

# Distinctly.



The Distinctly  
Handbook

# Welcome to Distinctly.

Working at Distinctly should be a positive experience for everyone involved.

This handbook is intended to provide all the information that you may need and find useful in relation to working here.

Since Distinctly was founded by our Managing Director, Tom Shurville, back in 2009, we've had a very important set of values which have evolved and developed over the years, as the team has grown.

We hope you have an enjoyable and rewarding career at Distinctly.

**Five steps to a successful career at Distinctly:**



## Our Mission.

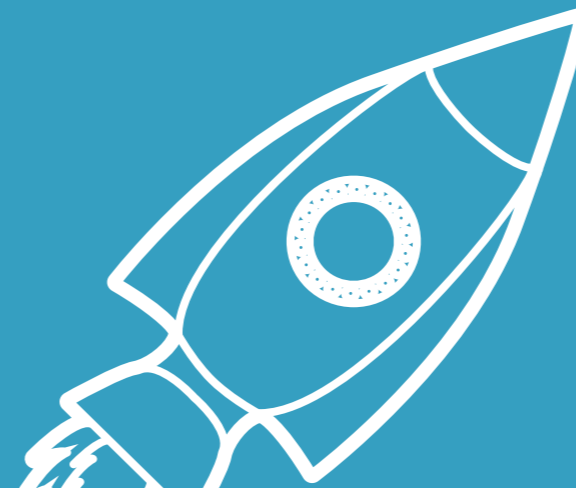
We exist to achieve the digital ambitions of our clients and to make a positive impact on the lives of our team.

## Vision.

- ★ **To be recognised for effective campaigns** that deliver against realistic expectations
- ★ **To be a respected and trusted agency** with happy clients and people
- ★ **To be a progressive employer** with a productive, flourishing team
- ★ **To constantly improve and evolve** in everything we do

## Values.

- ★ **Collaborate:** Collaborations and partnerships are key to the success of Distinctly
- ★ **Teamwork:** Making everyone's lives easier to deliver better results
- ★ **Wellness:** Support, health and happiness
- ★ **Passion:** For knowledge, for clients and for results
- ★ **Drive:** The momentum to constantly evolve – ourselves, our offering, our strategies
- ★ **Empathy:** To the needs of clients and other team members
- ★ **Professionalism:** Maintaining high levels of professionalism





## Contents.

<b>Positive Learning &amp; Attitude</b>	<b>5</b>	<b>Perks</b>	<b>15</b>
Be the best	6	Holiday time	16
Collaboration	7	Free breakfast/fruit	16
Learn every day	7	Social	17
Training	8	HR Perks	17
Productivity	8	Recruitment	18
		Salary/bonus	18
<b>Communication</b>	<b>9</b>	<b>Wellbeing</b>	<b>19</b>
Team meetings	10	Work/life balance	20
Induction	10	Flexi working	20
Positive communication	11	Wellness Wednesdays	21
Reviews	11	Dolly	21
Asking for help	12		
Time off	12		
Appointments	12		
Leaving	14		

## Positive learning & attitude

“  
For success,  
attitude is equally as  
important as ability.”



## Be the best you can be.

We strongly believe that everyone at Distinctly should enjoy their work and feel fulfilled. At times, this may take persistence but be willing to learn and to improve – which will involve allowing yourself to fail too. No-one is the best they can be without failing and remember, practice makes perfect!

One of the simplest things that we can all do is come to work every day with a positive attitude. Can-do is the only way we know. Yes, of course, there may be bumps in the road but as a team we are there to support you through the highs (and the occasional lows).



## Collaboration.

We believe passionately that collaboration is pivotal to our success. There's no room for an individualistic ethos and you will note in our reviews that we encourage collaboration, communication and a supportive environment throughout the team.



## Learn every day.

We expect everyone in the team to have a thirst for knowledge and to learn every day. As part of the review process, everyone has a learning objective which is just as important as your work-based objectives. Every Monday morning in our weekly team meeting we ask everyone to speak for 1 minute on an article of their choice, which we then share to the Slack channel. Personal development time is built into everyone's work schedules so make sure that you make the best use of that time.

LOVE EMPATHISE AND ENERGISE  
WHAT YOU DO  
THE GREATEST WEALTH IS HEALTH

Teamwork is Dreamwork

Distinctly.

OWN IT  
LEARN AND GROW

OUR CLIENTS ARE OUR PARTNERS  
SEO U LATER!

MAKE it HAPPEN



### Productivity.

A key part of our success is our ability to get the job done. We are always looking to improve our processes and efficiency. We encourage everyone to feed back on how we could do things better so please do feel that you can make suggestions to your line manager.



### Training.

Learning and development are embedded in our culture. Everyone is encouraged to attend external training courses and conferences regularly throughout the year. We will recommend some of these to you but also encourage you to seek out courses that you are interested in. There are also internal training sessions available to everyone on the team and on occasion we invite external trainers in for sessions on specialist subjects.



Good communication is the bridge between confusion and clarity.



## Team meetings.

We have a team meeting every Monday which focuses on the working week ahead – absences, key meetings. The other meeting we have all together is the Quarterly Review which takes place in January, April, July and October.



## Induction.

On your first day in the office, you will have a comprehensive induction to ensure you know the basics regarding your role and office life. You can expect:



Welcome pack, lunch with the team, induction presentations



Weekly reviews with your line manager



End of month review with your line manager and a Director



End of probation review meeting, objective setting



## Positive communication.

Honest and open communication is critical to a healthy working environment. Always be careful of the language you use – both written and spoken – and be respectful of all your colleagues. If you have an issue that is bothering you, please do not just wait for it to pass, or potentially get worse. Please speak to your line manager or to Tom and Liz and we will help.



## Reviews.

We expect everyone to be motivated about their work and to challenge themselves daily. Guidance and support will be given as and when required.

Formal reviews take place every four months. This helps us assess that you are progressing in line with your objectives and enables us to understand your development needs and career aspirations.

Honest and open dialogue is encouraged and we have a strong belief that constructive feedback enables everyone to improve and progress.

Objective setting is an important part of the review process. Objectives are agreed collaboratively and include:

- ★ 1 x training objective
- ★ 1 x reading objective (we provide the book from our library)
- ★ 3 x work-based objectives



## Ask for help.

Supporting one another, sharing knowledge and learning, offering help and ideas and giving constructive feedback when needed are all very important.

If, however, there is an issue that you need to raise, please feel free to speak to your line manager. It's OK to ask for help – if you are struggling to make a deadline, you just have too much work on or you have a personal problem. We would always prefer to be able to help and support you rather than be in the dark.



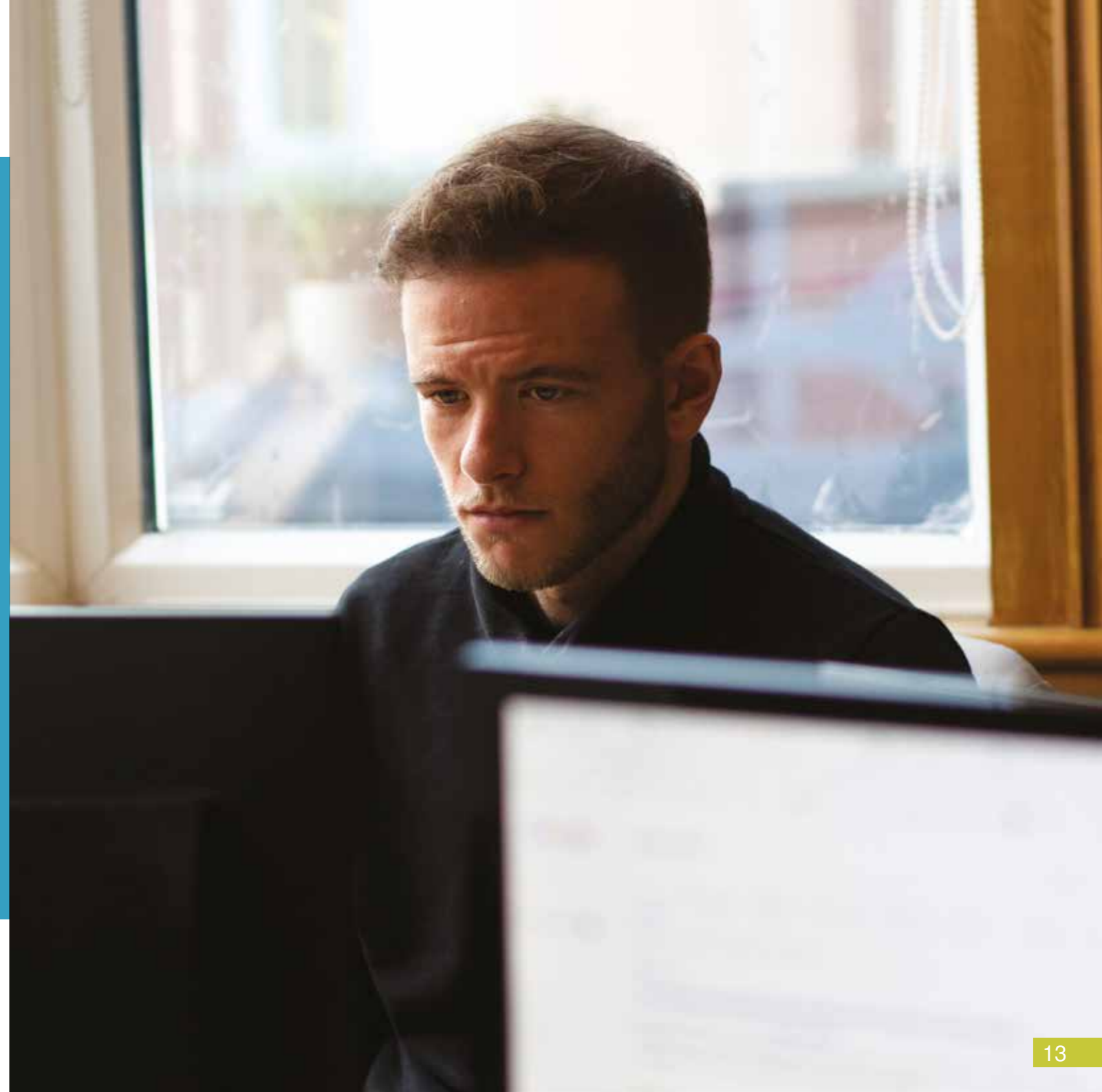
## Time off.

If you are too unwell to come in to the office, please call your line manager by 08.30 that morning, then on each subsequent day that you remain unwell. Your line manager will then update the team and ensure that any urgent work is redistributed.



## Appointments.

From time to time you may need some time off for an appointment such as the doctor or dentist. Please advise your line manager of when you will be away from the office and arrange to make up the time.





## Leaving.

It's always sad to see one of the team move on but it does occasionally happen. From time to time, people do decide to leave for a variety of reasons, some of which may not directly related to your work i.e. relocating or changing career.

If, however, you are not enjoying your work at Distinctly and are thinking of looking for another role, all we ask is that you please come and speak to us first. We can try and fix the problem, try and address any issues that are affecting your job satisfaction or at least support you in finding the best new opportunity for the future.

“  
Alone we can do so little, together we can do so much.”





## Holiday time.

Everyone gets 25 days of paid holiday every year (not including bank holidays) and we encourage people to use all their allowance. This increases to 28 days per year after 5 years' service. You can carry over up to 5 working days into the next year but we would rather you used it all throughout the year.

Please provide as much notice as possible to your line manager and avoid being away on the 1st working day of the month (due to reporting day).

The office shuts down between Christmas and New Year so you need to retain 3 days leave to cover this period. Please ensure all activity is recorded in Charlie HR. Before your holiday, ensure that you leave any handover notes for your team, set your out of office and enjoy your break.



## Free breakfast and fruit.

We provide a comprehensive range of breakfast items as well as tea, coffee and other refreshments. Help yourself and if there's something we don't have that you would like please write it on the board on the fridge and we will order it (deliveries every Monday).

Fresh fruit is also supplied on Mondays.  
Please help yourself.

Please ensure you leave the kitchen as you find it and take your turn at emptying the dishwasher.



## Social.

Having fun together is really important. We have a dart board in the chill out area for everyone to enjoy in their lunch break/after work.

- ★ We have a monthly team 'pay day' lunch which takes place on the last Thursday of the month.
- ★ There are office drinks from 4pm every Friday.
- ★ We go out as a team at least every 3 months.
- ★ We have a five-a-side football team that plays regularly against other agencies and local businesses.
- ★ We always have a very lively Christmas party!



## Charlie HR Perks.

Everyone in the team has automatic membership of Charlie HR's perks and benefits, which gives you access to hundreds of exclusive employee benefits, discounts, perks and freebies. These include discounts at a huge selection of retailers, discounted cinema tickets, travel peris and much more. Go to Charlie HR to access these great benefits.





## Recruitment.

People are central to our success. We put tremendous effort into making sure that people have a positive experience during the recruitment process.

We also encourage the team to recommend their friends and former colleagues. In return we offer a generous incentive scheme of a £1000 bonus to the referrer, after successful completion of their recommended colleague's probation.



## Salary/Bonus.

Salaries are paid into your bank account on the last Friday of the month.

Salaries are reviewed every four months, however there is no guarantee that your pay will rise.

There is also a six-monthly team bonus (paid in January and July salaries). This is linked to company performance and recognises the success of everyone's hard work.



Optimum health requires the mind, physical body and spirit to be in balance



## Work/Life balance.

Working late regularly is not encouraged and the office is usually closed by 6pm at the latest.

To help create balance, flexible working options are available after an initial 3 months. All we ask is that you are at work between 09.00 and 16.00. The rest of your hours you choose e.g. either start your day earlier/later (between 07.30 and 09.30 hrs) and finish earlier/later (between 16.00 and 18.00 hrs).



## Flexi working.

In addition to staggered hours, we also offer other forms of flexi-working. These include part-time contracts and home working where required. If this is something that is important to you please discuss with your line manager.



## Wellness Wednesdays.

One Wednesday a month is Wellness Wednesday at Distinctly. To promote wellness and health in the workplace, each month a holistic health practitioner visits the office and talks to the team about ways in which they can live a healthier life. In addition, there are 1-1 therapy sessions such as reflexology for the team to enjoy.



## Dolly.

Dolly is our office dog and is responsible for wellness in the office. Anyone is welcome to take Dolly for a walk if they would like to and she helps reduce any stress in the office. She likes nothing more than to promote happiness and encourage collaboration.



Thank you. 

Thank you for being part of the Distinctly team. Hopefully this handbook provides you with an accurate picture of what it's like to work here. Our values and culture belong to all of us and it's important that we all live by these and collaborate with each other.



**Distinctly.**