



CULTURE CODE

WE WANT YOU TO
'BE THE BEST YOU'



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SECTION 1

OUR CULTURE



OUR CULTURE

A great culture attracts great people.

The type of people you will enjoy collaborating with, learning from, teaching and create strong relationships.

With the right culture we can achieve many great things, as individuals and as a team, whilst enjoying life too!

It's the heartbeat that makes Silverbean what it is.



CULTURE



When we have a great culture, everyone can realise their own unique potential.

And this means our clients get the best from you and your team-mates.

When our clients get the best from us, they want to stay with us - which leads to growth - which leads to more opportunities for you!

It's a win-win cycle.

SO, WHAT IS CULTURE?

Culture is unique in every organisation.

It is made up of the things that are important here at Silverbean:

**OUR PERSONALITY
OUR VALUES
AND OUR BEHAVIOURS**



CULTURE



OUR PERSONALITY

We are all different, and that's what makes Silverbean a great place to work.

We take what we do seriously, but we don't take ourselves too seriously.

We are proudly down to earth.

We encourage people to try something new, but we never push too hard if it's not for you.

We want everyone to feel included and part of our team.

We create a relaxed atmosphere, but with a focus on performance and achieving gold standard.

OUR PERSONALITY



OUR VALUES

Our values are the heartbeat of Silverbean; we use them all of the time to make decisions and improvements that benefit us all.



OUR VALUES



FAIRNESS

Fairness is central to everything we do. We respect everyone's opinion, differences and lived experiences - both inside and outside our agency.

Fairness is an often used word, but at Silverbean, it's empirical to what we do.



OUR VALUES



PROGRESS EXAMPLES



 **SILVERBEAN**

REBECCA
MARLEY



TIME AT AGENCY: 3 YRS



 **SILVERBEAN**

CHLOE
ROWE

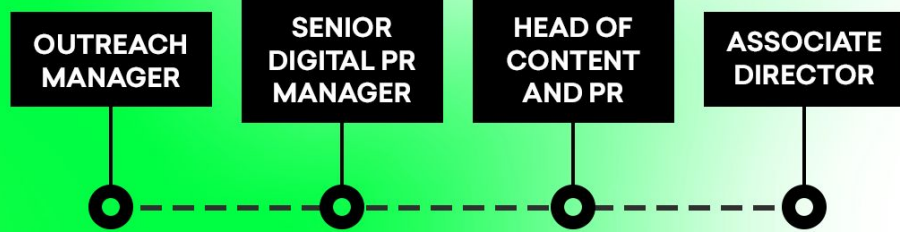


TIME AT AGENCY: 4 YRS



NORTH

BETHANIE
DURHAM



TIME AT AGENCY: 6 YEARS

PROGRESS EXAMPLES



 **SILVERBEAN**

**JONNY
ASHMAN**



TIME AT AGENCY: 3 YRS



 **SILVERBEAN**

**ABBY
WARD**



TIME AT AGENCY: 2 YRS 7 MO



 **ORTUS**

**JESS
GREGORY**



TIME AT AGENCY: 5 YRS 7 MO

ENJOYMENT

You don't need a scientific calculator to work out that we all spend an enormous amount of time working! So, our value of enjoyment is essential; we always look for more ways to enjoy ourselves whilst doing the great work our clients love to see.



OUR VALUES



5 KEYS

Our behaviours and attitudes influence everything we achieve as individuals, as teams and as a whole company. In 2019, we decided to hard code five important behaviours that we expect from each person that joins us at Silverbean:



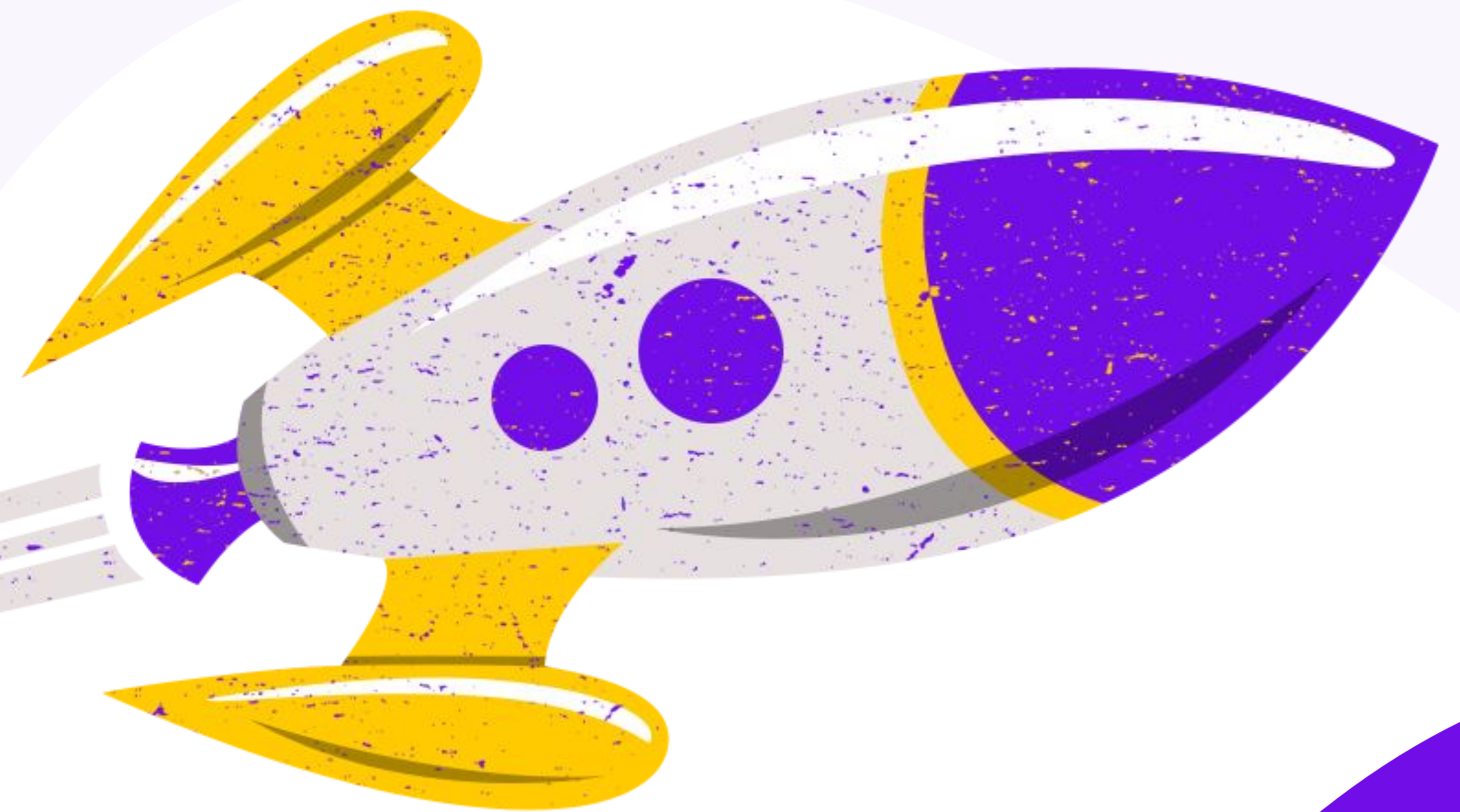
OUR MISSION

BE INDISPENSABLE TO OUR CLIENTS

Our mission helps us focus our minds every day.

Without our clients, we wouldn't have the great culture, colleagues and opportunities we have at Silverbean.

So, our mission is simple: we provide such great performance and experiences for our clients that they just would not want to work with any other agency!



OUR MISSION



HOW CAN WE SUM UP WHAT IT'S LIKE TO BE AT SILVERBEAN?

WE'VE COVERED A FAIR BIT SO FAR, SO LET'S RECAP WHAT'S TRULY IMPORTANT HERE.

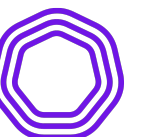
We look after each other. This is a place where everyone is welcomed and supported, personally and professionally.

We insist on hiring good people who will commit to our values and behaviours, and we can't accept anything else.

We are committed to hitting our performance metrics. We are in the business of delivering results for our clients and ourselves, and we can never lose sight of that.

We care deeply about our clients and do our very best for them every day.

We all have huge potential as individuals, as teams and as a company. We don't stand still in our pursuit of realising it.



SECTION 2

OUR WAYS OF WORKING



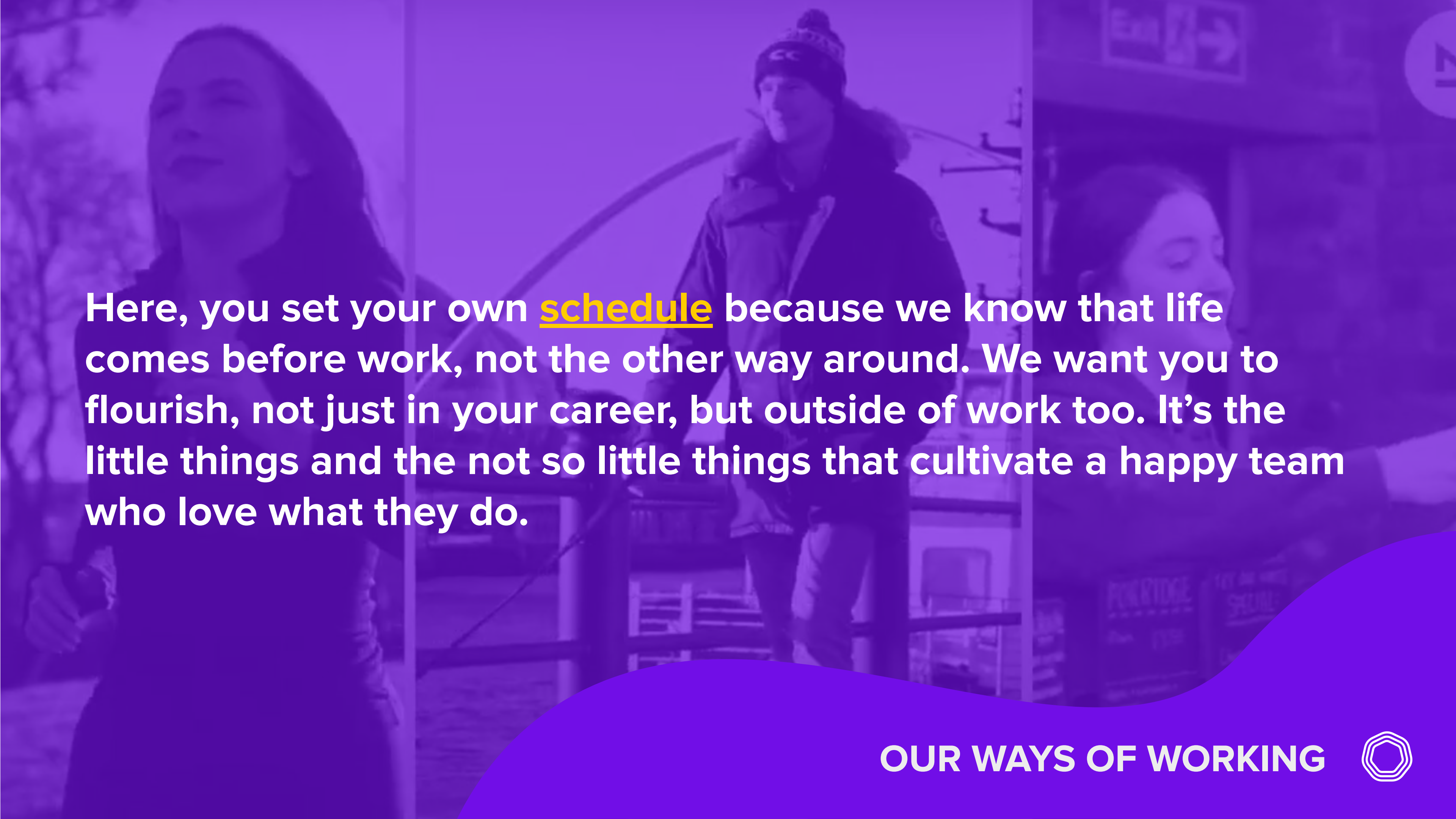


At Silverbean, we want you to be the best you.

A curious, passionate and ambitious you, who's excited by the impacts you make, work with world-leading brands and grow at a pace that is right for you, in a culture where your personality is free to shine.

OUR WAYS OF WORKING





Here, you set your own schedule because we know that life comes before work, not the other way around. We want you to flourish, not just in your career, but outside of work too. It's the little things and the not so little things that cultivate a happy team who love what they do.

OUR WAYS OF WORKING





There's a story here for you at Silverbean,
and it's up to you how it's told.

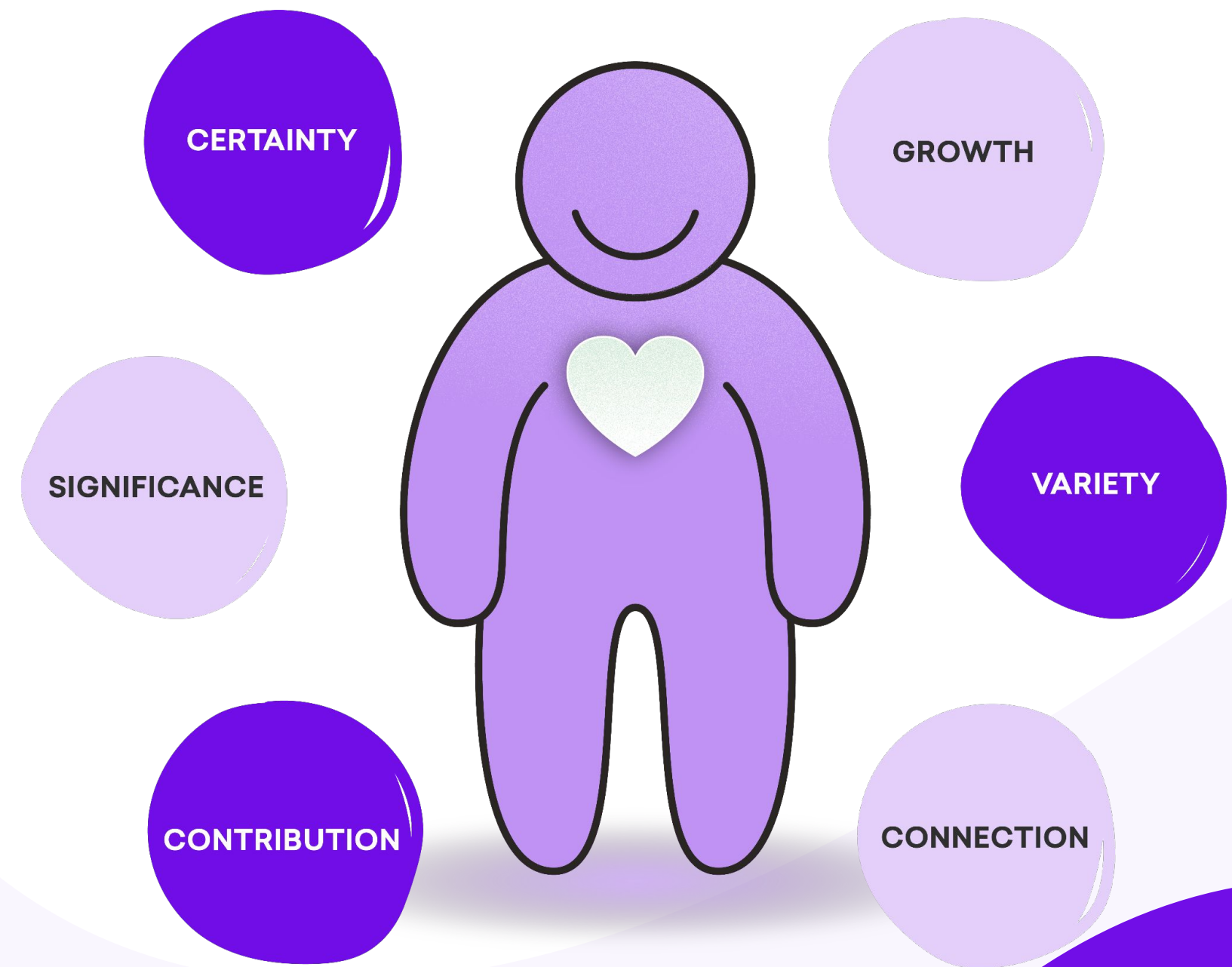
OUR WAYS OF WORKING



OUR PEOPLE AGENDA

We know we're at our best when we're able to be ourselves. We're more productive, happy, engaged and fulfilled with life. So, it's easy to see why helping you be your best self has a huge impact on working life.

Research shows humans have six basic needs: connection, contribution, significance, certainty, growth and variety. It's thought that each person has a predominant two. To help you be the best you, our People Agenda focuses on these six human needs.



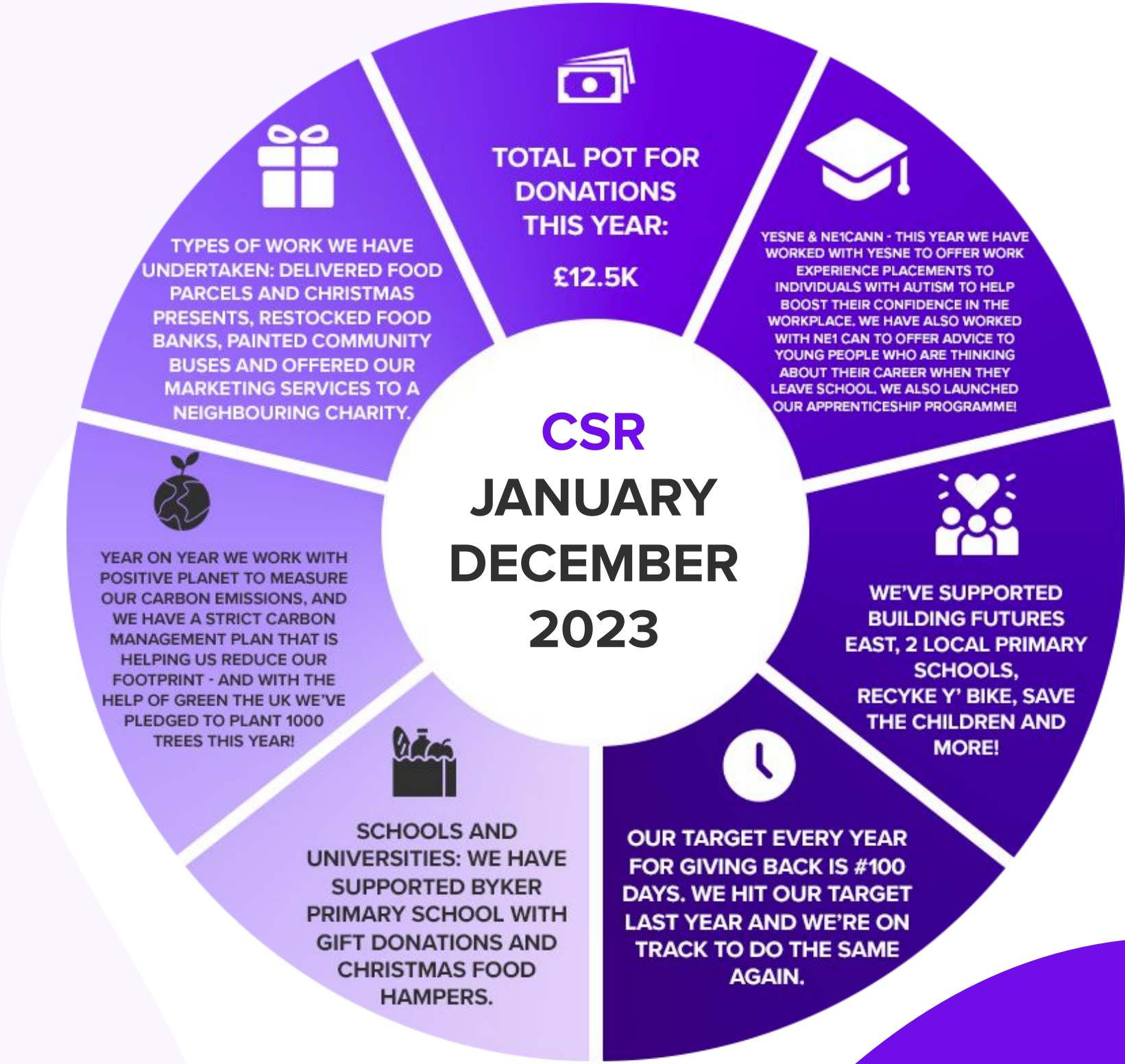
CONNECTION

Having good connections at work is important. You will be happier, less stressed and more engaged. To help create these connections, every team has a budget to get together socially, and there's an overall budget for each region to get together once per quarter.



CONTRIBUTION

Our purpose is ‘to be world famous for making a difference’ and, as part of our commitment to this, we utilise the time and expertise of our people to support causes outside of our agency world. To achieve this, we give back [#100](#) agency working days per year for our people to make a difference to any charitable organisation or community of their choice. The plan is simple - to get everyone out and about doing something that really makes a difference.





CONTRIBUTION - TESTIMONIAL

BUILDING FUTURES EAST

“Words cannot fully express our thanks to all of the amazing volunteers from Silverbean who have worked tirelessly with us this past fortnight preparing, packing and delivering our hampers of food, toys and gifts, to residents in need in the Walker & Byker area.

Thank you also for your donations of food, gifts and toys; without which we would not have been able to accommodate the additional referrals we have received this year. It’s been great to welcome over 40 of you on-site!”



**positive
planet™**

 **GREEN
THE UK**

CONTRIBUTION - SUSTAINABILITY

We know that we have a responsibility to the planet. Always climate conscious, we are working to **MEASURE, REDUCE & OFFSET** with the support of Positive Planet and Green the UK to help with the global race to **NET ZERO**.

You can view our full carbon management plan in our [CSR policy here.](#)

SIGNIFICANCE

HOW YOU'RE REWARDED

We always recognise when you go the extra mile, so we use our gifting platform [BUCKETLIST](#) to reward you. When you go above and beyond for your clients or teammates, you'll receive points that you can save and spend on treats from shopping vouchers to gift experiences. You can also earn Bucketlist points through our Silverbean quarterly awards where peers nominate each other for their great work and you get 25 points on your birthday!

We recognise and reward our high performers, our employees who raise the bar by achieving exceptional results. The more you raise the bar the more points you will receive and the more money you could be rewarded through our [RAISING THE BAR REWARDS](#).

Our [QUARTERLY AWARDS](#) are your opportunity to nominate your peers for the brilliant work they do and provide them with an opportunity to win 50 Bucketlist points.



SIGNIFICANCE

HOW YOU'RE REWARDED

As for [BENEFITS](#), we offer the basics and much more. Some of these include: unlimited annual leave, enhanced pension, flexible and hybrid working, a choice of a healthcare cash plan or private medical insurance (UK only), enhanced maternity and paternity leave, and a personal budget to learn a new skill.

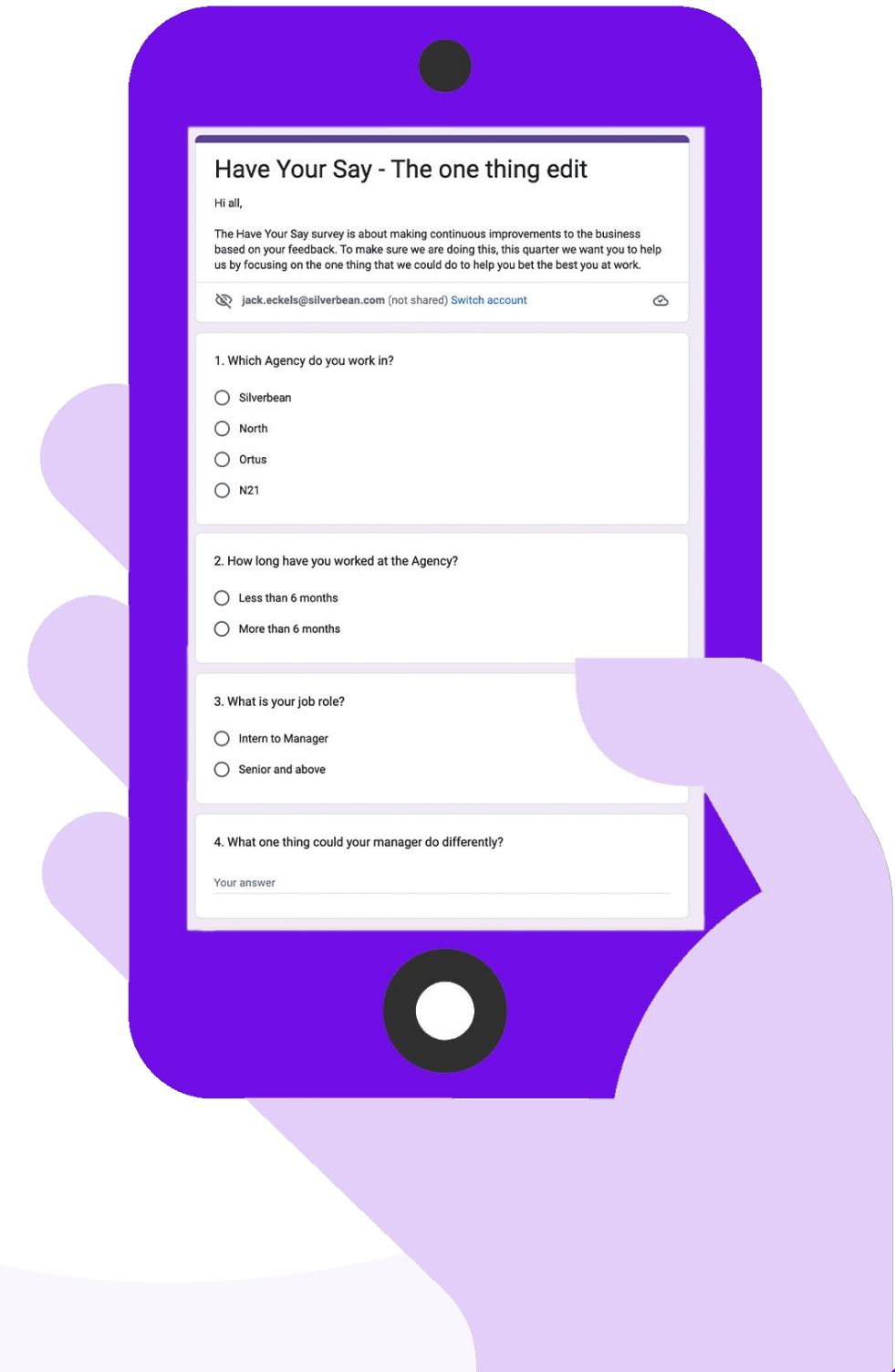
We're constantly reviewing our [SALARY FRAMEWORKS](#) to ensure that we're paying fairly against market rate and we ensure these are transparent to everyone.



SIGNIFICANCE

HOW YOU HAVE YOUR SAY

Every person we bring into Silverbean is critical to what we do and the way we do it, and we value your opinion. That's why it's important that you're given the opportunity to have your say. We do this through our quarterly [HAVE YOUR SAY](#) survey and also through our employee forum group, [KAIZEN](#), headed by our People and Development Associate Director. Once a quarter, we present these results back to you through our People All Hands, along with the actions we're taking as a result.



SIGNIFICANCE

WE RECOGNISE EVERYONE IS DIFFERENT

To think differently, we all need to be different - it wouldn't be a very exciting place to work if we were all the same! It's also important that we treat everyone in the way that they would like to be treated. To help us do this, we have a number of [POLICIES](#) that everyone is expected to follow, and we have a zero tolerance approach if they aren't.

Everyone has their own [CLARITY4D PROFILE](#) which we share across the business. This helps to identify everyone's strengths and development areas so we understand the best way to communicate with each other.

We're also different when it comes to how we protect our own [HEALTH AND WELLBEING](#), and we understand there are going to be times when we need additional support from Silverbean.



EQUALITY, DIVERSITY & INCLUSION

We are committed to creating an inclusive environment where everyone is free to be their full selves at work. We are also committed to continually addressing all areas of equality, diversity & inclusion to ensure that we are representative of the customers and communities we serve. We work with the following accreditations to help strengthen our equality, diversity and inclusion efforts.



These badges show our commitment to good work with equal opportunities, supporting minority groups and holding ourselves accountable to the progress we are making to become a more equal, inclusive and diverse business.



CERTAINTY

Communicating regularly with everyone is important to us. We have monthly All Hands sessions covering how we're performing against our company strategy, as well as People All Hands to talk about work-related updates, big wins and learnings. We also have a weekly roundup email for weekly company updates, in addition to your own specific squad, agency and team meetings. We encourage everyone to attend agency-wide sessions, but if you can't make it, you can catch the recording on [THINQI](#).



GROWTH

To help you be the best you, we encourage you to stand out from the crowd, taking opportunities that help you grow, develop and achieve more than you thought possible. It's better to experiment and fail than to not try something new and fail for sure. Weekly fails are encouraged and even shared in our weekly roundup.

We have a performance framework in place for Silverbean. As part of this, everyone has a monthly one to one, a development plan (after your six month probation), plus two opportunities per year to review your salary against performance and competency frameworks.

We also have a development programme in place, [FAST FORWARD](#), to speed up progression if you are showing high potential. We have [TUESDAY TRAINING](#) fortnightly, [CINEMA CLUB](#) monthly, [SILVERBEAN PERFORMANCE UNIVERSITY](#) and [AGENCY MANAGER TRAINING](#). There will also be ad-hoc agency-specific training delivered, as well as regular support from your manager.

The opportunities are endless!



VARIETY

Here at Silverbean, no two days are the same. We have a variety of clients, we get involved in a range of projects, we learn new things, and we have many different job roles across the three agencies. We're always looking for new ways to be more innovative and creative in the roles we deliver.



OUR PEOPLE MAKE OUR CULTURE

HEAR WHAT THEY HAVE TO SAY ABOUT THE COMPANY CULTURE

I've worked with Silverbean now for over 6 years and have seen that a great workplace culture isn't something that just happens. There are amazing people behind the scenes making sure that the staff have the best environment possible to thrive in and out of the workplace. Employees have transparency on their development and progression paths as well as trust and encouragement to explore their specific areas of interest.



JESS GREGORY
ORTUS

Silverbean/NORTH's 'Be a Better You' mission is something that's impacted me so much since I've been here. I've been part of NORTH for just over a year and since then, my confidence has grown massively and I feel like more of an expert in my field than ever before. Perks like flexible hybrid working and unlimited holidays make it easy to have a great work life balance here too, so I always feel like my most productive and motivated self. I couldn't recommend working at NORTH enough - they're a company that truly cares.



JODIE SIMPSON
NORTH

Silverbean allows individuals to thrive, to be the best they can be. The company allows a great work-life balance, whether this be from hybrid working to legendary socials. I mean they take us on holiday! They always assist with personal development - I have joined the internal mentorship programme, which is going very well and can participate in any courses or networking events that I would benefit from.



JACK ECKELS
 **SILVERBEAN**

Don't forget to check out our [GLASSDOOR REVIEWS](#) too.

OUR PEOPLE



OUR PEOPLE MAKE OUR CULTURE

If you'd like to join our team, or you know a friend who would, browse our [CURRENT JOB VACANCIES](#).

If you'd like to know about the culture at Silverbean, click on the calendars below to book in some time with:



NEIL ROBBINS
CEO



REBECCA MCDONALD
PEOPLE & DEVELOPMENT
ASSOCIATE DIRECTOR



DAMIAN HALL
COO

Alternatively, read our guidance on the next page to learn more about how we hire talented people.

WANT TO WORK WITH US



HOW WE HIRE & ONBOARD TALENTED PEOPLE

We're not a perfect fit for everyone, just like there are some amazing people who aren't a great fit for us.

We're looking for people who are going to elevate Silverbean. We want proactive people who are eager to progress their careers, who seek new and better ways of doing things.

We have a very simple recruitment process. First, you'll be invited to a pre-screen with a member of the People Team, and if you demonstrate the attributes we're looking for, you'll be invited to an interview at one of our offices. We'll also ask you to complete a Clarity4d profile so we can get to know you even better.

If you're successful and you accept the job, you will be given an onboarding plan with full details of what your first few weeks in the business will look like. You will also be given a [BUDDY](#) in the business to help you to answer any of those first few month questions that all new starters have.



OUR PEOPLE AGENDA - VARIETY



SECTION 3

OUR POLICIES IN MORE DETAIL

If you have any further questions, you can find more information on our policies and processes [here](#). If you're still unsure, you can get in touch with a member of the People and Development Team who will be able to help.



OUR GLOSSARY OF SILVERBEAN-ISMS

We do things a little differently here, and there may be some concepts, phrases and diary invites that may be new to you. So, to make life easier, we have put this dictionary style doc together for you to refer back to, just in case you need it.

TERM	DEFINITION
TUESDAY TRAINING	Tuesday’s are for learning! Every Tuesday you will see we have agency-wide training at 3:30PM. This is remote so you can log in via Google Meets at the comfort of wherever you are working that day! These cover all sorts of topics, such as content marketing basics, how to grow your TikTok platform and even how to budget your personal spends!
CINEMA CLUB	This is our agency-wide cinema club - we all get together and watch a Ted Talk on something interesting - snacks are encouraged and there will be pick ‘n’ mix provided!
DELIVERY PLAN/GOLD PLAN	This is a plan to help us build our agency strategies to ensure we are looking and moving forward as an agency.

OUR GLOSSARY OF SILVERBEAN-ISMS

TERM	DEFINITION
NO MEETING FRIDAYS	What it says on the tin! As an agency we try to avoid putting meetings in, on this Friday, so we can all get on with what we need to do.
AGENCY LUNCH	Sometimes we just need to get together for an agency-wide lunch! Orders will be taken in advance and everyone gets together in the Den over something scrummy! It's a great way to catch up with teammates you might not get to chat to every day and let's face it, who doesn't love a free lunch!
#100 DAYS	Silverbean's purpose is to 'Be World Famous For Making A Difference' and as part of our commitment to this, we want to utilise some of the time and expertise of our people, to support and further causes outside of our agency world. To achieve this, Silverbean is giving back 100 agency working days per year to you, to make a difference to any charitable organisation of your choice. The plan is simple - to get everyone out and about doing something that really makes a difference.
UNIGNORABLE	Generally speaking, you probably already know the definition, but within Silverbean, we aim to be 'unignorable' in everything we do.

OUR GLOSSARY OF SILVERBEAN-ISMS

TERM	DEFINITION
ALL HANDS	This is our agency-wide quarterly meeting and is led by our CEO, Neil Robbins. Neil talks us through how the agency is doing and what the next steps are for us as a business. We get insights from the ‘Have Your Say’ survey and there is usually an agency lunch too.
COPYABLE	We are pretty good at what we do and consider ourselves industry leaders who pave the way for our competitors to follow. We are forward thinking and ahead of the curve, meaning we set the standard and let everyone else follow suit.
FIVE KEYS	When you hear us referring to our Five Keys, this is what we are talking about: <ul style="list-style-type: none">1. Give a sh*t about the customer2. Deliver your numbers3. Be a great teammate4. Make one thing better than before5. Be a bar raiser
RAGG - RED AMBER GREEN GOLD	Red, Amber, Green, Gold or RAGG reporting is essentially a traffic light system that tells you that ‘red’ statuses are an alert, ‘amber’ statuses signal caution, ‘green’ is everything is moving in the right direction and ‘gold’ signals we’re doing what we should be doing.

OUR GLOSSARY OF SILVERBEAN-ISMS

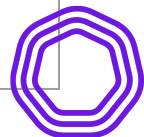
TERM	DEFINITION
MENTAL HEALTH CONTINUUM	We look after our people as best we can from every perspective. During monthly 121's and reviews, the first question is always, "How are you doing?" We have a mental health continuum in place to measure wellbeing within the office as, understandably, sometimes we are not always feeling our best.
AFFILIATE	A familiar term if you are in the Silverbean team, but for those that aren't, you may not be clued up on what affiliate marketing is. It's a marketing model by which a client pays commission to external third party publishers to generate traffic, leads or sales generated from its referrals. The third party publishers are affiliates and the commission incentivises them to promote a particular service or product to generate revenue.
SEO/CONTENT SEO	The NORTH gang look after our SEO offerings, but in layman's terms, SEO stands for search engine optimisation, which is the process of getting traffic from free, editorial, organic or natural search results in search engines. SEO refers to techniques used to help a website rank higher in search engine results pages 'SERPS'.

OUR GLOSSARY OF SILVERBEAN-ISMS

TERM	DEFINITION
FAST FORWARD	This is an internal training and development programme which identifies high performing potential across Silverbean and provides them with the skills to progress when a role becomes available
PPC	Pay-per-click is a digital advertising channel used to essentially drive traffic and sales through websites. Advertisers pay a platform when the ad is clicked. PPC is usually associated with search engines such as Google, Microsoft and Amazon.
PAID SOCIAL	This is the method of displaying adverts across different social media platforms such as Facebook, Instagram and TikTok with the goal of targeting a specific audience to achieve a client’s objective.
DIGITAL PR	This is a strategy used to increase awareness of a brand using online methods. Similarly to traditional PR, Digital PR offers a much wider scope of opportunity to reach a broader audience.

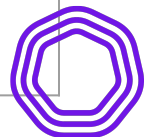
OUR GLOSSARY OF SILVERBEAN-ISMS

TERM	DEFINITION
SITUATIONAL LEADERSHIP	<p>This is a leadership and development model which identifies an individual’s competence, ability, knowledge, skill, confidence, motivation and commitment within their role. There are four stages within the model and as you become more confident and competent within your role you will move across the spectrum.</p>
DOG IN THE YARD	<p>We are pretty sure this is a Silverbean specific phrase, and it’s basically a communication term that refers to making sure we are on the same page. When explaining or delegating a task or sharing an idea, we need to ensure the idea/concept we are trying to convey is being communicated effectively by the other person.</p> <p>Even with clear instructions and communication, people still interpret a description in their own way, so to check you are both on the same page and understand what is needed, you may hear us ask each other, “Is the dog in the yard?”</p>
DONE DONE	<p>Everyone has deadlines and timeframes in which they are working towards. What we mean by ‘Done Done’ is that this is 100% finished and can be signed off. You aren’t waiting for someone else to do something or for an outcome elsewhere. Done Done means just that - it’s 100% done.</p>



OUR GLOSSARY OF SILVERBEAN-ISMS

TERM	DEFINITION
CLARITY 4D	This is a personality profiling tool which is partly based on Carl Jung’s psychological preferences around the dynamics of thinking and behaviour, and the ancient ‘elements’ of fire, water, air and earth. Clarity 4D is a great introduction to profiling for teams and helps us understand and communicate better with each other. Everyone in the agency has a profile and we refer back to them during training and development.
ICP	An ideal customer profile (ICP), commonly referred to as an ideal buyer profile, defines the perfect customer for what your organisation solves for. Factors such as age, industry, job title and location are often considered.
GET ON THE PLANE	This is a Silverbean-specific term, and it refers to an incentive our owner Neil as set. Once we hit our £12mil target we will get on an agency-wide holiday to celebrate. In October 2022 we went to Prague and Bali.
IMPACTS	Silverbean is a performance-led agency so everything we do has to be measurable. So to drive this forward, we have KPIs set which we refer to as impacts. This means we can measure what we are doing to make sure we are working efficiently and achieving the best results possible for our customers.



OUR GLOSSARY OF SILVERBEAN-ISMS

TERM	DEFINITION
THINQI	Thinqi is our LMS platform. Whether it's equality, diversity, and inclusivity or affiliate marketing, it houses all of our in house training materials. Any past recordings of Tuesday Training or All Hands can be found on Thinqi as well. It is our central hub for all of our training resources!
SUTIHR	We use a human resources platform called SutiHR (often shortened to just Suti). You will use Suti to complete any performance reviews you have due. This will also be where you request to take any of your unlimited annual leave. Suti also has handy reminders of any upcoming birthdays or work anniversaries of your colleagues!
KAIZEN	Kaizen is our employee led forum that meet monthly. Different employees act as representatives for their colleagues to put forward any questions, ideas, or concerns that they or their team have about the business.
SILVERBEAN PERFORMANCE UNIVERSITY (SPU)	Silverbean Performance University (SPU) is what we've dubbed our bespoke training courses. Currently, we have Affiliate Marketing Executive and Affiliate Marketing Manager SPU courses, and we have an incoming Senior course! You will be able to find the SPU courses on Thinqi.

