shown below in real-life, we'll share a fun fact about the wallpaper you see: it is made up of tiny strips of international travel magazines woven together. It symbolizes the interconnectedness of our teams, customers, network, and a general love for travel shared by many employees.



*\*But not too at home – you still have to clean up your dishes around here!*

# The Office

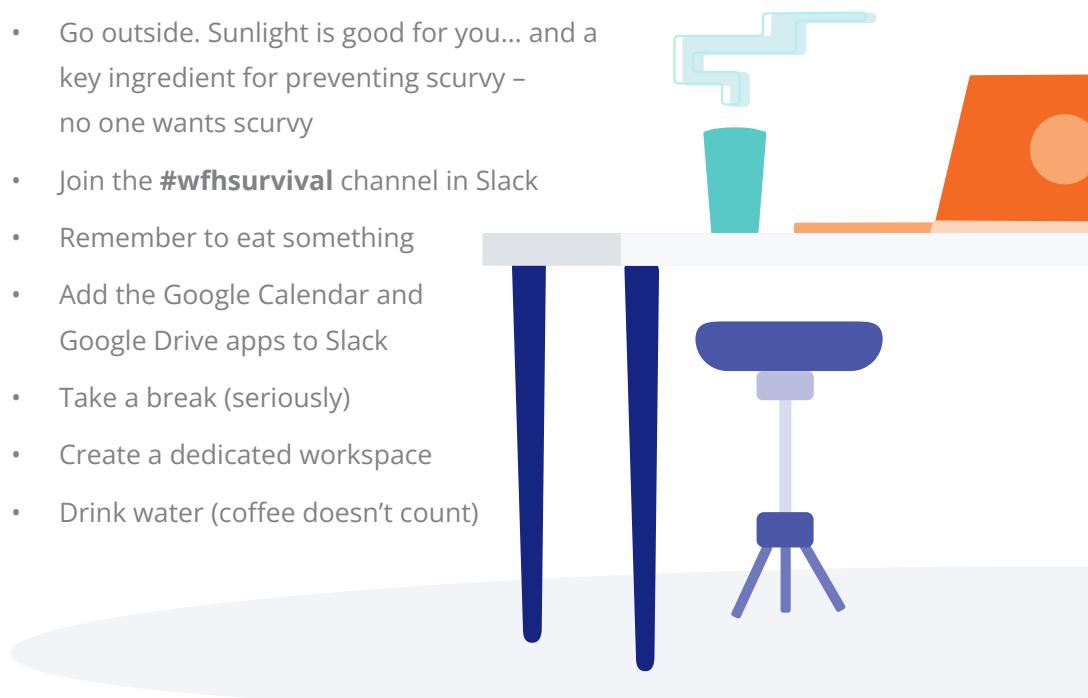


# Let's get this thing started (remotely)

## Home, sweet work.

Starting at a new place can be a lot, especially if you will be starting by working from home. We get and we got you. We have a little list of some helpful tips and tools for making your work from home experience a little easier and hopefully more fun!

- Take a break every so often (it's good for you)
- Go outside. Sunlight is good for you... and a key ingredient for preventing scurvy – no one wants scurvy
- Join the **#wfhsurvival** channel in Slack
- Remember to eat something
- Add the Google Calendar and Google Drive apps to Slack
- Take a break (seriously)
- Create a dedicated workspace
- Drink water (coffee doesn't count)



# For now, am I doing this WFH thing right?

## Video

Culturally, we normally default to video cameras on as it helps maintain a sense of connection while remote. That said, if you ever need to stretch your legs or just need to rest your eyes, turn your camera off and opt to participate as a listener/speaker instead of a watcher. Worried about what to wear? No hard rules here but we recommend folks embrace a “dress for your day” mindset (and maybe comb your hair... not because we care what it looks like, but we know you’ll feel better when you do... and look a little less crazed.)

## Computers and VPN?

Our amazing IT wizard and your manager will work to coordinate all necessary computer set up to ensure you have what you need to do your best work. If you have questions, reach out to your hiring manager.

## I have tiny humans or doggos

We love that you have company at home. Join **#pets** on Slack if you like, but don’t stress if there are cameo appearances from family. Life doesn’t stop just because a pandemic happens, so if you need to step away for a moment to tend to a PB&J de-crusting or to walk your dog, go ahead. Take care of yourself and your family.

## Balance

Above all, while we know it’s probably great to not have a commute at the beginning and end of your day, but we suggest you establish daily norms that allow you to focus on your work when it matters most and decompress and unplug each day, too.

We know that a sustainable pace with good work-life balance is a key way to ensure our employees have positive work experiences and feel ready and able to tackle the wickedest problems that may come their way.

# Slack

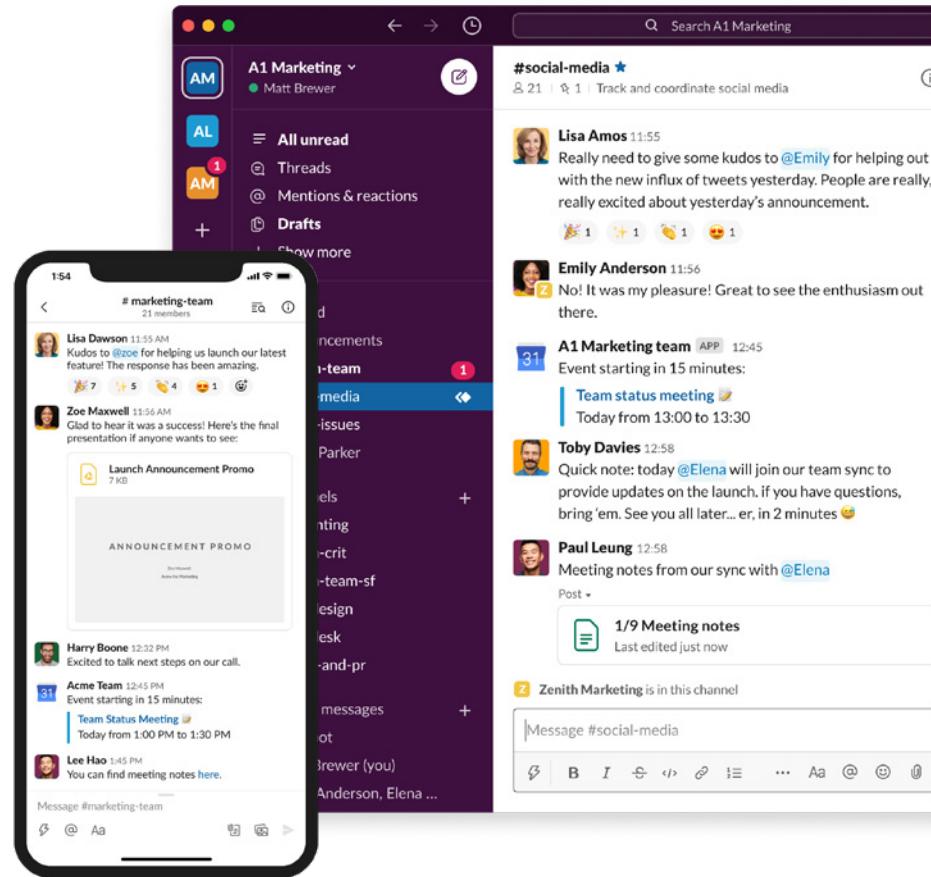
## Slack is our go-to tool.

We use this tool for internal instant messaging, for keeping up on what's going on in the office, on the platform, and within our teams. Feel free to join some popular channels, create your own, or use the direct (private) message feature to connect with others throughout your day.



[Slack.com](https://slack.com) has several in-depth resources, as well as files to download the platform.

Get paired with someone random for a social connect every few weeks



### Some of our most popular channels:

#8th-floor	#pets	#fn_gamers
#general	#shoutouts	#design
#event_tickets	#pong	#content
#donut-buddies	#wfhsurvival	#boardgames
#whatthefork	#travel	#bookclub
#burgerclub	#mpls-upcycle	

# 1:1s

## **It's a two-way street.**

Meet regularly with your manager to discuss ideas, items, and challenges that are important to you. You are in the driver's seat!

We also believe in skip level 1:1s where you meet with your manager's manager – all you need to do is just set up time! It's a great way to understand the bigger picture of where your department is heading towards.



*Reason #117: I am empowered to be the best I can be. My manager makes sure I have everything I need to get the job done. They understand that life happens and will work me as things pop up.*

# Look-backs + look-forwards

## **Pause. Assess. Plan.**

Twice a year, your manager and you will have a special version of a 1:1 dedicated to your personal growth.

That time is spent reflecting on the past six months (like an individual retrospective), as well as talking about what might be on the radar development wise for the next six months. These conversations are a great opportunity to fine-tune your career growth, talk about things you might like to try, and ask for overall feedback.



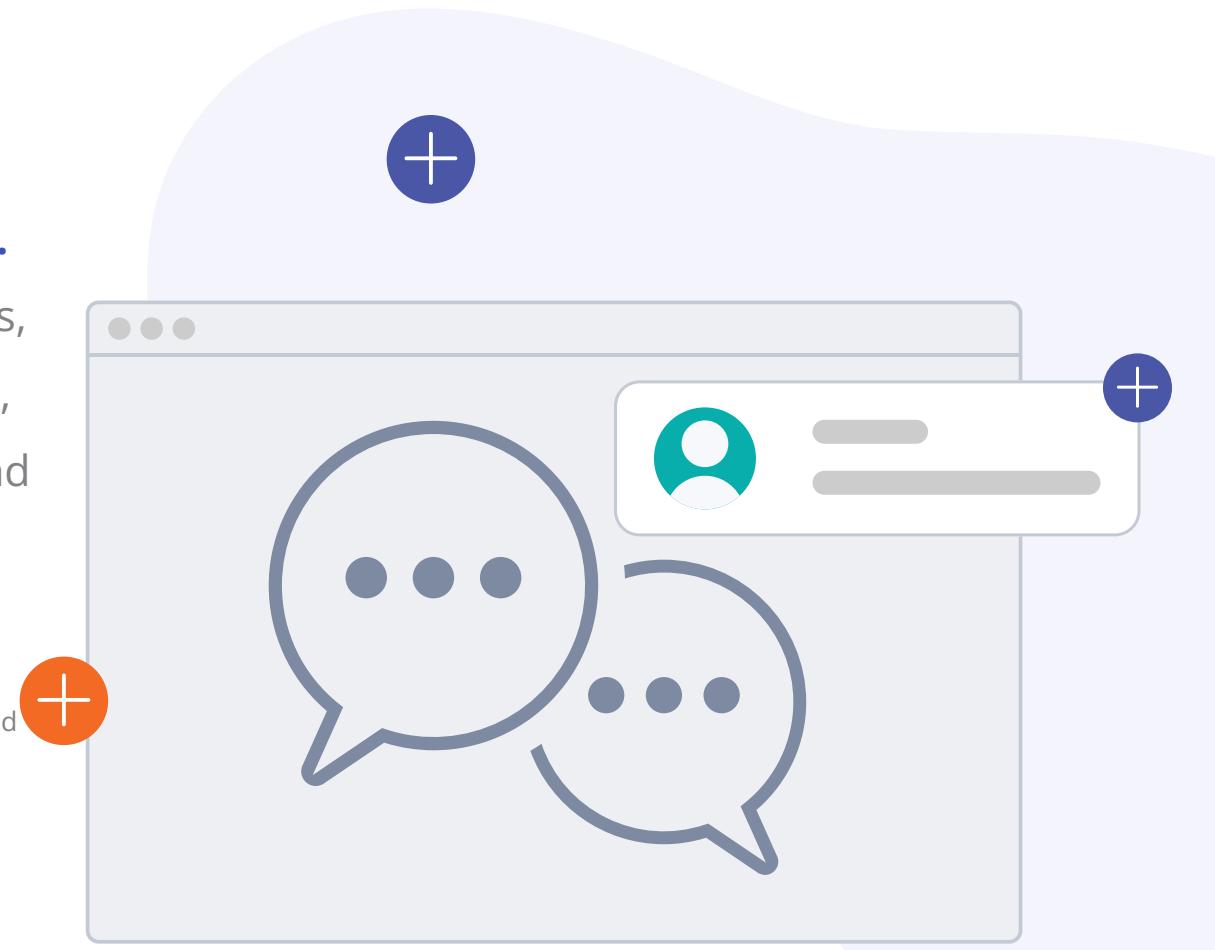
*Reason #56: I enjoy what I am doing. I have the opportunity to grow and I have the ability to drive change and make a positive impact on our business (which impacts our partners and marketplace talent.)*

# Team meetings

## **Lots of energy. Lots of good.**

Share ideas and best practices, learn from peers, ask for help, update them on your work and what you know, etc.

Every team works a little differently, so talk to your manager and peers to better understand what's coming up, how people best work, and hit the ground running.



*Reason #11: I get to create and work with an engaged team.*

# Meeting cheat sheet



## Wait. We can make meetings better?

- Did I note the purpose of the meeting?

Informational, Problem-Solving, or Decision-making

- Was I intentional about who I invited?

Do I know why I am inviting each attendee to the meeting? Do they know their purpose for being at the meeting? Should I articulate it for them?

- Did I set an agenda and send materials in advance?

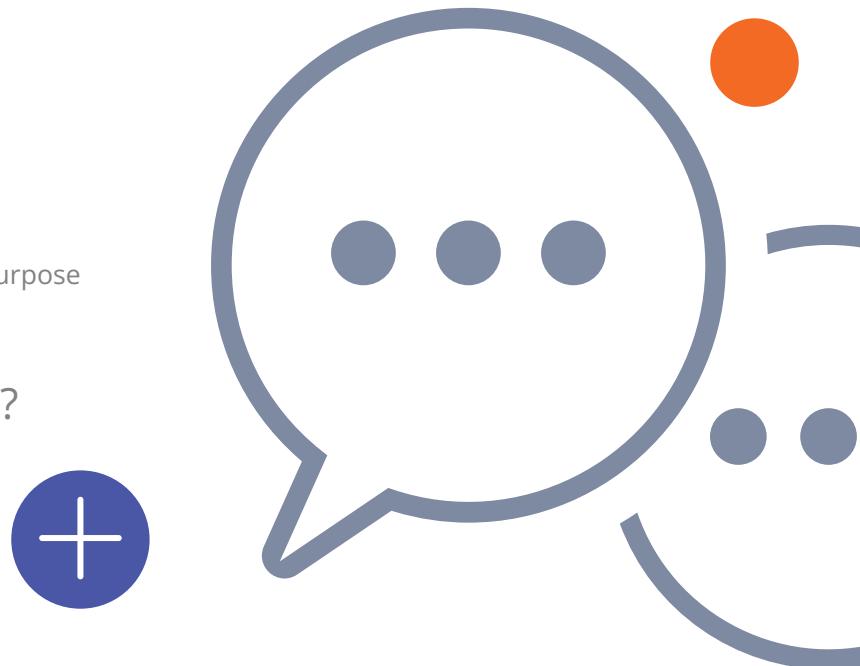
Help people come in ready to contribute

- Do I need to assign a note-taker?

Are we going to want to reference at a future date what we brainstormed or decisions we made?

- Did I end the meeting with clarity and commitment for next steps?

What did we decide here? Who needs to know? Who will do what by when?



# Demo releases

## See our product in action.

We get together in the Annex every other week to be updated on the evolution of our product and a chance to applaud the progress we're making! If you don't see it on your calendar, ask Stacy to be added to the invite list.

COVID CALL-OUT

Virtual release demos can be found on [google calendar](#) and are typically recurring events.



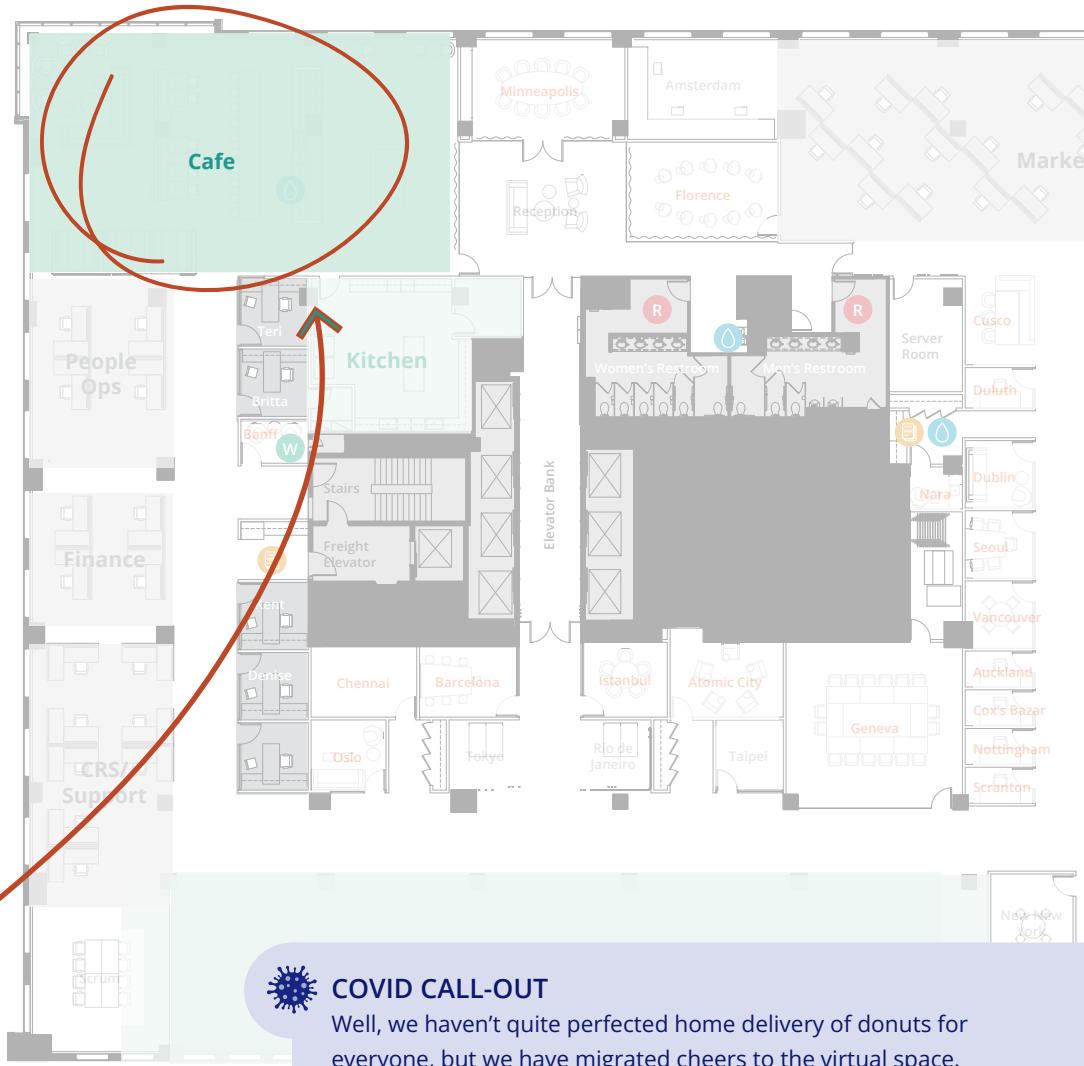
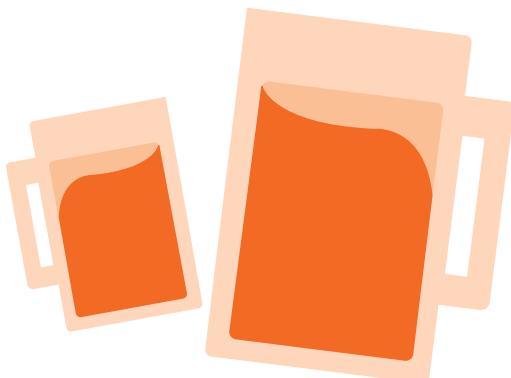
Missing from your calendar? You can ping our Office Manager, Stacy Esdaley to get added to this recurring meeting.



# Cheers!

## Here's to our wins.

Celebrate team and individual wins on a bi-weekly basis! Who doesn't love a free donut, a tasty beverage, or cheese and crackers?! Watch your calendar for the invite!



### COVID CALL-OUT

Well, we haven't quite perfected home delivery of donuts for everyone, but we have migrated cheers to the virtual space. Find it on your [google calendar](#), every other Thursday from 10 – 10:30am Central time. Same faces, same shout-outs, now with your favorite pajama bottoms.

# Townhall

## Hear ye, hear ye. Gather 'round.

About 1 hour every other week, both the US and BD (Bangladesh) teams connect to keep us all on track with quarterly progress, short-term direction, and company updates.



Watch our most recent townhall [here](#) to catch up on new, noteworthy, and exciting company updates.



*Reason #48: Everyone works together and wants you to succeed as much as you want to.*

04

# Resources

Hit the ground running, like you've been here since the beginning.



# Switchboard

## Hello? Operator?

No operators here, but we do try to make sure you stay connected with all the right things.

[Switchboard](#) is our living-breathing internal site to connect you with brand assets, like [logos](#), [templates](#), and [email signatures](#), to writing guides, word lists and even pre-written copy assets to have you talking like an old FN pro in no time. Use the single-sign-on (SSO) option when you visit to ensure you can access the hub. Additionally, you will get a brief orientation to this resource as a part of your regular on-boarding program. You can also join our **#brand** channel for any additional questions (or suggestions.)

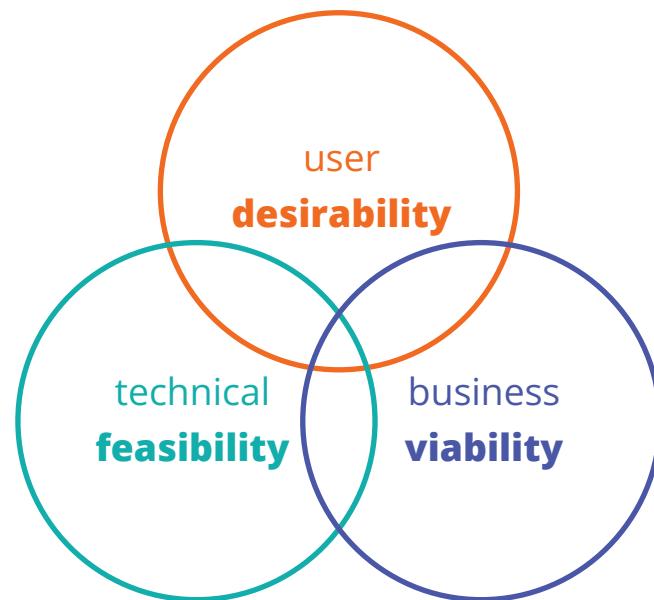
The screenshot shows the Field Nation Switchboard homepage. At the top, there's a navigation bar with the Field Nation logo and links for Home, Visual Guidelines, Copy Guidelines, Visual Assets, Copy Assets, and Sales Enablement. The main title "Field Nation Switchboard" is prominently displayed in large white text on an orange background. Below it, a subtitle reads "Your knowledge hub for guidelines, assets, and resources." A large, faint graphic of a telephone switchboard is visible in the background. In the center, a section titled "Why is this thing called a *switchboard*?" explains the origin of the name. To the right, there are three main sections: "Brand Guidelines" (with an icon of overlapping documents), "Copy Guidelines" (with an icon of stacked documents), and "Sales Enablement" (partially visible). Each section has a brief description and a small icon.

# Design Thinking... I've heard of that!

## Are we all going to be designers?

That would be chaos, but we all have access to the tools and tactics that originate from designers when we need to tackle wicked problems at work.

Design thinking is a framework that we subscribe to as a company enabling our teams to use a unique approach to user-centric problem-solving. Our goal is to empower a wider range of individuals with new skillsets to be better problem-solvers for our customers. Keep an eye out for announcements regarding any upcoming training, or jump in the **#design-thinking** channel to learn more.



Design thinking is what helps us operationalize customer-centricity when we are defining the real problem AND how we might best solve it. It's a balancing act between user needs, if it makes sense from a business perspective, and if we can even solve it today. At this time, any solution requiring a flying car is unfortunately not feasible.



Access our growing resources on [Switchboard](#).

# Go do great things!

**You've got 99% of everything you need.**

Feel brave, feel confident, and get a jump on making your mark in your new role.

You will still have some questions that will come up, and that's ok. You have a great group of people on your team that will help you along the way.



*Reason #39: I believe in the product, the leadership at this company, the flexibility I have with my job, and the opportunity to grow my career here.*

Good luck, have fun, and enjoy the amazing ride of re-imagining the future of work!

This guide was made with love and lots of coffee by people who remember their first weeks and the excitement (and nerves) of starting a new job. If you have any feedback or suggestions on how we can improve this guide for future new hires, reach out to People Ops. **Seriously.**

This will be you in no time: leading the charge and commanding a magical, car-sized paper airplane on the way to the future.

