

The Pure
~~Hand Book~~
~~Guide Book~~
~~Culture Book~~
~~Rule Book~~
Book

THIS BOOK IS
LOVINGLY OWNED BY

Dani

And we are delighted you are one of the Pure team. We believe that Pure is a rewarding and positive place to work and hope that you do too. We are committed to ensuring everyone fulfilled their potential and just as importantly has fun doing it. We have come a long way since our establishment in 2002 and our people have been the foundation to Pure's success.

We hire the best
people, **you.**

You can see that we struggled to give this book a name. Culture books are becoming a bit of a cliché. To a degree it doesn't matter what we call it - it's what it stands for that is important. And for us this is a book that captures the essence of Pure. It has been produced to give you useful insights to Pure as a company, our people and our culture. The important thing to remember is that it is yours - to evolve and to interact with.



nce upon a time recruitment was a grey world. In fact, everything looked very `corporate' grey and blue. In this world, many consultants worked towards short term gains; it was more about sales and less about people and customer experience was a long way down the list.

Until we decided we wanted to do things a little differently. We created a supportive environment where people worked flexibly and a culture of teamwork and charity work was fostered.

There was an emphasis on quality and going the extra mile for clients and candidates alike. Everything was about long term relationships as trusted advisors and the targets were focused on outcomes rather than making a quick buck. The Pure branding felt brighter and more vibrant in a land of corporate grey.

And now it's over to you to write the next chapter

KEY DATES



2002
Pure Resourcing Solutions is launched. The pink logo hits the press. The first recruitment company to move away from traditional colours

Cambridge office opens with Gill, Caroline and Ian in a small 2 person Regus office.

2003
Dave and Lynn join the company.

2004
Norwich office opens

2005
We move into our own office in Cambridge.

Jodie and Scott join to open the Ipswich office.



2010
The Chelmsford office opens

Caroline Batchelor and Caroline Meeson climb Kilimanjaro.

2011
Ben Farrow joins the Chelmsford office to establish the office support and HR recruitment teams.

Chelmsford office moves to Marlborough House.

Recruitment Consultants trip to the 'K' Club in Ireland.

2012
Best Employers Eastern Region is launched in conjunction with eras Ltd

Marketing specialism launches

2014
Women in Leadership launches with People and Performance Ltd

Won Jostle awards for the 'most stunningly visual culture lived out loud'

2015
Pure awarded Investors in People Silver

IT specialism launches

2016
Awarded Investors in People Gold

Board Ready Talent Scheme launches

2018
Awarded IIP Gold

June 2018 Jostle Awards - winner of the "All Star Intranet Strategy Award"

2006
Paul joins and helps open the Ipswich office. Ipswich office opens in March 2006. Pure Office and HR launches and the orange and green logos hit the streets!

New website is launched. Annette joins to bring credit control and temp payroll in house and to set up the Accounts team.

Consultants trip to Lyon, France

2007
Tom joins the Ipswich team

Lynn and Caroline complete a trek to Peru and raise £5000 for EACH





Pure Purpose

Contributing to the economic growth of our region and making a difference to people's lives

We put people first



Pure
Delivers

ENERGY &
DETERMINATION
TO ACHIEVE BEST
RESULTS



65

Birthday cakes enjoyed on average every year

97%
Clients rate us good/excellent

95,000
Applications handled on average every year

11
Years experience on average as consultants

99%
Candidates rate us good/excellent

4,687
Candidates interviewed (by clients)

6,000
Miles walked for charity on average every year

10
Years on average at Pure for management team



3

Pairs of shoes under desks on average



4

Charity quizzes on average each year



4,165

Pieces of fruit delivered to the offices on average every year



25,448
Placements made

“

Success isn't about how much money you make. It's about the difference you make in people's lives.

Michelle Obama

”

“

YOUR TIME IS LIMITED, SO DON'T WASTE IT LIVING SOMEONE ELSE'S LIFE.

Steve Jobs

”

Pure Rewards

REWARDING &
POSITIVE PLACE
TO WORK



MAKE UP

Dani is a make up artist and is great for tips on which foundation is best or how to apply winged eyeliner

RUNNING

Mark Wishart can help with routes to run, marathon training or even the best trainers



DJ

Tom Blake is a budding house music DJ



NEED TO BOOK A HOLIDAY?

Have a chat with Hannah, she is a travel guru



DOGS

Miranda, Joseph & Kelly Rooks have recently trained their new puppies

NEED SOME ADVICE?

GREECE

Natalia can help with which island to go to, Greek recipes or Greek culture



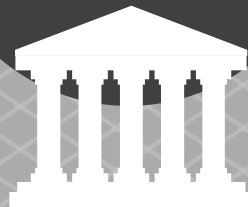
BAKING

Kath Bell is great at unusual birthday cakes, Rachel loves to bake and Kelly Earl is fantastic at dessert recipes



FITNESS

Ryan is a qualified personal trainer

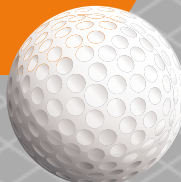


FLUENT IN FRENCH?

Need to know how to ask directions to the Eiffel Tower? Claire Bush can help

GOLF

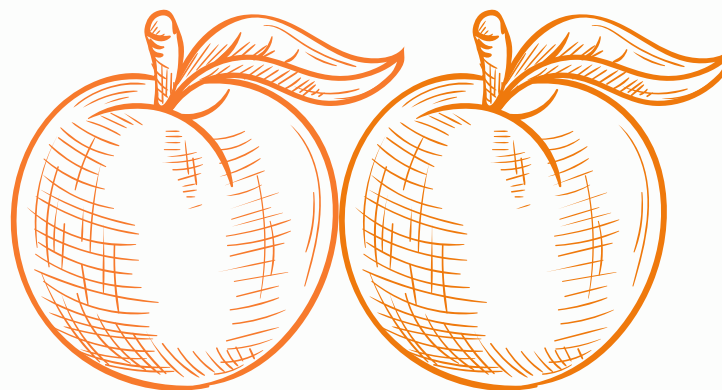
Need a few golfing tips? Ask Joseph



LUNCH IS ON US


Pop down to *Delicious or Thoroughbreds (Cambridge), Watts or Honey & Harvey (Ipswich), Stewarts (Chelmsford), Aroma or Logans (Norwich) and we will reimburse you to the value of £10

- other sandwich shops are available



Pure Supports

COMMITTED TO
HELPING PEOPLE
ACHIEVE THEIR
POTENTIAL.



**AT PURE WE THINK A HEALTHY
EMPLOYEE IS A HAPPY EMPLOYEE SO
WE OFFER A RANGE OF BENEFITS
INCLUDING***

- Health insurance and enhanced pension schemes
- Cycle to work scheme
- Fruit in the office
- Water machines
- Bupa Health and Vitality
- A gift and half a day off on your birthday
- Summer event and Christmas party
- Childcare vouchers & enhanced maternity and paternity pay
- Part time and flexible working
- Extra 2 weeks paid holiday in your 6th, 11th year

*Please note that terms and conditions, and qualifying periods do apply to some of the above.

Pure
Innovates

FORWARD THINKING
& INNOVATIVE
WITH AN EYE TO
THE FUTURE.

Pure Teamwork

BELIEVING IN
THE POWER OF
TEAMWORK.



THE GIVERS

As well as supporting our team to achieve their best, we work with a number of charities. It has always been, and continues to be an important part of our philosophy. We have been splatted in paint, baked cakes, run races and generally made spectacles of ourselves in the name of charity.



The Benjamin Foundation



East Anglia's Children's Hospices

Pure
Quality

INTEGRITY &
TRUST AT ITS
CORE.

**THE BIGGEST
ADVENTURE YOU
CAN TAKE IS TO
LIVE THE LIFE OF
YOUR DREAMS**

Oprah Winfrey

IT MATTERS NOT
WHAT SOMEONE
IS BORN, BUT
WHAT THEY
GROW TO BE

J K Rowling

**When
looking at a
candidate or a
role, think
laterally as you
may see
something you
didn't at first.**



TOP TIPS

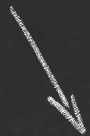
PUT PEOPLE FIRST

Meet and greet at the office with a smile and a can-do attitude. Never bad mouth clients or candidates. Respect your colleagues, congratulate them on their successes and help them solve problems.



HAVE A PLAN

Plan your day and week in a structured way - write to-do lists. Most importantly measure what you have achieved at regular intervals. Use Bullhorn, LinkedIn and Sourcebreaker (it makes life easier for everyone).



★ DO IT, DUMP IT, DELEGATE IT

This mantra stops work piling up and helps you to keep on top of things



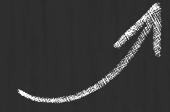
EFFECTIVE COMMUNICATION

Before emailing or making phone calls, take a little time to think about the objectives that you want to achieve. Smile, be polite and courteous at all times and utilise our marketing materials.

GO THE EXTRA MILE

Don't cease contact after the placement - keep in touch! Cross sell (highlight Pure's expertise and knowledge in other areas). Think outside the box (is there a better solution that fits the brief?)

Don't always follow the client/candidate blindly - you are the recruitment expert, be consultative!



EFFECTIVE COLLABORATION BETWEEN TEAMS

Don't forget to utilise the knowledge/skills of your colleagues

PRIORITISE AND REPRIORITISE

Every time something new comes into your in-tray, define and conquer. Remember that speed is your friend. Get back to people and don't bounce calls. Always keep everyone in the loop.



MAKE TIME EACH DAY FOR YOUR CANDIDATES

WORK HARD TO BUILD A TRUSTING RELATIONSHIP, MANAGE EXPECTATIONS, KEEP THEM INFORMED ABOUT ROLES. BE PROACTIVE ON THEIR BEHALF. DON'T OVER PROMISE AND UNDER DELIVER.



MAKE TIME EACH DAY FOR YOUR CLIENTS

whether you are sharing an amazing candidate or if you are struggling with a particular role make sure you keep your client up to speed. Go out to meet clients - it makes a big difference.





**CINEMA
TICKET**

1st Anniversary
= cinema ticket



2nd, 3rd and 4th
Anniversaries =
a meal to the value
of £50



5th Anniversary
= 2 extra weeks
holiday in your
sixth year

HAPPY WORK ANNIVERSARY

At Pure we like to say "well done" and one way we can do this is to congratulate you on your work anniversary and thank you for your commitment

How to be successful when working from home



TOP TIPS TO A HEALTHY BODY AND MIND



Take regular breaks

Get outside for some fresh air each day

Keep in touch with people

Go for a walk

Step away from your desk

Meditation/
mindfulness



Give yourself the advice that you would give someone else in the same situation



Write a to do list and tick it off through the day so you can look back and see what you've achieved

TO DO LIST

Show interest and do things for others



Have goals to look forward to

Number #1

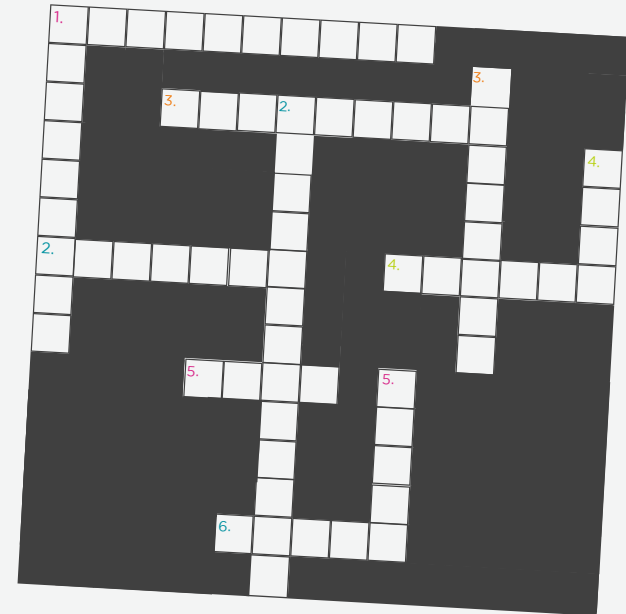
JUST FOR FUN PAGE

SPOT THE DIFFERENCE



Can you identify the 6 differences between these Christmas party pictures?

CROSSWORD



Across

1. Which Pure office was the last to open?
2. Who is Pure's Head of Finance?
3. Which Pure office was the first to open?
4. What does Pure put first?
5. What level of Investors in People accreditation have Pure achieved?
6. What colour is the bubble furthest to the right on the Pure logo?

Down

1. What do we need to make sure every candidate is before we place them?
2. What is the name of the employee engagement programme that we run at Pure?
3. The six Pure values are delivers, supports, quality, innovates, rewards and _____
4. Pure employees are first awarded 10 extra days annual leave after ____ years at Pure.
5. Who do we offer a leadership programme to outside of Pure?



WE LOVE OUR WORK, BUT LIFE DOESN'T END AT 5.30PM. HERE ARE SOME THINGS THAT THE PEOPLE AT PURE ARE INTO.



WORK HARD
LIVE WELL





ACHIEVE

HAPPY

HELPING

RESULTS

SUPPORTIVE

HELPING

ENTHUSIASM

EMPATHETIC

CARING

PEOPLE

LISTENER

TEAM-PLAYER

SUPPORTIVE

TENACIOUS

DRIVEN

ENERGY

HARD-WORKING

PERSONABLE

AUTHENTIC

DETERMINED HONEST ADAPTABLE

KIND

WHAT WE EXPECT FROM PURE EMPLOYEES

At Pure we expect our team to always give their best, to show empathy towards each other and appreciate how our actions and behaviours could affect or be perceived by others

INTEGRITY

Always do the 'right thing', show empathy and kindness to others and avoid displaying personal bias. We do not tolerate any kind of discrimination.

RESPECT

Always show respect for others, apologise for errors or misunderstandings, and appreciate others opinions, even if they differ from your own.

COMMUNICATION

Be professional, friendly and respectful in your communication with others.

CORPORATE GOALS

Understand the company's goals and mission and the part you play in helping to achieve these.

TEAMWORK

Seek to get the best out of others around you, support and encourage each other.

HONESTY

Respects confidentiality, always be honest and act with integrity

COMMITMENT

Show dedication and enthusiasm to your role and the business, always try your best and encourage others to do the same.

DRESS

Dress professionally, always be prepared to attend a last-minute face to face client meeting.

ACCOUNTABILITY

Take accountability for your work and actions, ask for help if you need it and adopt a solutions focused approach..

TIME MANAGEMENT

Arrive on time for work and communicate with your team regarding workload and breaks so you can support and cover for each other when necessary.

MEETINGS AND TRAINING

Arrive on time and be prepared for all meetings and sessions, both internal and external. Be willing to take part and contribute where appropriate and respect the work put in by others to run the meeting/session you are attending.





**WE
WELCOME
EVERYONE**

DANI'S NOTES



DANI'S NOTES



DANI'S NOTES

