

The People Ops

‘Designer Extraordinaire’ challenge

Background

It’s a wrap. Robin, a new employee, is joining forces with Casumo. Contract has been signed and his first day in the Casumo Castle will be in three weeks time. Hooray! When a new sumo is starting there is a lot of information, activities and training that needs to happen in different parts of the onboarding journey. New casumos need to get the right info, at the right time in the right format and channel without feeling overwhelmed. In the overall on-boarding communication we need to make sure the new sumo:

- Feels welcomed, excited, appreciated and well-informed.
- Gets an overall understanding of Casumo, how work works and the business.
- Embraces our culture and feel wowed by it.
- Understands the story of Casumo, our reason to exist, vision and mission.
- Gets up to speed with the way we work and can take on projects asap.
- Gets a proper security and compliance walkthrough.

Your task!

We’d like you to outline and design the first three weeks of the onboarding journey for Robin, from when the contract has been signed till arriving on his first day in the Malta office.

Content to consider

What actions and communication to include in the first 3 weeks of the onboarding flow is totally up to you.

Here are some ideas to consider to get you started

- A welcome message
- Things to do before they join
 - Request documents (passport, and personal details)
 - Flight and accommodation info from UK to Malta
 - Preparatory information and introduction to Casumo
- Experience when picked up at the airport
- Experience for arrival at the company apartment
- Experience for arriving for the first day at the office
- “A journey to Casumo” surprise project

Deliverables

A brief presentation in the form of PDF document or slides focusing on the ideation, concept and tone, rather than a finished product.

We're looking for

- Brand and tone-of-voice application
- Reasoning and design thinking
- Communication effectiveness
- The Casumo spirit

Resources

www.Casumo.com/guidelines

Public repository for all the graphic and tone-of-voice assets.

Good luck amigo!