



## Firestorm Media

New Employee Onboarding

Storyboard and Prototype

ID: Kevin Hoffmann

## Prototype Link

<https://iseazy.com/dl/349c120ce70246f79c5324b9587c29be>

## Design

1. Color scheme – Red (B5073E), Gray (9F9999), Black (1D1D1D), White (FFFFFF)
2. Images - Flames, sunshine, revelation, insight, passion, heat, global, expansive
3. Background – gray, slate, rock or clean white
4. Additional consideration – images of people as employees should portray a diverse array of ethnicities and backgrounds, as well age appropriate
5. Fonts – Zilla Slab (Titles), Bebas Neue Pro (Text)

## Terminal Learning Objectives (ABCD)

1. Given that each learner has access to the eLearning module, new employees will be able to describe the company's culture and describe such details as mission, vision, purpose, leadership team, branch locations and common company work practices. Additionally, they will recognize two company programs for new hires. They will accomplish these goals to the degree that they will pass a final quiz with a score of 75% correct or higher.

## Enabling Learning Objectives

By the end of the eLearning module, new employees will be able to:

1. Recognize the company's mission statement
2. Identify the company's vision
3. Recall the company's purpose
4. Recognize the leadership team
5. Identify 2 branch locations



6. Label two business methodologies used a Firestorm; Agile and design thinking
7. Explain the purpose of the Morning Scrum
8. Recall two programs for new hires, the Buddy System and Take a Co-Worker to Lunch.

### **Learner's Version of Objectives**

"This course will introduce you to company values and culture, prepare you for some of our common work practices and point you in the direction of some programs specifically for new employees to make connections from day one."

### **Sections**

1. Welcome
2. Intro
3. What We Do
4. Our Mission
5. What We Value
6. Knowledge Check
7. Who We Are
8. Who We Are
9. Where We Are
10. How We Work
11. Morning Scrum
12. You're One of Us
13. The Buddy System
14. Take a Co-Worker to Lunch
15. Knowledge Check
16. Call to Action
17. Final Quiz

### **Storyboard**

Slide #	Topic/Section	Script/Text (V/O in <i>blue italics</i> .)	Visual/Interaction/Media/Effects
1	Welcome	<p>Welcome new team members</p> <p>This course will introduce you to company values and culture, prepare you for common work practices and point out programs for new employees to starting making connections.</p>	Firestorm logo
2	Intro	Fanning the flames for the future	<p>Firestorm intro video (&lt;1 min)</p> <p><a href="https://youtu.be/33tSwypQJ-U">https://youtu.be/33tSwypQJ-U</a></p>
3	What We Do	<p>The power to ... Entertain. Market. Innovate.</p> <p>Firestorm Media creates beautiful, engaging and cutting-edge video content.</p> <p>We're storytellers who create content that gets noticed. We craft motion content from concept to completion, from broadcast video to social media marketing.</p>	<p>Flip to reveal</p> <p>Images the convey our process and product.</p>
4	Our Mission	To empower businesses by providing result-oriented solutions.	Images that convey purpose and meaning.
5	What We Value	<ol style="list-style-type: none"> <li>1. Collaboration – Working together is our strength</li> <li>2. Relationships – Give us purpose, meaning, and pave the way forward</li> <li>3. Innovation – Constant improvement, embracing change</li> <li>4. Resilience - Rolling with the punches</li> </ol>	<p>Drag and drop puzzle pieces into a grid or circle.</p> <p>Icon for each of the 4 values</p>



8		<p>Meet our leadership:  CEO, Madhu Shenkar  CFO, Madeline Wasserstein  CCO, John Lamb</p>	<p>Portrait with click to reveal quotes. When you click it zooms in on an aspect of the person (eyes, smile, etc.)</p>
9	Where We Are	<p>Firestorm has a global footprint with offices on 3 continents in 4 countries and 6 major cities.</p> <p><u>Europe</u> – Brussels, Belgium;  <u>North America</u> – Vancouver, Canada; Toronto, Canada; Chicago, US; Philadelphia, US  <u>Asia</u> –Tokyo, Japan</p>	<p>Map with click to reveal of regions &amp; cities w/ branches</p>
10	Knowledge Check	<p>Leadership Team – Match correct first name with correct last name (or correct name w/ portrait)</p> <p>Locations – Where does Firestorm NOT have a location?</p> <p>a) Philadelphia, US  b) Toronto, Canada  c) Mexico City, Mexico</p>	<p>Click and drag/match</p> <p>Multiple choice</p>
11	How We Work	<p><i>As a new team member, you'll be using cutting-edge technology, methods and frameworks to get things done.</i></p> <p><i>We use a combination of design thinking and agile methodologies as the cornerstone of our process.</i></p> <p><i>Design thinking allows us to solve problems creatively while agile enables us to work iteratively, incorporating feedback</i></p>	<p>Image of office, Kanban board, conference rooms, collaboration and work spaces.</p> <p>Click to start VO.</p>

		<i>and working faster. In the coming weeks, you'll learn more about this process.</i>	
12	Morning Scrum	<p>A company-wide unifying event in all Firestorm branches is the morning scrum.</p> <p>An important community event, the scrum is when each team or small group comes together to revisit what was done yesterday, define current goals, and discuss any obstacles.</p> <p>And best of all, bagels and coffee are always on us!</p>	<p>Process outline element (1 → 2 → 3)</p> <p>Click to reveal/flip card of breakfast</p>
13	You're One of Us	<p><i>We couldn't be more pleased to have you joining our team and we know you'll do great things with us. We are excited about the skills, expertise and energy you'll bring to the team and want to make sure you've got everything you need to make this a seamless transition. We want you to feel supported as you make your home here with us.</i></p> <p><i>Got questions? Ask.</i></p> <p><i>Need something? Reach out.</i></p>	<p>Images of smiling people, working together, happy faces</p> <p>Click to start VO.</p>
14	The Buddy System (Collaboration)	<p>To help you get acclimated we use the Buddy System. We've paired you with a current employee who'll be on your team to serve as a guide to your transition.</p> <p>As a friendly nudge in the right direction, we've given you a \$40 Starbucks gift card to get those coffee meetings rolling.</p>	<p>Images of pairs working together, having coffee, looking at computers, etc.</p>

15	Take a Co-Worker to Lunch (Relationships)	<p>We also want to help your build relationships and make connections at your workplace.</p> <p>For the first six months of your employment, you can invite a co-worker to lunch, and we'll pick up the tab.</p> <p>Check with your orientation leader for specifics.</p>	Images of business lunches. Eating and working together.
16	Knowledge Check	<p>Process – Which two methodologies are used as the foundation of our process?</p> <ul style="list-style-type: none"> <li>a) Design thinking</li> <li>b) Agile</li> <li>c) Cause and Effect Analysis</li> <li>d) Six Sigma</li> <li>e) Lean</li> </ul> <p>Buddy System &amp; Lunch programs – The goal of the Buddy System and Take a Co-Worker to Lunch programs are to ....”</p> <ul style="list-style-type: none"> <li>a) Help new employees adjust smoothly and make new connections</li> <li>b) Feel great about working at Firestorm</li> <li>c) Learn company values</li> </ul> <p>Morning Scrum – Which branches engage in the Morning Scrum practice?</p> <ul style="list-style-type: none"> <li>a) Mexico City, Mexico</li> <li>b) Tokyo, Japan,</li> <li>c) All branches</li> <li>d) Brussels, Belgium</li> </ul>	<p>Click and drag/match</p> <p>Multiple choice</p> <p>Multiple choice</p>

17	Call to Action	<p>Congratulations on completing the course and thanks for spending some time to learn more about us.</p> <p>Now's a great time to touch base with your buddy and set up that first coffee meeting. Or maybe take a look at your team roster and find someone you'd like to invite to lunch.</p> <p>Once again, we're stoked you're here with us! If you need anything, just ask!</p>	<p>Firestorm logo, up-tempo music w/ VO</p> <p>OR</p> <p>Closing video</p>
18	Final Quiz	<p>Values – Which are the company values?</p> <p><b>a) Collaboration, Relationships, Innovation, Resilience</b>  b) Sustainability, Citizenship, Selflessness  c) Productivity, Technology, Trust, Quality</p>	<p>Multiple choice final quiz.  Passing score is 75% correct (6 out of 8).</p>
		<p>Purpose – What do we do at Firestorm Media?</p> <p>a) Build social media platforms  b) Develop software  <b>c) Produce high-quality video content for business</b></p>	
		<p>Process – Which is NOT a business methodology employed by Firestorm?</p> <p><b>a) Mura</b>  b) Agile  c) Design Thinking</p>	



		<p>Programs for New Employees – Which are two programs for new hires?</p> <ul style="list-style-type: none"> <li>a) Daddy/Daughter Day and Rest-Recuperate-Recover</li> <li>b) Summertime Fridays and Flex Time Off</li> <li><b>c) Buddy System and Take a Co-Worker to Lunch</b></li> </ul>	
		<p>Mission – Which is the Firestorm mission statement?</p> <ul style="list-style-type: none"> <li><b>a) To empower businesses by providing results-oriented solutions.</b></li> <li>b) To strengthen the social fabric by democratizing business</li> <li>c) To experience the sheer joy of advancing and applying technology</li> </ul>	
		<p>Leadership – Who is NOT on Firestorm’s leadership team?</p> <ul style="list-style-type: none"> <li><b>a) Debbie McAdams</b></li> <li>b) John Lamb</li> <li>c) Madhu Shenkar</li> <li>d) Madeline Wasserstein</li> </ul>	
		<p>Locations – Which is NOT a Firestorm branch location?</p> <ul style="list-style-type: none"> <li><b>a) Abu Dhabi, UAE</b></li> <li>b) Vancouver, BC</li> <li>c) Chicago, US</li> </ul>	

		<p>Morning Scrum – What is the purpose of the Morning Scrum?</p> <ul style="list-style-type: none"><li>a) <b>To go over what happened yesterday, redefine goals and identify obstacles</b></li><li>b) Resolve project budgeting</li><li>c) Present findings to team leadership</li></ul>	