

We are |  **Siamo**
GROUP

The complete personnel solution





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Mission statement

Siamo Group is committed to being the best recruitment and training organisation to all that require such services. In fact we want to be so good at what we do – when you hear about it, you will want to be part of it, or be a customer of it, even if you didn't think before that you required it.



Welcome to Siamo Group!

The most important factor in becoming a successful company is its people...

A business can invest in the best technology, office surroundings, marketing campaigns, company cars (and the list goes on) but without the very best people to make decisions, design the strategy, carry out the plan, work as a team and work with the energy to be the very best version of themselves every day – at every single level – then the ambitions of all parties will not be met.

So thank you for believing in Siamo Group to be the Company that will help you to achieve your goals in life. More often than not employers miss the fact that an applicant for a role is interviewing them just as much as the other way around! Yes we picked you – but you also chose us. So we appreciate you showing your trust in us to pay you properly, look after your interests, career, welfare and make sure that you have a great environment to work in. We take that responsibility very seriously.

It's an exciting time to be joining the Group. As you integrate more into the business you will hear about advancements we are making on so many fronts in order to grow the Company year on year. All around you, you will witness people that started within the business at many different levels only to have grown their careers as the Company grew to accommodate their ambitions. It's an obvious point - but as Siamo continues to grow then it continues to offer bigger, better and more rewarding opportunities to those that want to grasp them.

I hope that one of those people is you.

Kind Regards,

Tony Bucciero


Chief Executive – Siamo Group

The industry and how Siamo fits in

We don't want to be like any other company, because without a clear point of difference Siamo would be like all the rest. How do we stand out when we all look the same? We've built a culture here that's different from our competitors, for a reason. We don't want this industry to define who we are; we want to define the industry.

To be a successful business we've got to think differently about what we do, and how we do it. We could just plod along, and do what everyone else is doing, but that's a slippery slope - and not a lot of fun.

Our employees and clients have greater expectations of what 'great' is than ever before. This takes greater time and care to deliver. They also have a powerful voice that can be heard far and wide. Positive or negative – we need to be mindful of our legacy.



To this end our values and principles can never be called into question. Behind every principle and value is our promise:

Our values

Conduct our business with integrity

Excellence in our service and delivery

Passion for our customer's outcomes

Respect and care for our colleagues

Foster learning, development and ambition in our team

Value creativity and perpetual innovation

Passionate participation and support of the recruitment and training industry

Be conscious of our social impacts

Maintain conservative financial management to protect our future



Point of difference

Essentially we deal with humans who make a conscious decision to choose one business partner, or recruiter, over another. If we were just selling a commodity it wouldn't matter, but we're not. And we can't just sell on price alone, because we'll always be undercut.

If we base our approach on valuing the relationship with everyone that touches our business – each other, all employees, clients, suppliers, family, friends, - we can get more from the experience, and make it last.

We need to leave people that experience our business that feeling that they have had a 'best in category' experience. That they have engaged with an organisation that doesn't just say that they care but that demonstrates that ambition in everything they do and say.

In short we must proceed on a journey that makes sure that we are:

A renowned provider of innovative recruitment and training solutions

A contributor towards great results, more than just another provider or employer

Recognised for our engaging **creativity**, **service** and precise **delivery**

A forward looking innovator always striving to enhance our unique **formula** which is 'best in category' always

The fun, engaging and rewarding employer of and for a committed and talented team

Growing **reputation**, revenue and profitability with **equal emphasis** for the benefit of all of our long term futures

Investing in relationships, not just about the bottom line

This business is all about relationships, internally and externally. We'll never neglect our process and procedures, but if we don't invest in quality relationships we'll fail.

We manage people, not numbers. This allows the individual to have a place in the system. We want to value the individual, and allow our people to shine.

The most successful business environments are those that are supportive, where there's no backbiting or politics. When each of us does well, the business will do well. We want to share our success with those who are willing to put in the effort.

The most
successful business
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supportive



We are |  Siamo
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Our brand and our people

First of all, a brand is more than a name, or a logo. It's actually a feeling people have in their hearts and minds. Our brand says something about who we are, and makes us and our clients feel good about what we stand for.

The best brands don't just look great, they are great, at everything they do, inside and out.

If people don't feel good about your brand, they won't want to do business with you. And if your business hasn't got its act together, no amount of branding will change that. That's because brands are all about trust.

This is why Brand isn't "set and forget". It's eternal vigilance. The moment we think our Brand is as good as it can get, it's already beginning to slip.

A brand is more than
a name, or a logo



A close-up photograph of a hand holding a red pen, writing on a spiral-bound notebook. The background is softly blurred, showing a person's arm and a desk. The lighting is warm and natural, creating a focused and creative atmosphere.

What does our **brand** stand for?

The essence

There's a big idea at the heart of our brand – it's called our Brand Essence. It's what our brand stands for, and it's what we need to strive for in all our actions.

So what does Siamo stand for?

“Investment in people and relationships”

How we interact with each other and the industry

Everything we do - from sending internal emails to meeting with large corporate clients - has a bearing on how our brand is perceived.

In the recruitment and training industry perception is everything. The way we answer the phone, how we communicate, the manner in which we respond to queries, and how we deal with problems all impact on how we're perceived.



Brand in action.

How are we going to do it?



‘Investing in relationships’ means we will always work to serve the interests of our employees and customers. We will do everything in our power to ensure our clients look good in front of their customers and deliver on their promises.

We go above and beyond by constantly looking for the best way to deliver quality service and solutions for our clients. We take the time to clearly understand our clients’ situation, and what they want from us.

Our attention to detail means we can create ‘fit for purpose’ solutions at an appropriate price. Supported by the best people and technology we’re flexible and consistent, and will always look for better ways to do smarter business. Our clients must see us as invaluable, and irreplaceable.

In terms of our internal behaviour we won’t accept second best, or ‘that’ll do’. We set high standards for what we do and how we do it.

Our commitment is to tie our Brand to everything we do:

- How we interact with each other
- How we relate to the industry
- How we build our products and services
- How we pitch the offer to our customers and prospects



Your rights and responsibilities

Working at Siamo provides clear rights, and certain responsibilities. We've created 'Rights + Responsibilities' and firmly believe they will allow us to work to our optimum, and retain the strongly human character we've built here at Siamo.

They're designed to give each of us the opportunity to act as individuals, with a crystal clear understanding of the impact of our behaviour, both good and bad.

Nobody is exempt from living these behaviours.

You have a right to:
have your voice heard

You have a responsibility to:
speak in a manner that's open, positive and builds trust

You have a right to:
challenge and question

You have a responsibility to:
understand all facets of the business

You have a right to:
share in our success

You have a responsibility to:
add value to the business

You have a right to:
individual thought

You have a responsibility to:
work together

You have a right to:
take the initiative

You have a responsibility to:
see it through

Now it's up to you!

Your feedback is encouraged and gratefully received.

Be honest, be helpful, speak your mind.

Please email: **enquiries@siamogroup.com**



Helping others



Type One Mission (T.O.M)

Type One Mission (T.O.M) raises funds to support research projects that are looking into a cure for diabetes and the prevention, in particular, of Type One Diabetes. The main focus of the charity is on Type One Diabetes and the potential prevention and cure for this unavoidable condition. However, all research undertaken will benefit people with either strain of this lifelong condition and help to create a better quality of life.

www.type1-diabetes.co.uk

Set up by our Managing Director, Tony Bucciero, to honour his late son's ambition to find a potential cure for Diabetes, T.O.M is our principal charity.



Macmillan Cancer Support

Macmillan works to support those living with a cancer diagnosis. Their support ranges from how to cope with the diagnosis, through to practical advice on money and work. They provide support and information for patients, family members and health and social care professionals. It is a charity which will touch almost everyone, in some way, at some point in life.

www.macmillan.org.uk

We support Macmillan because it touches so many lives. Unfortunately, we may all need their support at some point in our lives. And fortunately, they are there to do just that.



BBC Children in Need

The yearly fundraiser by the BBC works throughout the UK to provide grants to projects for children and young people who are disadvantaged. Their vision is for every child in the UK to be safe, happy and secure, and allowed to reach their potential. The charity recognises that disadvantage comes in many forms including poverty, abuse and neglect, or having a disability. The focus is on providing projects that empower children and extend their life choices.

www.bbc.co.uk/childreninneed

We support Children in Need because, put simply, they are our future. The support they get now, will influence their futures and their careers.

www.siamogroup.com

Siamo Group Brand Book

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