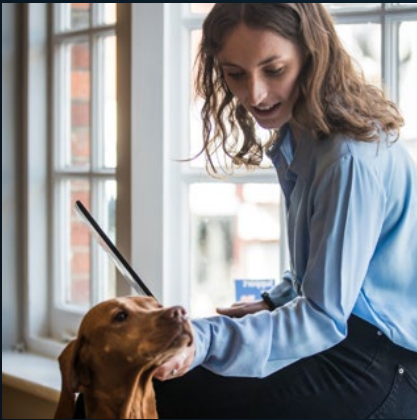


DISTINCTLY



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.

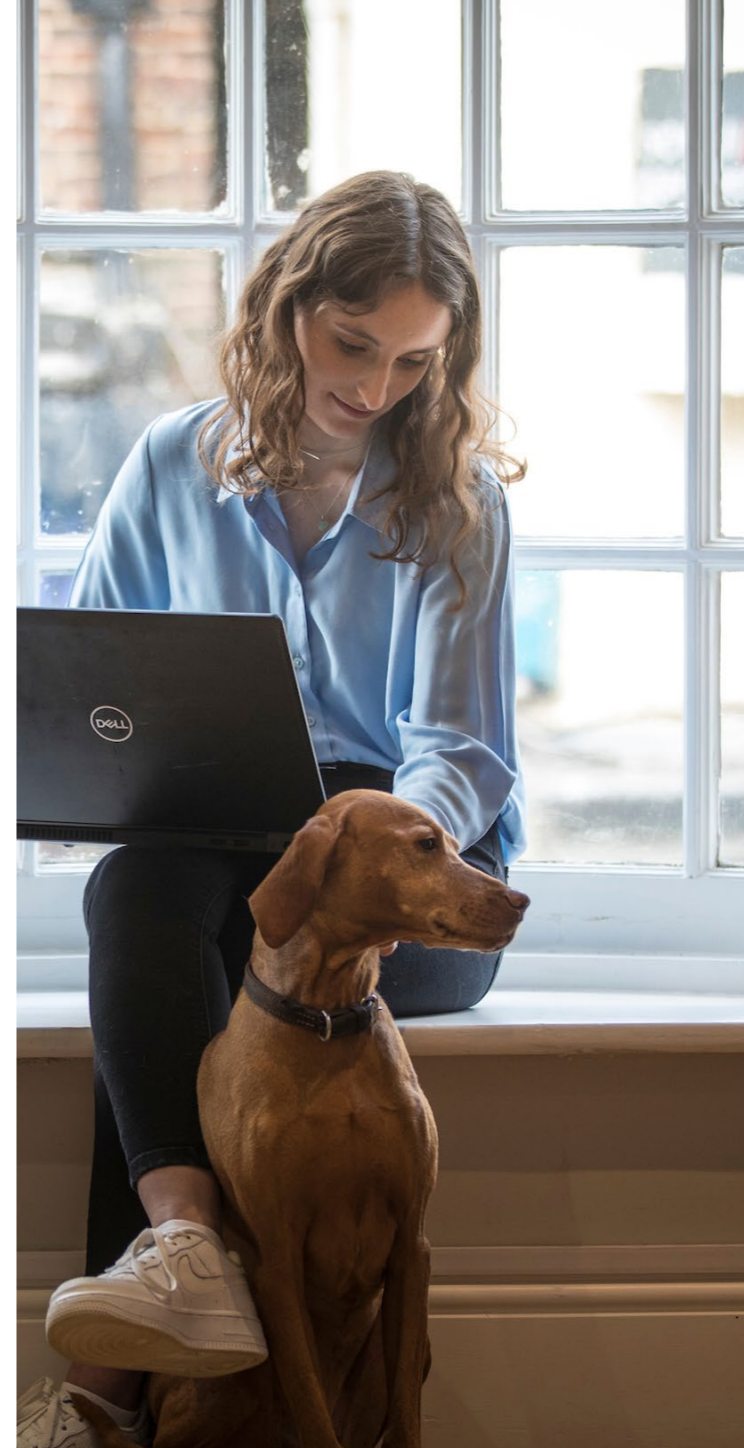


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Five steps to a successful career at Distinctly



Brand Vision

To create superstars and achieve commercial brilliance.

Our Mission

To achieve greatness for our team and clients by working smart and giving everyone a chance to shine.

Every day our team of sharp minds strive to exceed expectations for themselves and others. Naturally curious, we are specialists who challenge perceived wisdom and question the status quo to achieve better outcomes. We listen actively, lead with compassion and celebrate our successes together.





Our Values

Take Care

Nurturing our team and our clients is our passion and focus. Ours is a circle of empathy, trust and transparency that empowers everyone in our orbit.



Open Up

We believe that listening is as important as speaking, and that feedback helps us move forward. Openness is at the heart of all our relationships, and we encourage honesty and self-reflection.

Ask Why

We make it our business to challenge the status quo. We believe the best solutions stand out because they break the mould, so we never stop questioning convention.

Work Smart

Efficiency, high standards, attention to detail, intelligence and rigour are what make us successful. We get the job done and we do it well.

Enjoy the Ride

Every one of us is on a journey, moving forward, onward and upward. We love a challenge, we love a laugh and good work is always rewarded.



Positive learning & attitude

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.



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.



For success, attitude is equally as important as ability.



Communication

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:

- **First day:** Welcome pack, lunch with the team, induction presentations
- **First month:** Weekly reviews with your line manager
- **Month two:** End of month review with your line manager and a Director
- **Month three:** End of probation review meeting, objective setting

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.

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 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 three to six months depending on your role. 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 or Audible)
- 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.



**Good communication
is the bridge between
confusion and clarity.**





**Great communication
begins with connection.**



Slack

We use an internal communications tool called Slack. It allows us to share communications quickly and efficiently in channels. Please ensure that you use the correct channels – particularly for client communications – and keep private messages to a minimum.

Google Workspace

We use Google Workspace throughout the agency. Specifically Gmail, Google Drive, Google Sheets, Google Docs and Google Calendar. For video conferencing we use Google Meet. You can also access your work email on your mobile device via the Gmail app.

Training will be provided to anyone unfamiliar with these products.

Tools

We use various tools for the smooth and efficient running of our operations. These include:

- **Capsule** - CRM
- **FreeAgent** - expense tracking and salary information
- **FunctionFox** - time tracking software
- **CharlieHR** - HR software

Computer etiquette

Everyone is issued with a laptop and we ask that you follow a few best practices. Please do not store anything on your hard drive or your desktop. Please save everything in Google Drive folders.

Please also ensure that any software and Windows updates are actioned and restart your computer every couple of days.

Phone etiquette

Please download the Office UC app on your mobile device which will allow you to make and receive Distinctly calls through your mobile device.

All calls need to be answered within the first three rings. If the person is unavailable, please take a message and send a Slack message immediately (name, company and contact number).



Perks

Holiday time

Everyone gets 28 days of paid holiday every year (not including bank holidays) and we encourage people to use all their allowance. This increases to 31 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) and during December as we have an extended break for Christmas.

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.

Private healthcare

Our health insurance scheme is run by WPA Healthcare. It is a comprehensive policy that allows access to over 600 hospitals throughout the UK. It has generous provision for all eventualities including

cancer care and mental health treatment should you be in the position to require these services.

If you have any questions relating to this scheme, please speak to your line manager.

Social

Having fun together is really important. We have a dart board in the chill-out area for everyone to enjoy on their lunch break/after work. We have a monthly team 'pay day' lunch which takes place on the last Thursday of the month. We have a five-a-side football team that plays regularly against other agencies and local businesses. We go out as a team at least every 3 months and our Summer and Christmas parties are always very lively!

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 perks and much more. Go to Charlie HR to access these great benefits.



Bonus

There is a six monthly bonus up to 10% of your salary (paid in January and July salaries). This is linked to company performance and recognises the success of everyone's hard work.

Sabbaticals

After two years' service, there is the option to take an unpaid sabbatical of four weeks. This can be combined with up to 2 weeks of your holiday allowance to provide you with a 6 week break. If this is something of interest, please speak to your line manager.

Maternity & Paternity Benefits

Starting or growing your family is a very special time in your life and we want to ensure that you are well supported and that returning to work is smooth and as stress free as possible.

Enhanced maternity pay

We offer the following enhanced pay:

- First 6 weeks of leave increased to 100% pay
- Following 18 weeks increased to 50% pay
- Next 15 weeks of maternity leave at statutory maternity pay
- After 39 weeks as per statutory maternity pay, the remaining 13 weeks of statutory maternity leave is unpaid

Maternity reduced hours on return

To help mother's settle back into work after maternity leave, we offer increased work flexibility, by introducing a staggered return to work.

For the first 8 weeks post maternity leave, you can work 80% of contracted hours, on full contracted pay.

Enhanced paternity pay

- Two weeks leave at 100% pay
- Paternity leave can be taken as two weeks in one go or in two week blocks

These benefits are also available to any employee who chooses to adopt.

To be eligible for these enhanced benefits, you will need to have worked at Distinctly for at least 52 weeks service by the beginning of the 15th week before the expected week of childbirth.



Wellness



Work/Life balance

Working late regularly is not encouraged and our offices are closed by 6pm at the latest.

Our working hours are not fixed and we put the ownership on individuals to choose when they work best. However, we recommend that core hours are maintained and that you are available between the hours of 10:00 and 15:30.

Hybrid working

Hybrid working is the norm and generally the team split their time between one or both of our offices and home. We have two offices that everyone in the team has access to. Our Rickmansworth office has capacity for 12 people and our London office has capacity for 9 people. To book your space in advance please use the shared calendar.

There are no set rules but we encourage you to spend two days a week in the office at the same time as others in your team.

Wellness

Wellness is a very important consideration and everyone's good health, wellbeing and quality of life are imperative to a happy and productive team.

We encourage everyone to make the right choices and help facilitate the forming of good habits and healthy work practices.

Dogs

Dolly and Maggie help boost morale and alleviate stress in our Rickmansworth office.

Anyone is welcome to take them for a walk and enjoy spending time with them. They like nothing more than promoting happiness and encouraging collaboration.



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



Finance



Salary

Salaries are paid into your bank account on the last Friday of the month. Salaries are reviewed in line with your review schedule, however there is no guarantee that your pay will rise.

Pension

Everyone on the team (aged 21 and over) is automatically enrolled in the company pension scheme. It is operated by the People's Pension and contributions are in line with the government regulations (currently employee contributions - 5% and employer contributions - 3%). If you have any questions relating to our pension scheme please speak to your line manager.



Success is not the key to happiness, happiness is the key to success.



Expenses

Occasionally you may have out of pocket expenses that you need to claim back. You can do this via FreeAgent or the FreeAgent app.

For payday lunch, you can claim up to £10 and the category is 'Food for Office'.

People referral

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.

Client referral

If you know someone who is interested in our services, please put them in touch with Tom. If they engage with our services, then you will earn a 10% commission on gross client revenue for the first 6 months of engagement.



Thank you

We hope you are proud to work at Distinctly.

Everyone has their unique part to play in the continued success of our agency and we hope that you get the opportunity to challenge yourself, keep learning and enjoy the ride.

Thank you for playing your part.

DISTINCTLY