





## **Flywheel's Handbook**

First Edition

A book by Flywheel

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Flywheel helps  
designers do  
what they love.



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## Hey there!

This is Flywheel’s culture book. It outlines a lot of what you need to know about working at Flywheel. You can read about very important things, like what it is we’re even doing around here (we hope you know that by now), and very unimportant things, like what the acronym “SAAS” stands for (turn to the glossary to find out!)

Of course, if you have questions about things that aren’t covered in this handbook or would like more information on anything, you can always reach out to your co-workers, aka your new friends. We like it here, and we hope you do, too.



**WELCOME**

## What is Flywheel?

Flywheel is a beautiful platform built specifically for designers and digital agencies. Flywheel makes it easy to build and develop WordPress sites for their clients, manage all of their projects in one place, and ultimately launch those sites in a scalable, reliable way.

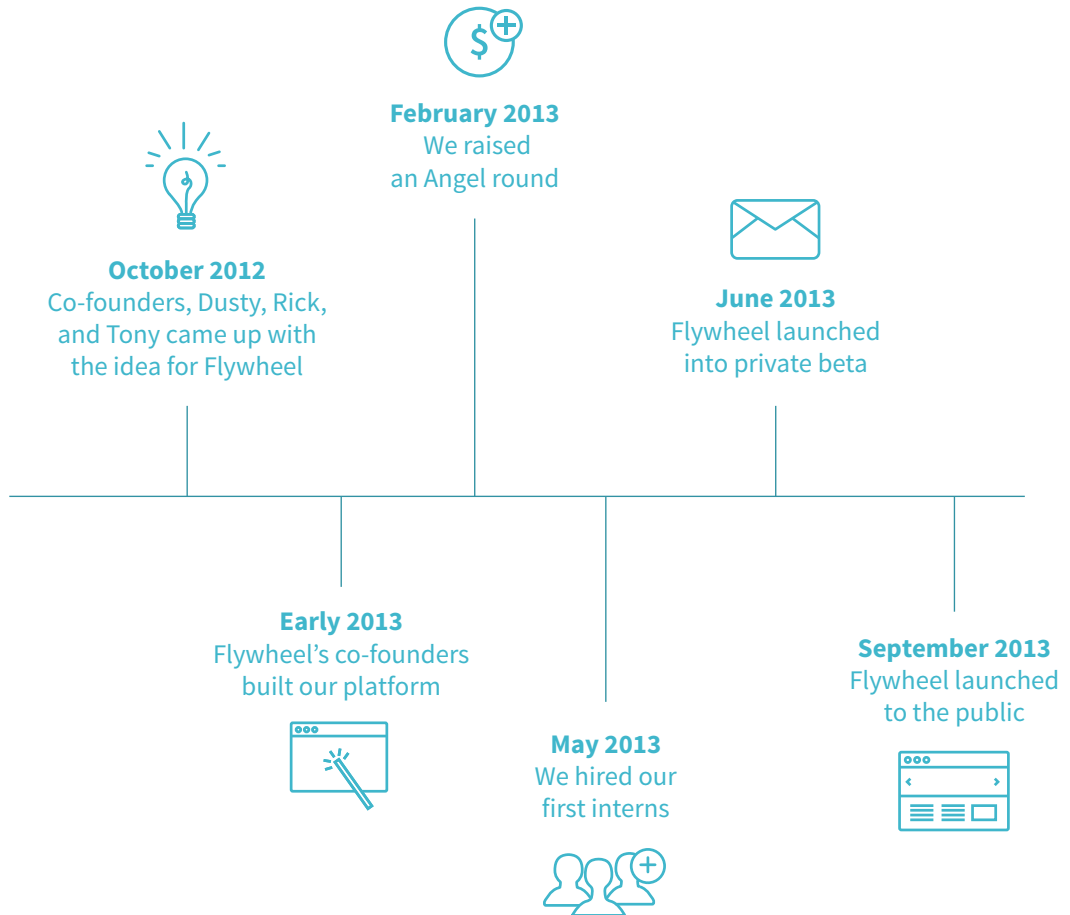
In a nutshell: we provide software tools for web designers to help them more efficiently scale their business (by launching more sites more easily) – allowing them to focus on doing what they love.



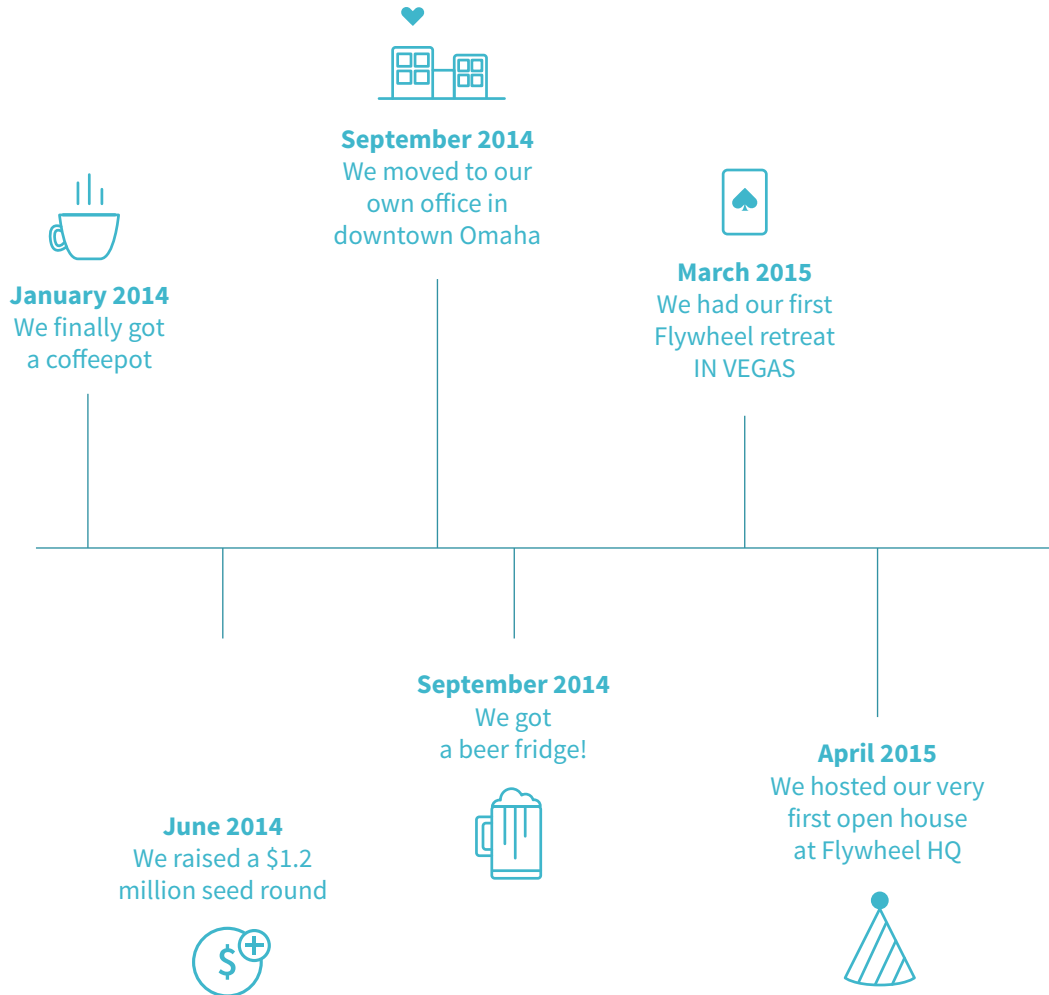


## **Flywheel's beginnings**

Flywheel's co-founders, Dusty, Rick, and Tony, teamed up in 2012 to build the design platform they would have wanted when they were building WordPress sites back in the day. They realized that the enormous growth of WordPress was changing how web designers built sites, and yet “hosting” platforms hadn't evolved in over a decade. They set out to build a simple hosting solution that has become a whole lot more.







## **We do things a little differently here**

We're building a company people can get excited about. We want every single person who interacts with Flywheel to walk away with a smile on their face, whether that's through talking to one of our happiness engineers, going through our hiring process, or just dropping by our office for lunch one day.



SCOUT BOOKS

DIY NOTEBOOKS

Pocket-sized, spiral-bound  
with blank, lined pages

10 POCKET NOTEBOOKS  
30 pages • 3.5" x 5.5" • 100% recycled

100% recycled

100% recycled



## Our perfect customer

Flywheel users come from all walks of life, but there are certain people who are really *perfect* for Flywheel. Generally, we market our product to three particular groups: freelancers, design agencies, and marketing teams.

*That's Jessica over on the left. She's a real Flywheel customer based in New York City. We think she's pretty cool.*



You're invited



## OUR VALUES

## **Our mission and values are very important to us**

Flywheel's mission statement and values are the backbone of the organization. They not only define how we act and carry ourselves, they help frame how we make decisions, how we hire, and how we fire. We take pride in living our values, both at the company and department levels.

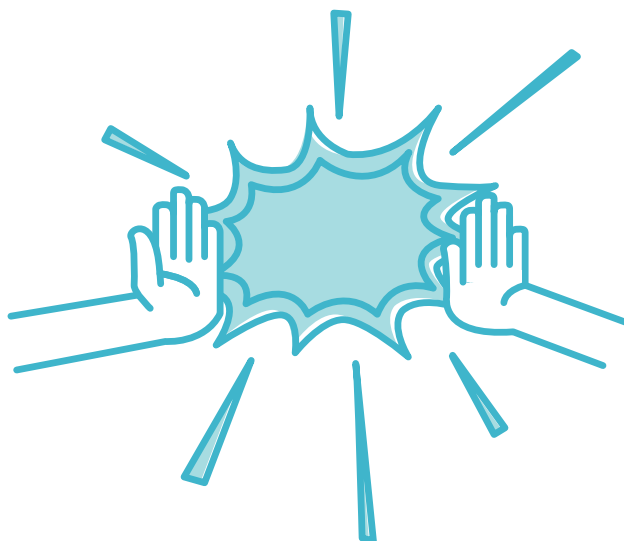


WE HELP

Designers

DO WHAT THEY

Love



## **We are excellent to each other**

We aim to be kind to anyone and everyone we interact with by treating everyone as we would want to be treated. That includes our customers, each other, and our customers' customers. We like to remind people that we aren't just "a company," we're a company made up of kind, empathetic humans.



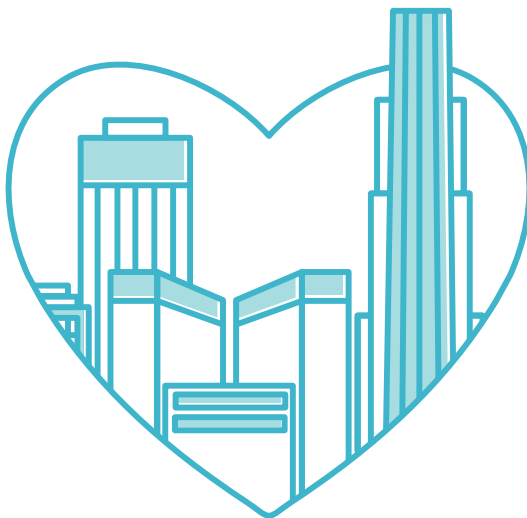
## We are hungry

Working at Flywheel isn't clocking in from 9 to 5. It's working hard and challenging yourself to build something amazing for our customers. We're constantly challenging each other to strive for better and to be the best we can be.



## We embrace weirdness

We're a bunch of creative folks, and we're not afraid to show our weird sides. We accept everyone's individuality and add it to the mix of what makes Flywheel a fun place to hang out. We branch out, we think outside the box, and we're not afraid to get uncomfortable.





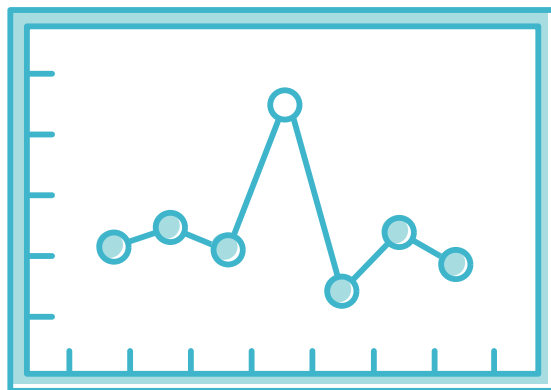
## **We are productive community members**

We embrace each and every community that we're a part of, and we're better for each of them. From the design community to the WordPress community to our local community in Omaha, we are actively invested and give back to the communities we're a part of.



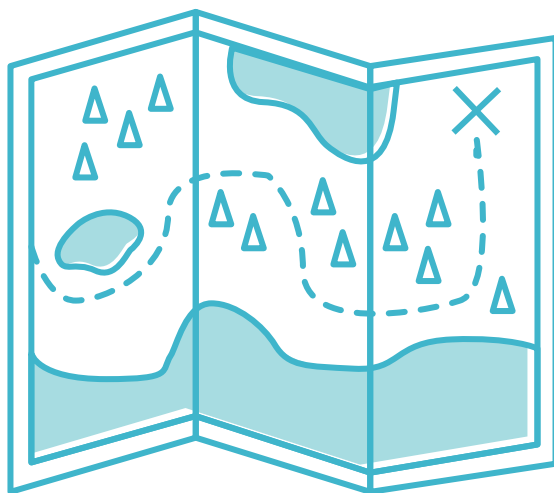
## We believe design matters

We believe that good design is good business, but we know design is more than just making things pretty. Design is the foundation of everything we do, from experiencing our product to experiencing our office. It will always be one of the most important aspects of Flywheel.



## We are data-informed

Flywheel is built on design, but we also recognize the importance of making data-informed decisions. We measure relentlessly, but we also make sure we don't ignore experience. We try to strike a delicate balance between being design-focused and data-driven.



## We are a work in progress

We know we're not perfect. That's why we're constantly working to improve and learn from our mistakes by embracing failure and encouraging experimentation. There will be bumps, but we're all in it together.





**YOU + FLYWHEEL**

## **When you should be working**

We generally expect people to be working from 9 to 5. Sometimes people come early, sometimes they stay late, and sometimes they take a long lunch. We don't get nitpicky about this stuff, because we expect everyone here to use their time responsibly. That means doing what you need to do to keep your life together (like going to the dentist at 1 p.m. on a Wednesday), but still making sure you do what your team expects from you.

## **When everyone is being loud**

Think you'll be more productive in the coffee shop down the street or from your mom's living room? Cool! We have a flexible, open work environment. Work from where you can do your best work.





## **Sweet perks**

From unlimited vacation to catered lunches, we're committed to making sure everyone who works at Flywheel actually enjoys their time here. We plan fun team outings (to places like the pumpkin patch and Vegas) and make sure we're playing just as hard as we're working.

## **Your stuff**

We want you to have everything you need to get your job done at Flywheel. We'll provide you with the basics (like a computer), but if you need more to do your job, let us know! We're here to help you do your job better, which includes providing the right tools.

## Unlimited vacation

Our vacation policy is this: “Use your best judgment.” Basically, take as much or as little time off as you need. We like employees who are well-rested and happy. If that means taking a two week break to go to Tahiti, it’s cool. Just make sure you let someone know, so we don’t think you’re never coming back.

*The Flywheel shirt out in the wild on the right is in New Zealand.*

## Free hosting

Since you’re here, you might as well use the product you’re helping us build/promote/sell. If you’ve got a website (or two or three) that’s built on WordPress, let us know, and we’ll migrate it over to Flywheel and give you free hosting (hooray)!









## Scooters

We have a lot, and they're very convenient if you need to get from one end of the office to the other. Use 'em!

## Dogs

We have dogs here. They're very nice. If you have a dog (or a really nice cat), you're more than welcome to let them come hang out with us.

*The dog on the left is Lily. She belongs to Rick, one of Flywheel's co-founders. She's very cute, but will probably not let you pet her for a while. Don't take it personally.*

## T-shirts

We have LOTS of T-shirts. You should already have at least one Flywheel shirt for yourself, but if you want other colors or want one for a significant other/friend/your mom, then grab what you need. And yes, we have onesies, too.

*The shirt on the right is our “Designers are Fly” tee. We give this shirt out to lots of people because, well, it’s a pretty fly tee.*





## Lunch

We love hanging out with each other at lunch. We work pretty hard all day, so getting to talk to each other and share a meal is a nice break. We cater lunch throughout the week to bring everyone together. Sometimes, we get tasty sandwiches like the one on the left.

## The beer fridge

We stock a variety of beverages (both alcoholic and non) at the office for different occasions, whether it's having after-hours drinks with someone who's interested in Flywheel or having an end-of-a-long-day drink with each other. We enjoy a cold brew every once in a while, and don't mind if you enjoy one while you're working. Just DFIUFEE\*.

*\*Don't f\*\*\* it up for everyone else*

## Caffeine

Caffeine is the lifeblood of our company, and it will always be accessible in the office. From Diet Mountain Dew, which is essentially what enabled our founders to build Flywheel in the first place, to excellent coffee to Surge (yes, Surge), we've got it all.

## Music

We love listening to music while we work, so we stream various playlists through our Sonos system. We all pitch in to keep the music at Flywheel interesting (but not so interesting that it's distracting from, you know, working), so if you want to play something, do it!



Owl's Brew

A TEA CRAFTED  
FOR COCKTAILS



**Pink & Black**

A blend of Raspberry, Hibiscus, Lemon peel & strawberry

NET 32 FL OZ (946.3 mL)

FLAVORFUL & SWEETENED WITH A HINT OF VIOLET

Owl's Brew

A TEA CRAFTED  
FOR COCKTAILS



**The Classic**

A blend of English Breakfast, Lemon & Lime

NET 32 FL OZ (946.3 mL)

FLAVORFUL & SWEETENED WITH A HINT OF VIOLET

Owl's Brew

A TEA CRAFTED  
FOR COCKTAILS



**The Classic**

A blend of English Breakfast, Lemon & Lime

NET 32 FL OZ (946.3 mL)

FLAVORFUL & SWEETENED WITH A HINT OF VIOLET







**YOU + YOUR COWORKERS**

## How we work together

Flywheel has been growing quickly from day one, which means things are changing on a regular basis around here, including the way we work together. Sure, we're all divided into teams, but our teams are constantly collaborating to get things done. The marketing team makes things for the sales team with help from the development team and the development team helps the support team fix things that will help the account management team keep customers happy, which in turn helps the entire business grow which helps the operations team hire badass people who are noticing our growing business. See how that works?





## Operations

Flywheel's operations team is the glue that holds everything together here. This team is responsible for making sure we get our paychecks, putting lunch on the table, keeping our supply closet stocked, and organizing fun team outings and parties. We would probably all be very lost without the operations team keeping things together, so be sure to say a big "thank you" to them on a regular basis. Or bake them cookies. They like cookies.

## People

We don't like calling this team "HR" because, well, we don't really think these guys are resources; they're people. This team is in charge of exactly what their title implies: everything related to attracting, hiring, and retaining the absolute best people on the planet. This includes hiring and onboarding new employees, running our internship and apprenticeship programs, and generally making sure that the people of Flywheel are happy, challenged, rewarded, and operating at their best.







## Marketing

The marketing team is mostly responsible for getting the word out about Flywheel (and making us look good). On a large scale, the marketing team is in charge of running *The Layout*, Flywheel's online design publication, launching digital campaigns, and creating content through videos, blog posts, and ads to help people learn more about Flywheel. They also run social media, handle partnerships and advertising, and create helpful things for employees (like this handbook!)

# 5 Reasons you'll love Flywheel



## All we do is WordPress

Our 100 percent focus on WordPress means that our services are specifically tuned to the needs of WordPress. Our support team are all WordPress experts, able to help you through any issue you may have.

## Light speed is normal speed

WordPress is a great looking environment, but it can be slow. Our team of experts are able to optimize your WordPress site, making it faster than ever.

## Sales

The sales team is in charge of talking with potential customers, implementing enterprise plans, and giving demos of our software to people who are interested in Flywheel. They work pretty closely with our marketing team to create resources we use to sell Flywheel to potential customers and target people who we think could really benefit from using Flywheel (see: “Our perfect customer”).

## Support

The support team (“happiness engineers,” as we call them) is at the heart of our company. Flywheel’s exceptional customer support is what has set us apart from other companies in the industry and is something our customers truly appreciate about Flywheel. This team is made up of all-around awesome people who enjoy helping other people solve hard problems.

*Fun fact: these guys don’t read scripts when they’re talking to customers on the phone. We want people to get the real deal when they call us.*



"This customer service though! Straight up amazeballs."

- Lauren Lund



## Customer success

The customer success team works pretty closely with the support team to make sure our customers stay happy and are as successful as they can be with Flywheel. From day one, we've prioritized building real relationships with our customers, whether that's through sending them handwritten notes, checking in on them every once in a while, or just becoming their friend because, well, our customers are cool. And that's what our customer success team does best.

## Product

The product team is in charge of building the things our customers actually use and interact with every single day. These guys spend most of their days buried in code. They're either building a brand new feature, fixing something that isn't working quite right, or they're helping our support team solve those hard problems we mentioned earlier. They're the cat's pajamas (their words, not ours).





## Everyone here is exceptional

This includes you. Building a company people can get excited about starts with building an amazing team. We don't hire people to fill a quota or to fit a job short-term. We hire people we like being around, and who we think will excel and do amazing things here. We want everyone who works at Flywheel to challenge others and to be challenged. When everyone is growing individually, the entire company grows, and that's how amazing things happen.







## **We pitch in**

Working at a startup can be messy, and we rely on everyone to pitch in and help with things that might not fall under your job description every once in a while. That might mean helping the happiness engineers when they're bogged down with support tickets or getting in front of the camera for a video even if you're camera shy. We're all in this together and sometimes that means stepping out of your comfort zone.

## **We're not jerks**

Like we mentioned before, everyone here is here for a reason (read: "exceptional"), which means that we don't talk down to people who don't know how to code or get angry if someone messes up. Part of becoming an amazing company is making sure everyone here feels welcome and included.

## **We actually kinda like each other**

One thing every employee at Flywheel has in common is that each one of us actually enjoys being at work and being with each other. We're co-workers, sure, but we're also friends, which means we have a whole lot of fun together. From late night whiskey-drinking to baseball game outings to scooter races down the street, we're a pretty fun bunch, and we thoroughly enjoy hanging out together.









**YOU + THE COMMUNITY**

## **We value the communities we're a part of**

Community is really important to us at Flywheel, which is why we have close ties with various communities both in Omaha and in the design world. We're helping designers do what they love, and that involves cultivating the communities that designers are a part of, and working alongside communities that help us fulfill that mission.



# Events Menu

FRI 5: FAC

WED 5: DEV TECH  
HAPPY HOUR @ 5pm

THURS 5: BIG  
ONA

4/24: PIZZA

4/27: BREAKFAST + LUNCH

4/29: Hy VEG SUBS

5/1: CASSAROL  
+ VEGGIES



# BIG OMAHA <sup>V</sup>



## **The Silicon Prairie**

This is a community that fosters the startup scene in the Midwest. We're proud to be located here, and we think it's the perfect place to grow a company. We also support other startups and companies in the area by attending and sponsoring events like One Million Cups, Big Omaha, the Silicon Prairie Awards, and more.

## The design community

Flywheel is built for designers, so there's no question that we hold the design community near and dear to our hearts. We work hard to support designers in Omaha and beyond by working with agencies and freelancers near and far. We're also big supporters of design-related events and organizations in and around Omaha, like AIGA, dOMA, AAF, BarCamp Omaha, and more.







ENTER TO WIN  
**FREE**  
COMPASS  
HOSTING



**FLYWHEEL**





## **The WordPress community**

We're a WordPress platform, and we wouldn't be where we are without the WordPress community. For us, giving back to that community means sponsoring WordCamps, speaking at conferences, and contributing to the culture of learning that already exists in the WordPress community.

## **The Omaha community**

We're proud of where we live, work, and play in the Silicon Prairie. Omaha is a unique place to grow a tech company, and it's a big part of our lives. Our office is in the heart of downtown Omaha so we can get out and experience the city as often as we can. We eat local, we buy local, and we support those who are trying to make our city a better place to live and work. We love where we're from, and we do our best to help it continue to grow.

WOODMEN





# THE GLOSSARY OF KNOWLEDGE

**Amazon Prime:** Something we are obsessed with.

**Beer fridge:** Something we are very proud of and waited a very long time for. Also the keeper of every wonderful beverage on Earth.

**Bespoke:** You've probably never heard of it.

**Block 16:** A Flywheel right of passage.

**Bottle caps:** Things we put in the giant fish bowls in the middle of the kitchen when we crack open a cold one.

**Dank:** Used to describe something “awesome” or “really, really cool.” Used in a sentence: “Damn. That is some dank macaroni and cheese.”



**\*DFIUFE:** Don't F\*\*\* it Up for Everyone Else

**Diet Mountain Dew:** A staple for many Flywheel employees, especially the co-founders.

**Digital Ocean:** The place where most of Flywheel's websites live.

**Drones:** Another thing we are obsessed with. Specifically radio-controlled quadcopters. You'll see several different sizes flying around the office. Don't worry, we won't shoot you down.

**Everyday:** A word that you are only allowed to use in this office if you use it correctly.







**“Everything is f\*\*\*ed”:** Something you will most likely hear our CTO, Tony, say. Don’t worry, everything is most definitely (hopefully, probably) not f\*\*\*ed when he says that.

**Fancy Chap, Inc.:** The name of Flywheel’s parent company.

**Fanfare:** A little “ta-da!” sound that used to happen every time someone paid for a site on Flywheel back when we used Campfire. Today, sites are getting paid for all the time (yay!) which means still having Fanfare would be very annoying (boo).

**Fly:** A word that we use to describe almost everything we publicly approve of. Yeah, we know it’s cheesy.



**Flybot:** A robot that lives in Slack and helps make our lunch ordering process happier and easier for everyone. Be nice to Flybot or he could overthrow us all one day.

**(The other) Flywheel:** The reason we have people calling us to complain about their taxi driver.

**(The other other) Flywheel:** The reason we have irritated spinners calling us about their membership issues.

**@getflywheel:** Not our Twitter handle.

**Gifs:** Flywheel currency. Not to be traded outside of the #random channel.



**Giphy:** A service for dealing with Flywheel currency (see: “Gifs”). Use with caution: sometimes you don’t get quite what you expect.

**@heyflywheel:** Our Twitter handle.

**Host Salamander:** Used when referring to other hosting companies.

**Ke\_Fo\_d:** New York’s hottest dance club. Top secret. Only attended by Flywheelers.

**Kevin:** Flywheel’s first engineering intern. Responsible for such classics as “The Whole Bird,” “It would be a pretty tough case,” “kevin.webcam,” and “the late tens.”



**Localmotive:** Our favorite food truck, best known for delicious, delicious rounders and for being the best late-night food in the whole wide world.

**Loop:** Flywheel's first pet, a betta fish we bought when we launched Flywheel beta. His fish bowl is now where you put your beer caps (see: "Beer Caps"). R.I.P., buddy.

**Maria Bonita:** Our second favorite food truck that typically runs out of whatever food you want two minutes before you get there.

**The Mastercraft Building:** Flywheel's original home.

**Migration Nation:** Where the support team lives.







**October 1:** Flywheel's birthday!

**Orchard:** Flywheel's name before it was Flywheel.

**Project Schlomo:** Our not-so-secret fake code name for Bulk Plans.

**Razor scooter:** The preferred way of getting from one end of the office to the other.

**Rick's hair:** A thing we make fun of (and also envy) quite a bit.

**SAAS:** Sandwich As A Service.

**SnapChat Support:** A very fake thing that Flywheel launched on April Fool's day once.

**Trout Slayer:** The preferred currency for rewarding a team member.

**WordCamps:** Conferences that members of the Flywheel team regularly attend all over the country (and the world)! Someday, you might be lucky enough to experience the magic of WordCamp.









Made with love by Flywheel.

