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Imagico

Operations Manual

October 2025

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Introduction

Imagico is an imaginary company.

This sample document is called a **SHIPshape Manual**.

It consolidates employee information and makes it easily accessible to them.

This is NOT A WEBSITE. It is a PDF file created with standard word processor software (in this case, Mac Pages).

This document is optimized for iPads and other tablets because so many businesses deploy tablets for their sales staffs. It is designed primarily for fingertip navigation, **no mouse is necessary** to navigate it.

It also works suitably in mobile and desktop browsers. (And it works great in PDF readers, like Adobe Acrobat and Mac Preview.)

Economical

- No special software (use Microsoft Word, Mac Pages, Google Docs).
- Easy to create.
- Easy to edit.
- Easy to expand.
- No subscription fees. (Host it in a password-protected folder at your existing website host; I can help you.)

Services I Offer

Creating

- Establish your company's first **SHIPshape Manual**.

Training

- Teach you and your staff how to implement and expand it.

Coaching

- Once your staff begins to understand the simplicity of this methodology your company will be able to leverage its small-document-based structure to enhance your business in other ways.

Let's build one for your business: [Contact Me](#)

—Greg Kagay

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About This Section

The **Company** section of the SHIPshape Manual houses information about your company that for whatever reason is not readily accessible on your website.

Meanwhile, linking from here to information on a website is simple, and doing so avoids re-inventing the wheel by posting it twice.

Similarly, this section is a great place to summarize information that you have broadcast on social media (so it is cataloged and accessible to employees with just a few clicks).

Some information meant only for an internal audience lives here as well, such as internal News and Events. You will see some examples of this sort of content below.

News

- [Jane Smith Named Senior Editor of Company Operating Manual](#)
- [Jackson Manufacturing Co. Hires Imagico to Provide Full-Service Facilities Support](#)
- [Imagico Launches Innovative New Operations Manual](#)
- [FauxCo/Imagico Collaboration Well Received by Market](#)



News

Jane Smith Named Senior Editor of Imagico Operating Manual

July 12

Imagico is pleased to announce the promotion of Jane Smith to the position of Senior Editor of our company Operating Manual. She will work with department managers to maintain and enhance this popular communications portal. At a luncheon announcing her promotion, Ms. Smith said: "I look forward to working with all of our capable managers. And I want all employees to know they may submit suggestions any time. The Operating Manual is for all employees."

Events

Collaboration Day

June 25

All employees are invited to participate in our quarterly “All-Hands Continuous Improvement” event. Bring your ideas and your creativity. Keynote by noted efficiency expert Robert Deming, III. Small workshops and breakout groups will develop new ideas for improving Imagico. 10am - 2pm. Lunch served.

Parking Lot Pop-Up

July 3

Invite your friends to participate in this popular seasonal event. Over 14 vendors featured. For more information, see the [online flyer](#).

Demo Convention

August 1

Level II sales personnel are invited to participate in our Demo Day Convention on the first Sunday in August.

- earn time +1/2 pay
- great networking opportunity (the leads come to you)
- all team members that have completed the [level II training program](#) are eligible

Awards

- [Imagico Wins Gold Medal in Fine Companies Magazine Survey](#)
- [Silver Medal for Three Imagico Products at West Coast Concours International](#)
- [Sales Trainer John Smith Named to City-Wide Influential People List](#)
- [Imagico to Sponsor State Fair Youth Craft Camp](#)



Awards

Sales Trainer John Smith Named to City-Wide Influential People List

June 15

For the third year running our Senior Sales Instructor, John Smith, has been named to the *Times Digest* “Important City People” list of influential citizens in our community. Please join us in congratulating John for this recognition. Read more at the *Times Digest* [website](#).

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About This Section

The **Operations** section of this document houses information employees need to keep your operations running well, such as Checklists and Instructions.

Checklists

Checklists enable employees to confirm that they are pursuing their jobs comprehensively.

(What is more, they are a great way to keep your operations running in general. When was the last time you dusted those ceiling fans, replaced the HVAC filters, and cleaned that pantry in the break room that gets so cluttered with expired foods? Put items like this on a seasonal checklist so you and your team will not overlook these infrequent but important tasks.)



Instructions are helpful for complicated or infrequent chores. Cleaning the filter on the dishwasher may not be something you do not need to do often, and it may be complicated enough that few employees remember how to do it, but having a well written “[step-list](#)” available to all employees makes anyone a candidate to be a specialists when that little red light comes on.

Wi-Fi Password

Public Network (for customer and employee use)

Network Name: **Imagico-Public-Net**

Password: **gourmethamburgers**

Imagico-Private-Net

This is our private network; available to administrative employees only.

Opening Checklist

- [] Switch Widget Machine from Standby to Operate
- [] Clean Display Glass with Glass Cleaner
- [] Unlock Cash Drawer
- [] Turn On Store Music on Sales Counter Tablet
- [] Set Deal of the Day Signs on Front Sidewalk
- [] Switch Neon Sign from Closed to Open

Closing Checklist

- [] Sweep Area Behind Cash Register
- [] Turn Off Store Music on Sales Counter Tablet
- [] Set Cash Deposit in Safe
- [] Close And Lock Safe Door
- [] Empty Trash Cans And Replace Liners
- [] Bring in Deal of the Day Signs from Front Sidewalk
- [] Switch Neon Sign from Open to Closed

Dishwasher Maintenance

If see a red light on the dishwasher in the break room, it is very important to quickly clean the main filter right away. If not, the room may flood (again). The procedure is simple.

1. Unplug the machine (inside cabinet on right side).
2. Remove the lower dish rack (set on stainless steel countertop)
3. Pull red tab labelled “Pull Here” to remove beauty valence panel.
4. Set panel on stainless steel countertop.
5. Unscrew (counter-clockwise) filter housing.
6. Remove filter and wash it* in the mop sink. (Not in the hand-washing sink!)
7. Replace the filter in the housing.
8. Screw filter housing (clockwise) back into place.
9. Replace beauty valence panel (make sure it is right-side-up; you will hear a click).
10. Replace bottom dish rack.
11. Plug cord back into receptacle.

*If the filter has cracked, contact facilities@imagico for a replacement.

Selling

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About This Section

The **Selling** section of this document features information to help customer-facing employees work with company clientele.

This section is the perfect place to emphasize company priorities. Of course it is great when sales personnel present information organically and not robotically, but having a list of talking points to work from can help all employees do their jobs more completely.

Some Sub-Headings missing from this example document are Products and Services. If that sort of information is not on your company's website, this section would be a prime location in which to host things like price lists, selling points, links to manufacturers' websites, etc.

This is also a good place to put links to educational resources, such as videos about using Customer Relations Management software and Payment systems or Point of Sale applications.

Links describing industry certifications and other educational resources are another prime example of Selling section content.

Any good books or websites you believe your employees should read or reference? Link to them here.



Customer Care

Arriving Customers

- Always be welcoming, engaged and energetic.
- Ask customers if they have specific questions.
- Escort customers to the department of their choice.
- Introduce customers to sales associates and mention a first name: “This is Tony, he knows a *lot* about the products you are interested in.”

Departing Customers

- Thank all customers for visiting.
- Offer customers a copy of our monthly *CompanyTimes* newsletter.
- Inform customers of our regular **Saturday Expo Days**, at which they may test-drive our products themselves.



PointsWallet

Our Customer Loyalty Program

PointsWallet is Imagico's customer loyalty program. We designed it to be easy for customers to use.



Here are a few **talking points** for informing customers about the program:

- Earn 10 WalletBucks for every \$100 you spend on Widgets
- WalletBucks are added to your account automatically.
- Every month you will receive a summary email detailing what you bought and summarizing your WalletBuck balance.
- Then, when you buy more widgets, you receive a WalletBuck discount.
- WalletBucks expire after 18 months and are non-transferrable.

PointsWallet is hosted by a third-party provider; if your customers would like more information, direct them to this website:

www.CustomerKeeper.com/Imagico.

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About This Section

The **Human Resources** section of this document houses information relating to employees and employment.

An [Employee Roster](#) will help your employees connect with each other easily when the need arises. (It is a great piece of content with which to begin building a company manual such as this.)

Although most employees will only make use of it once, the [Onboarding Checklist](#) is a great tool for onboarding new employees. It puts all the information new employees need — summarized — in their hands, so they can manage their first days on their own.

Employment policies relating to such things as lunch breaks, vacations, discounts, etc. are also appropriate content for this section.

Employee Roster

We provide the information below for instances in which our employees need to contact other associates for work-related communications.

Respect your colleagues; if you don't know someone well, use these numbers for *bona fide* work inquiries only.

Also, if you are not well acquainted with someone, be sure to identify yourself as an associate when calling or sending texts and indicate your name and department.

Associate	Department	Contact
Chuck Ambrose	Sales	629 367-2402
LeRoy Castleman	Warehouse	607 8218-906
Mary Deáandre	Sales	334 766-3281
Tammy Bunsom	Repairs	308 873-9080
Victor Fulsom	Facilities	515 671-1915
Xavier Emerson	Administration	417 615-7482
Etc...	Etc...	Etc...

Breaks (Lunch/Coffee)

- Lunch Breaks
 - Saturdays - 30 minutes
 - Other Days - 45 minutes
- Coffee Breaks
 - One 15-Minute Break for Every Four Hours Worked



IMPORTANT

- Consume snacks and drinks in the break room only.
- Eating and drinking is not allowed in sales areas.
- Employees may make use of the microwave oven and the electric kettle in the break room for heating dishes.
- Please keep the break room door closed during meals to mitigate aromas migrating to the sales areas.

Employee Discounts

Employee Discount: 25% off all goods and services. No discount on sale items.

Friends and Family: 10% off all goods, no discount on services. Who qualifies? Ask your manager.

Important: All discounted transactions must be entered into the Triangle payments system using the employee customer account ID.

Onboarding Checklist

Welcome to the Imagico family. Let's get a few formalities out of the way so you may begin training and start working. Just follow these checklists to take care of all you need to do to become an active Imagico team member.

Apps to Download

- [Scheduling App](#)
- [Payroll App](#)
- Bookmark this Document in Your Browser

Documents to Complete & Submit

- [W-4 Form](#)
- [Emergency Contact Form](#)
- [Confidentiality Awareness Form](#)
- [Business Card Request Form](#)
- [Email the Following PDF Documents to hr@imagico.com](#)
 - Copy of State Widget Handling Certificate
 - Copy of Driver's License
 - Copy of Social Security card

Training Videos to Study

- "Triangle" Payments System [Video Training Package](#)
- CRM [Video Instruction Program](#)

Suggestions

About This Section

The **Suggestions** section of this document is short but very important.

Your employees are on the front lines of your operations; shouldn't you be listening to them? For companies committed to continuous improvement, two-way communication is the lifeblood of progress.

Alternatively, top-down command and control is not only a recipe for missing out on good employee ideas, but for demoralizing your staff as well.

Adding a Suggestions section like this one (see language immediately below) and encouraging your employees to make use of it will solve many problems and, perhaps, illuminate business opportunities.

And do follow through on the promise of recognition and rewards. Recognition could be as simple as an acknowledgement at a weekly meeting or a write-up in the News section. Rewards examples include gift cards, free company merchandise, etc.



Suggestions

We recognize proactive employees and reward their good ideas!
Please let us know how we might improve.

- Send us your suggestions.
- Also, relating to this document, report typos, broken links, misinformation, or out-of-date information.
- Send an email describing your suggestions and feedback to admin@infodoc.com.

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