Internal Documentation for the Fluence Firefly (Ambassador) Programme.

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Fluence Firefly Programme

This document serves to elaborate on and justify certain design choices made for the programme. The aim is to help the internal team better understand my philosophies in structuring the programme the way I did, and also aims to present possible next steps in the event that this submission is chosen to go forward with as the project's actual ambassadorship implementation.

Name Branding Rationale:

The Firefly moniker was chosen as a way to represent the shedding of light on the importance of Fluence's core technology. The Firefly name also aims to complement existing Fluence branding, which possesses a strong emphasis on iridescent/luminous visuals through the use of gradient colours. My use of light orange hues as part of the on-boarding presentation was intentional, with the goal being to elicit feelings of warmth, welcoming, and overall vibrance, all while remaining in-line with the Firefly brand name.

Role Assignment Rationale:

- Advocacy
- Community
- Events
- Content
- Education

Having 5 core roles strikes a good balance between variety, accessibility, and impact. The roles are structured in a way that minimises the likelihood of ambassadors being left with menial/trivial tasks, and is tight-knit enough to encourage multi-role collaboration on certain projects.

Meritocracy Rationale:

The requirement listings for each role are left intentionally broad and generalised. This is because the Firefly Programme aims to be structured as a meritocracy. I believe that applicants should have equal footing in the application process so long as they are able to demonstrate a productive degree of skill in their desired role.

The trade-off to such a structure is the likelihood for high applicant volume. However, structuring the selection process based on merit should make it easier to distinguish between actual talent and YOLO applications.

Requirements as a whole, regardless of industry or position, can often be a slippery slope - and there's no one-size fits all solution. That's especially true in the web3 space. When made to be too lenient, organisations may end up on-boarding a candidate who managed to just "get lucky". While on the other hand, overly stringent requirements may also lead to organisations missing out on generational talent, simply for having too tight of a filter early on.

However, in the context of this programme, I believe a meritocracy will prove to be most beneficial in truly bringing out the best in each ambassador. The Firefly programme is meant to build a culture of expertise, where each member strives to make the best contributions they can to the project, whether they choose to do this ambassadorship as a part-time, side, or full-time gig.

Disclaimer: While an ambassador may choose to use their full-time working capacity to contribute to the project, the programme itself does not offer a full-time fixed salary.

Workflow and Incentives Rationale:

While admittedly experimental in nature, I believe a project-based approach to the programme will do well to promote motivation and a stronger sense of importance amongst ambassadors. Rather than smaller, more trivial assignments, having Firefly tasks structured into medium-large projects allows for more flexible hours and availability leeway.

Apart from major projects where all roles may be expected to collaborate, most of the work in this programme will involve role-specific activities. Project incentives are set at a fixed rate and distributed evenly amongst groups or individuals that accomplish said task. Additionally, ambassadors with bright ideas are encouraged to submit **Incentive Requests** to the team for evaluation.

Example: Charlie is a protocol advocate. Sadly, it's been a pretty slow week and neither the Fluence team nor the other ambassador roles have any major projects in the pipeline. But as a skilled advocate, Charlie makes an **Incentive Request** to the team to pursue a local developer meetup in his area, where he plans to introduce Fluence tech to fellow developers.

Incentive Request (Definition) - Ambassadors will have the option to freely request compensation for personal initiatives they wish to undertake, so long as it is within the scope of Fluence. This feature of the programme encourages autonomy and keeps in line with the idea of a meritocracy.

TL;DR - Promising, feasible, and well thought-out requests are most likely to be accepted and acted upon by the Fluence Team or the Ambassador Programme Manager.

Firefly Code of Culture

The culture that gets built in the programme, will translate to other aspects of the entire Fluence project as time goes on. So making sure we have the right culture in order must be a top priority for all parties involved. The culture of this programme will be built around the following principles.

Expertise

Our applications are open but our selection process is competitive. Fluence Fireflies are not afraid to stand out, and are confident in their abilities to get the job done.

Community

Fluence Fireflies know how important community is to the success of a project. Regardless of role, our ambassadors value each member of the community and strive to foster a positive environment across all mediums.

Autonomy

What point would there be in an ambassador programme if everyone ends up needing to be micromanaged? The Firefly Programme values more than just skill, it expects each member of the team to be confident and capable in their own, or in their team's initiatives.

Educate, not Manipulate

We strive for growth, but we also strive to do it the right way. As an ambassador, you aren't afraid to take your time in forming meaningful connections with each potential user you reach out to.

Selection Criteria and On-boarding Process

Given the nature of the Ambassador Programme, the on-boarding process will be relatively more straightforward than what's seen for full-time employment positions.

Initial Application

- Cover letters will be thoroughly read and will play a crucial role in selection. Finding the right culture fit and hands-on skill is of top priority.
- Ideal candidates are those able to present a relevant portfolio of work relative to their expertise.
- Social proof and presence will factor into the initial screening. (i.e. Github commits, Social Posts, Other Content)
- Applicants who pass screening will be given a quick demo task to be prepared and presented during the interview.

Interview (With Fluence Team)

- First impressions count, but so does team chemistry. By structuring on-boarding as a quick 2-step, hands-on process, the Fluence team will be able to efficiently make decisions on whether or not they want said applicant to be a part of the organisation.
- Given that applicants who make it to this stage will already have a take-home task prepared, assessments will be quick and straightforward.
- 15 minutes to go over the hands-on test and 30 minutes to get a feel for culture fit and team dynamics.

Conclusion

The aim of this documentation is not to set strict guidelines right off the bat, but rather to provide a framework on which to build the actual contents of the programme.

For example, the 5 roles I have chosen are explicit in the nature of the work entailed, but the individual tasks are left mostly open-ended.

In terms of incentives and reward systems, my aim was to paint as clear a picture for compensation without explicitly stating the numbers. A fixed rate per task/project plus the ability for ambassadors to submit Incentive Requests leaves enough room for the internal team to decide exactly what price ranges they wish to set.

In conclusion, the Fluence Firefly Programme sets itself apart from other advocacy programmes in the space in the way that it emphasises culture, expertise, community, and meaningful work.