

TEACH ME SOMETHING

Writing Prompt for The Frontier Project

About our work:

For businesses to succeed, they have to function well in a lot of different ecosystems.

Externally, that involves the broader economy, state of their industry, local or global competition, and customer base. Internally, it's things like technology, office space, and organizational structure.

We address the human ecosystem that powers it all and ensure that it's thriving. There is art and science in that. A lot of people know the science (it's readily available), and a lot of our competitors try to corner the market on the science. We know and utilize the science, but we differentiate through the art of it.

How we do it:

At its core, our work is about changing hearts and minds, and therefore behaviors, inside companies so they can achieve different results. There are many creative ways we do that based on what we know about human psychology and our own experience inside companies.

We use internal communications channels to tell stories, spark curiosity and generate awareness. We lead experiential immersions in cities around the world and facilitate strategy sessions to align teams on a shared goal and purpose. We develop people personally and professionally through workshops, leadership programs, and self-paced activities. All of it beautifully designed in-house by our graphic designers.

As a result, we rely on really strong communicators and facilitators to lead people down a path toward change.

Your mission:

In no more than two pages, teach me how to do something you're really passionate about. The tone should be conversational and match Frontier's voice. Our typical audience is college educated, technologically savvy, and inherently skeptical.

The goal of this exercise:

We want to get a better sense for your intuitive acumen and creativity in this space, based on who you are and what you've experienced and learned in your own life up to this point. This isn't about "getting the content right" or telling us what you think we want to hear as much as showing us how you think and approach a problem and present a solution.

There is no time limit on this activity, but we will debrief it in our next meeting, so be prepared to speak to your process and how long you spent developing your content.

There will not be an additional opportunity to ask questions, so make some assumptions and call those out.

Submit your writing sample to careers@thefrontierproject.com, and we'll be in touch. We're excited to see what you do!