

We are |  **Siamo**  
GROUP

Welcome to Siamo  
the complete personnel solution





# Contents

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3. **Mission statement**
4. **The industry and how Siamo fits**
5. **Our values**
6. **Your role within Siamo**
7. **Investing in relationships, not just about the bottom line**
8. **What does our brand stand for? The essence**
9. **How we interact with each other and the industry**
10. **Brand in action. Putting this into practice**
11. **Recognition, reward, engagement and helping others**

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# Mission statement

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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.





# 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.







Behind every principle and value  
is our promise:

# Our values

**Our ambition is to create and maintain a happy and motivational working environment that positively impacts on our colleagues, staff, learners and clients. All of our employees work towards four key values:**

## **Our values:**

### **Honesty**

We are genuine, straightforward, and we share information openly, earning us the trust of our clients, candidates and learners. We aim to communicate openly with our peers and managers, speaking up about struggles and celebrating successes.

### **Passion**

We are passionate about the work we do, the businesses we support, and the candidates we employ. We are driven and committed to ensuring the success of the Group, protecting the brand and ensuring growth for the company and ourselves.

### **Respect**

We have respect for each other, our clients, our candidates, our learners and ourselves. We work hard to protect the work of the Group, treating others with respect and seeking to listen to and understand different viewpoints.

### **Accountability**

We hold ourselves accountable. We pride ourselves on the high standards we provide and know what it takes to achieve them. We care about client and customer relationships, building respect and trust. We take learning from where we fall down so we can continually adapt and ultimately strive for success as a team.



# Your role within Siamo

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We base our approach to everything that we do on valuing the relationship with everyone that touches our business – each other, all employees, learners, clients, suppliers, friends and family. By doing this we get the best from our connections and form lasting relationships to grow and develop our business.

We need to leave people with the 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 continually strive towards ensuring 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 in **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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those that are  
supportive



# What does our **brand** stand for?

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## 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.

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.

## So what does **Siamo** stand for?

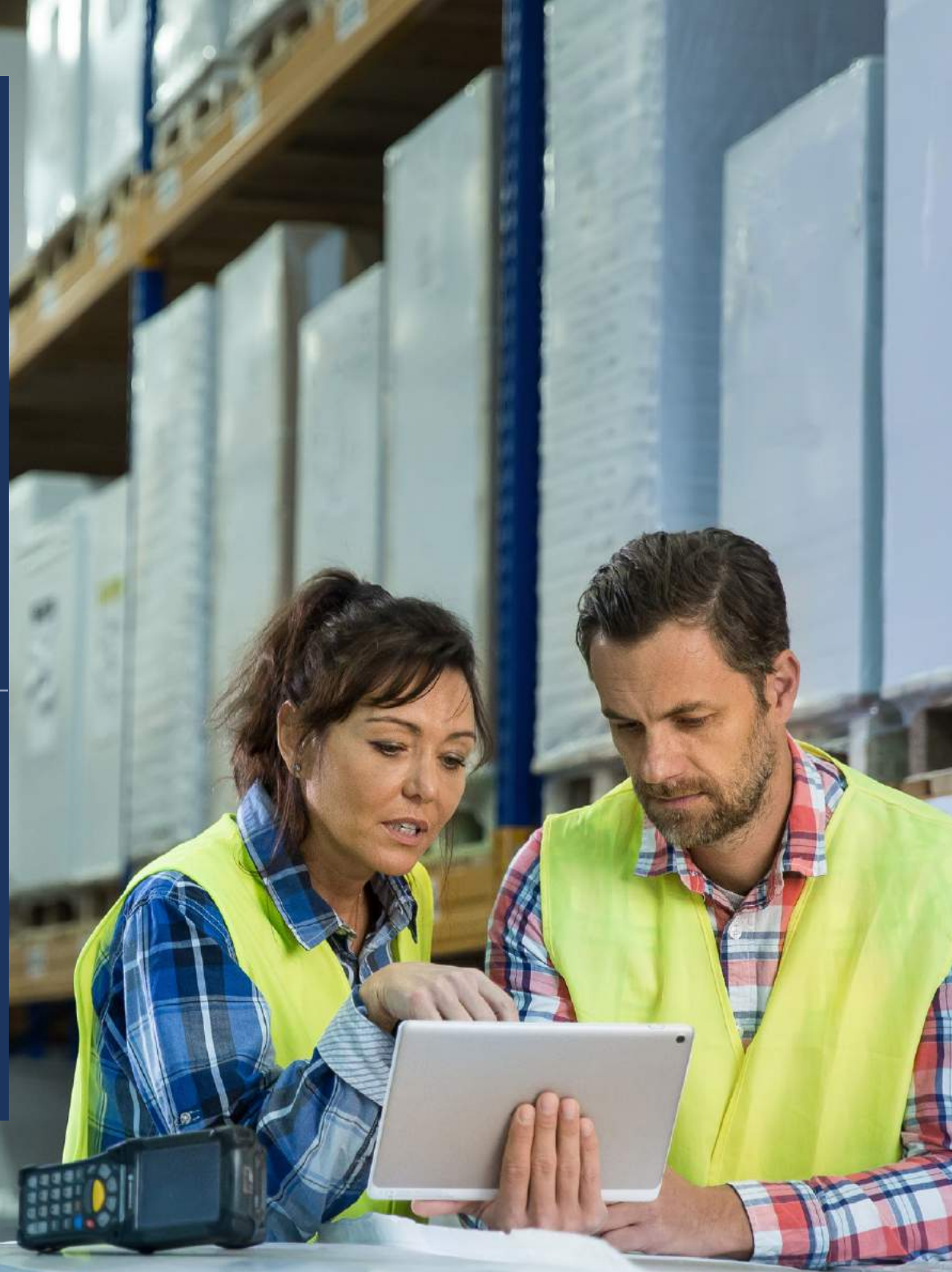
**“Investment in people and relationships”**



# 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. Putting this into practice



‘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



# Recognition, reward and engagement

We have a number of initiatives in place including:

Annual Comms Day event

Annual awards

Sales bonuses and competitions

Birthday vouchers

Staff newsletter



# 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](http://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](http://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](http://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](http://www.siamogroup.com)

Siamo Group Brand Book

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