

How to Create Your First Employee Guidebook

Instructions to customize this Guidebook:

In Google Slides, go to the File menu in the top left hand corner of your window. Select 'Make a Copy' and name it [Your Company's] Employee Guidebook. You can also download it directly as a .ppt

This slide to be discarded after you customize your handbook.



[Company Name] Employee Handbook

2018 (Insert Year Here)

Our Story & Mission

Our Story

What's the history of your company? How did your idea come to life? Why did you/the founder start this organization? Use this as an opportunity to infuse this guide with passion and excite your new employees! (1-2 paragraphs)

Company Mission

What gets you out of bed every morning? What do you hope your company/organization can accomplish? (2-3 sentences).

***Idea**

Haven't yet established a mission statement? Get your team together for a whiteboarding session where each collaborator brings one or two sentences about why they joined your team. You'll be able to craft a beautiful narrative from their contributions!

Who We Are

About Us

Detail information about the product/platform/service here. Treat this like the elevator pitch—what do you do/sell/offer? How is your company different from competitors on the market? End with a catch-phrase that people will remember! (3-5 sentences).

Some prompts to get your creative juices flowing:

- Company transforms _____
- Company simplifies/solves/eliminates _____ (industry headache/pain point)
- Company aims to transform _____ (current process or status quo)

Hint: Don't be afraid to embrace the [thesaurus](#)! This is your chance to use language and verbiage that will resonate with your audience.

Logo

Don't let your design go unappreciated. This is your chance to explain what your logo stands for and how it was created. Ensuring your employees have a full understanding of your brand will only deepen their relationship with the company.

Company Values

Our (Company) Values

List your company values and what they mean to you. For each one, include an answer to one or all of these questions:

- Why is this important?
- How does it fit into your business?
- What does it look like on the granular level?

Examples: transparency, integrity, honesty, radical innovation, respect for the individual, put the customer first, education for all, minimize our environmental impact, etc.

Try to keep it succinct and memorable.

***Idea**

This is another great time to brainstorm with your team and formulate values values that matter to your company. For instance, what were some breakthrough moments in building your company? What word do you associate with that moment, and why do you want all employees to keep this value in mind as they work toward your common goal?

Highlight Reel

A few high notes along the way...

This is your chance to shine! List out why your company is leagues above the rest. Consider sharing the following:

- What is unique about you?
- Has your company received any awards?
 - If yes, be sure to include a screenshot of what it is and what it means!
- How many customers do you have?
- Have you received any customer testimonials who can vouch for the goodness of your product?

Share it here!

Things Employees Should Know

PTO Policy

- How many days of paid time off do you offer employees?
- How do employees request time off? It's helpful to include a brief "how to" from a systems perspective. For instance, "make sure to clear your dates with your manager first" or "log in to XYZ program to request the desired dates off."

VTO

- Do you offer volunteering time off? Can you offer some examples of what would constitute for VTO? Align these opportunities with your overall mission and/or story.

Holidays or Sick Days

- What is your sick leave policy?
- What holidays are considered by the company? List them here.

Dress Code

Do you enforce a specific dress code? Note reasons why, if there are safety concerns, or what your general mindset is toward employee dress.

Product Positioning

A Menu of Products

Outline each service or product you provide (if more than five, outline each category, or your top-sellers).
All new employees should have a good understanding of each service.

Our Voice

How We Message

Align your voice with what you stand for as a company. Take a look at your advertisements: what tone do you use? Are you formal? Bold? Cheeky? Funny? Sentimental? Why did you choose this tone and how does it align with your product or mission?

It's important that all your employees are on board with how you market yourselves. It will make for a more cohesive team, product, and brand. Let them know that if there's a question about how to write an email, engage with a customer or client, where they can go to approve the copy (i.e. do you have a comms lead? A marketing pro? An email alias for these types of questions? List it here).

Our Community

Office Locations

Do you have more than one office location? Are you planning to expand outside of your current location? If you only have one office, include fun tips like where to grab lunch or a drink after work in your local neighborhood.

Examples:

Located in the heart of XYZ neighborhood, [Company Name] is in the heart of downtown. Just two blocks from XYZ transportation and a quick walk to XYZ attraction, you'll love spending time in our work neighborhood.

Our CEO's favorite spot for a sandwich is at SAJJ Cafe, Located at 2nd and Bryant.

Did you know that company has XYZ in our kitchens? Be sure to head to the south wing to find our favorite treat!

Company Lingo

Lingo

Does your team have specific terms that they use to refer to products, events or team members? Share them here! Your new workers will be feeling at home in no time.

For instance - New hires? Google calls them “Noobs”

Your employee base? We call ours ZenNation

News update and team events routines - what do you call it and when does it occur?

Unique Perks

Unique Perks

At this point, if you've already recruited a new teammates, chances are they are familiar with your benefits package. However, take this opportunity to remind them of the fun stuff that makes working at your company unique!

Can employees start clubs? Do you host a weekly all hands? What about volunteering together as a team?

Some affordable (but unique) "perks" to offer could include:

- Company sponsored membership to a meditation app
 - Weekly dinners
 - Hackathons
 - Employee running club
 - In office yoga led by an employee
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Social Media Policy

Social Media Policy

In 2018, it's highly probable that many of your new hires are on social media, and we think that's great! Take this opportunity to request certain usage of your company's handle on Instagram, Twitter, Facebook and the like. For instance - do you love when new hires share photos of swag on their first day? Encourage team photos but don't want any alcohol included if the company name is mentioned? This is the place to make those requests.

A Few Tips:

- This is a great place to showcase what your company handles are on which platforms in case they slightly deviate from your brand name.
 - Include any cultural hashtags that you like using, and the links to your social profiles.
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How to Contact HR

HR Contact Info

Share with your team the best way to get in touch with your HR team or representative. It's a great idea to share directions, policies and ways that your company offers support to your team and a safe place to share questions or concerns.

House-keeping

Food Allergies

Do you have a new hire with a severe food allergy? Be sure to address it early! Share tips and policy around bringing in certain food groups if applicable. Otherwise, omit this blurb if not applicable.

Shared Spaces

How do employees get in and out of the office? What are your office hours? Is it safe to keep computers on desks overnight, or do you prefer that employees take them home? What about cell phones?

Cell phones and other tech

We understand that constant connectivity is an integral part of working culture today. Our only ask is that you use your smart devices responsibly and in a way that will not distract your colleagues. Personal calls should be taken outside or in a communal area, please.

General Employment Policies

Other handbook inclusions worth
considering

Pages 16–21 contain information that requires legal and professional review. With Zenefits HR Advisor services, you have access to your very own HR consultant who will guide you through the necessary procedures of being a compliant employer. Visit www.zenefits.com/hradvisor to learn more.

At Will Employment
Equal Employment Opportunity
Reference and Background Checks
Immigration Laws
Employee Classifications
Workplace Conduct
Complaint & Investigation Procedure
Shared Spaces
Anti-Retaliation & Whistleblower Policy
Anti-Discrimination & Harassment
Sexual Harassment

General Company Policies

Other handbook inclusions worth
considering

Drug, Alcohol & Smoking Policy

Workplace Violence Prevention

Conflict of Interest

Business Travel & Expenses

Protecting Confidential Information

Reasonable Accommodation Under the Americans with
Disabilities Act (ADA)

Safety and Accident Rules (Compliance with OSHA)

Paid Time Off Policy (vacation, sick leave, personal leave,
bereavement leave and religious observance)

Hours of Work, Compensation & Leaving the Company

Other handbook inclusions worth
considering

Core Working Hours

Attendance & Punctuality

Working from Home Policy

Pay Schedule

Paycheck Deductions

Paycheck Accuracy

Non-Medical Leaves of Absence

Leaving the Company

**Thank you for joining
our team & welcome
to [Company]!**

How We Can Help



Breaking down the jargon and legal requirements of building an employee handbook can be daunting. With Zenefits' HR Advisor, you have access to completely built out templates that you can modify to suit your business.

Our team can also:

- Review your handbook to see if it's compliant with state laws
- Set up a time to discuss your handbook and talk about particular policies you're looking to adjust
- Make suggestions on how to explain your policies in the handbook

Visit www.zenefits.com/hradvisor to learn more about how Zenefits can help you create a supportive employee environment. With our support, you can rest assured that you've covered all the necessary topics needed for a complete employee handbook.

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