Getting to Know You

A innovation project by Kaitlyn Moten Digital Video

Getting to Know You
Service

Kaitlyn Moten – Digital Video

Technical Field

This project falls under Digital Video (such as film and editing) and Business marketing. This project does focus heavily on employee engagement and communication.

Background Information

The idea behind GTKY was actually inspired by my internship. Where I got to see firsthand how GTKY format has highly improved engagement and even personal connection among employees. I wanted to expand on GTKY, truly dive into why it works and how it can be implemented in different companies and work fields. GTKY is able to provide a fun and personalized experience for teams instead of the usual boring files. (Plus if employees have their own profiles, they can attach their own GTKY video for others to watch!)

Prior Art (legal term)

When it comes to traditional methods for workplace engagement, they often use written material, digital platforms, (Slack, Teams, Element) and video calls focused on professional meetings. However, these options can lack personality and even fall short on being able to create a lasting connection. GTKY is able to provide an alternative solution by offering a fun, engaging, personalized video introduction when can better improve onboarding, team engagement, and improving workplace culture.

New hires will typically receive manuals or even an employee profile that includes company policies and even teams. While these resources are useful, they can often feel very bland and fail to help capture who the employee is as a person. (Society for Human Resource Management SHRM, 2023) A lot of companies will hold formal orientation sessions to help introduce the company values and even expectations, but the issue with these presentations is that they tent to be a rinse and repeat and doesn't really help employees form a deeper connection with their fellow colleagues (Bauer,T.N 2010). Onboarding is supposed to hep new employees to adjust to their new jobs by establishing a better relationship to improve satisfaction (Bauer,T.N 2010). By incorporating the GTKY process as part of onboarding (For the new hire department) they're able to learn about their colleagues and not feel overwhelmed and even enjoy some fun videos.

Going beyond onboarding, GTKY videos can act as a flexible tool for current team engagement. If companies have a setup where their employees have their own personalized profiles, they can attach the GTKY with these profiles, so when people are viewing someone profile, they can easily watch their GTKY. As shown already, The purpose of these videos is to show the

employees personalities, roles, their interests, and help have a deeper connection and being able to engage with this videos ay any point, allows for it to be convenient.

Digital onboarding like Workday and even BambooHR actually improves this process and make it easier for employees to access information, but the downside to these platforms is they can lack a human element, which makes it harder for current employees and new hires to connect with their team. (Maurer, 2022).

When it comes to virtual introduction through platforms like Slack, Zoom, Teams, and even Elements, it offers a chance for remote teams to meet face to face but the issue is that these moments are often forgettable, and don't have a lasting impact. (Microsoft, 2021).

What about production companies similar to Kaitlyn Digital Video services? Stories Incorporated is a video production company that specializes in services for corporate workplaces. They focus on employer branding, talent attraction, and even internal communications. One of their services includes a employee spotlight and video content to showcase company work culture. However, employee introduction are only a subset of their broader video production services rather then their main focus.

Same goes for Webdew, they provide various video production services which include onboarding videos. They have services like scriptwriting, animation, and even video editing to help companies create a fun onboarding experience. While they produce introduction style videos, these are only a small part of their services rather then it being a dedicated service.

Unlike Stories Incorporated and Webdew, which offers introductions as one of their many services, GTKY is focused on personalized employee introduction videos. These approaches focuses on a more personalized video, higher quality and Consistency, and strong workplace integration.

Getting to Know You bring a fresh alternative to the table by offering an fun, efficient, and engageable way for employees to connect, creating a more personalize experience for everyone.

Bauer, T. N. (2010). Onboarding new employees: Maximizing success. SHRM Foundation. Retrieved from https://penedulearning.com/wp-content/uploads/2019/05/Onboarding-New-Employees_Maximizing-Success.pdf

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Society for Human Resource Management. (2023). Best practices for employee onboarding. Retrieved from https://shrm.org

Stories Incorporated. (n.d.). Stories Incorporated. Retrieved April 2, 2025, from https://storiesincorporated.com/

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Project Description

GTKY is a video service provided by Kaitlyn Moten Digital Video to better improve workplace relationships by making introductions fun and engaging. Companies can integrate GTKY videos as part of onboarding, internal communications platforms (ex: element, Teams, Slack) or a page for their employees departments to have them learn about their colleagues. Companies and different organizations can choose from various of video packages (Basic, Standard, and Premium) to better customize their experience to fit their budget and needs.

Innovation Claim

GTKY stands out from other introduction methods as it's able to offer a personalized and engaging video introduction which is more memorable. People remember faces, voices and stories better then text based introductions or even HR presentation GTKY also offers a flexible format that can fit different industries. It even gives employees control over sharing who they are with fun facts, hobbies, and work related insights which creates a memorable experiences that encourages a deeper connection and teamwork.

Usage Scenario

Example mock company: Vortex Security

Vortex Security has been struggling with engagement among their remote employees. They decided to outsource to Kaitlyn Moten Digital Video Services by selecting her exclusive GTKY service. Vortex opted for a high tier package which allowed employees to share a more personal and even professional insights on who the are. After the videos have been completed, they're distributed via Vortex's slack general channel. This lead to a increase in team interaction, bonding, and even improved workplace culture.

Evaluation Criteria

-Does the GTKY service allow for flexible and customizable pricing based on the company needs?: Yes! Pricing is based on quotes with a starting base number.

-Is there a dedicated site built to provide the proper information and contact page? Yes! I've built my https://themotens.com/ primary around GTKY as the main service provided. It also successfully showcase what the service looks like.

-Does the prototype demonstrate how GTKY works? Yes! A two minute sample reel is available along with longer videos for a more in depth look.

-Does GTKY establishes what makes it different from traditional onboarding? Yes! GTKY shares through a list in table the difference and what makes the service special.

Objectives and Tasks Associated with the Project

-Develop a website designed to showcase GTKY services.

-Offer different package tiers for companies and organizations to choose from (Basic, Standard, Premium)

-Provide a contact page with options for inquires (and CAPTCHA to help with spam)

-Create a two minute GTKY sample reel to quickly demonstrate the service and offer longer examples if customers are interested.

Description of Design Prototype

GTKY is accessible through https://themotens.com/ that features sample videos, pricing, and information on the service. Companies are able to browse different packages and request a quote based on what they need. The Prototype includes a two minute sample reel (which showcases what GTKY looks like in different formats. This being clubs and company use) and longer videos showing a more in depth look of these GTKY videos.

Evaluation Plan

To evaluate my service, I will focus on aspects that can demonstrate my service functionality and even value. 1st i want to make sure that the website is able to communicate what my service is and the values it has by ensuring that the pricing structure service details and even contact information is clearly presented and easy to find. The two-minute sample with Reel will be used to see how it effectively shows the get to know your concept and how well it's able to demonstrate its impact on employees engagement and communication. It also does show what it would look like in a club situation, so we were able to get a bit of a taste of that. I will also be looking into how the website differentiates Get to know You from traditional onboarding methods, I've already started doing this by doing a little traditional onboarding versus get to Know You comparison chart. (Because while Get to know you can be used after the fact of onboarding, I feel like it's a lot more effective while you're doing the onboarding process because you're getting to know your other coworkers while starting up.) Finally, I'll be going over the

flexibility of the services packages, the basic, standard and premium and make sure that they all communicate clearly what they offer and how businesses can choose the right option for their needs.

Project Completion Assessment

Currently, the website and videos are fully functional. With sample videos available to help demonstrate the service. Also, the site does include a Q&A, contact page, different information on the service, and a pricing outline. My current goal is fine tuning the site to make the GTKY service the primary service for Kaitlyn Moten Digital Video.

Appendices

Appendix A: GTKY Service Page - https://themotens.com/gtky/

Appendix B: Kaitlyn Moten Digital Video Services - https://themotens.com/

Appendix C: GTKY Videos – GTKY Zip File

Appendix D: Graphics file

Appendix E: Traditional Vs. GTKY

Traditional Onboarding vs. GTKY

Traditional Onboarding	GTKY Videos
HR-led, formal introductions	Fun, casual employee driven videos
Job-focused	Highlights personality & interests
Text-based bios (Slack, LinkedIn, Element)	Engaging video format
Harder to remember coworkers	Makes introductions memorable
Remote intros often feel disconnected	GTKY videos create a personal touch