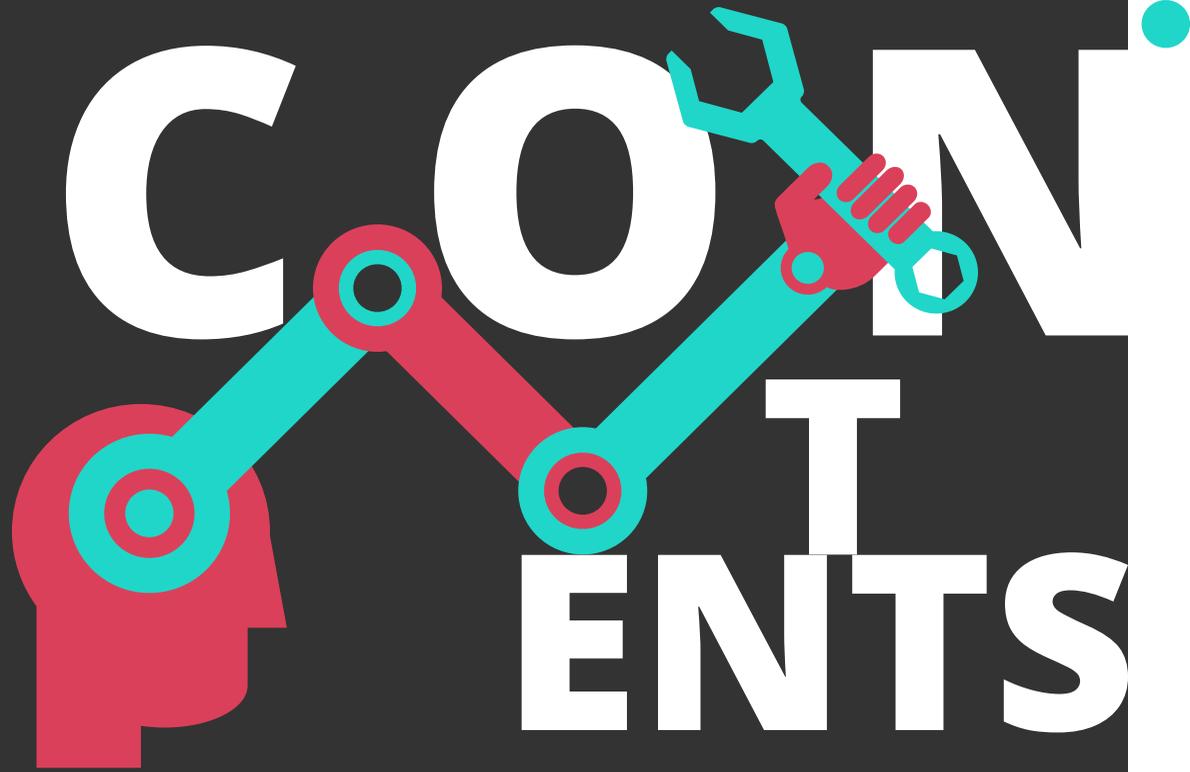




Culture



**Manifesto**



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## **WHY**

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The superpowers we're developing

(and how we'll get there)

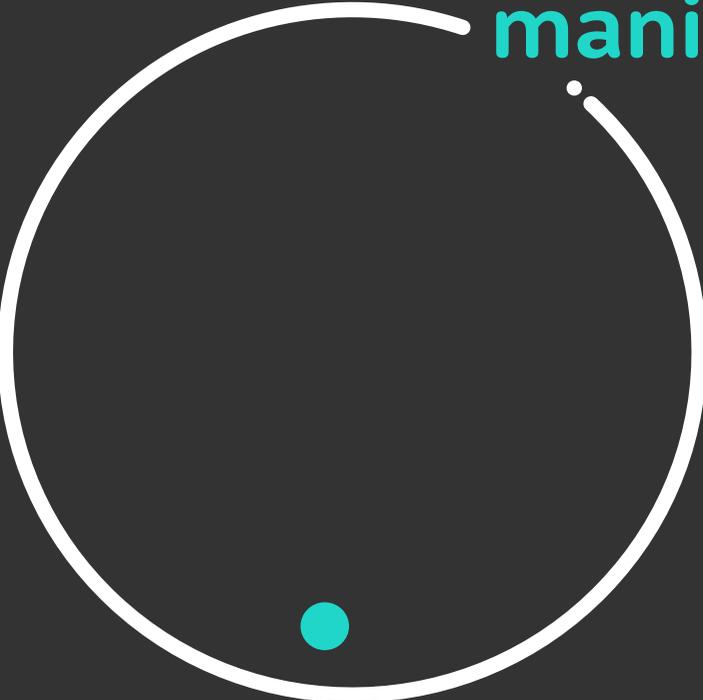
Our commitment to what we do





**why**

# Why a culture manifesto?



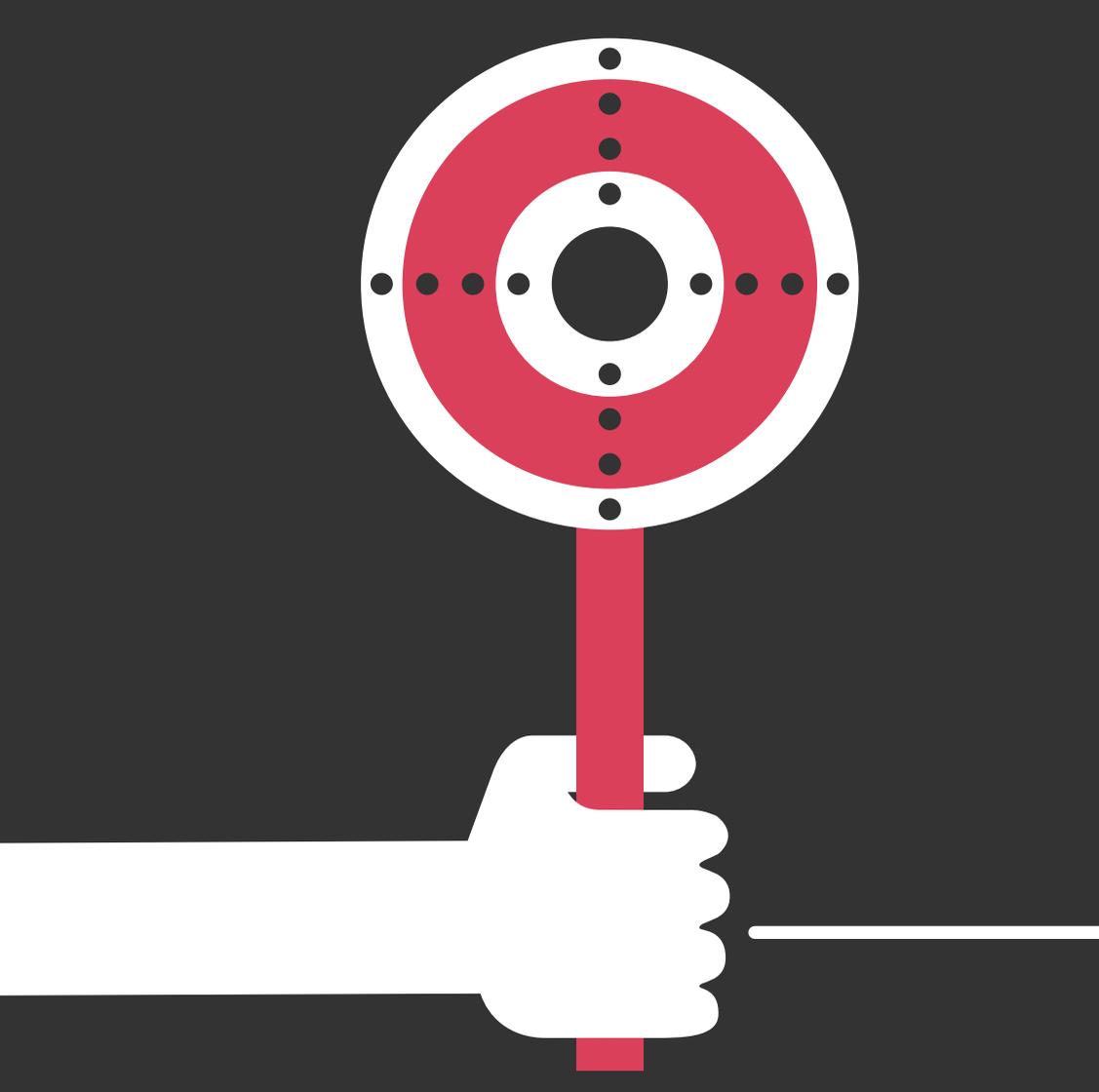
- At Pureprofile, when we describe our culture, we're not talking about free fruit, yoga and Friday drinks. Whilst these things are all great employee benefits and we value them, they do not define our culture.

**Culture is defined by our attitudes, our beliefs, our values and our actions.** It's visible in the way we treat each other and how we approach our day-to-day work life. Culture is quite simply 'the way we do things around here'.

The word *manifesto* is derived from the Latin term *manifestum*, which means to be clear or conspicuous. Writing a Pureprofile Culture Manifesto, is our way of being transparent, open and specific about how we define our culture. Our manifesto is something we can hold each other accountable for, and use as a guide when we're bringing new people into our business or making people decisions.

**Our Culture Manifesto is what unites and inspires us.**





# Core

PRINCIPLES

## Our Mission

---

**HELP  
PEOPLE  
THRIVE  
IN THE  
NEW WORLD**

## Our Vision

**CREATE A WORLD  
WHERE PEOPLE  
KNOW WHAT'S  
IMPORTANT**

- FY2019** A year for consolidation and delivering on our promises
  - FY2020** Growth and acquisition
  - FY2021** Become a consumer brand
- 

# Our Values (D.O.T.T)

Our values reflect our identity and help shape our culture. They describe the DNA of our people and we live by them. In creating our values we commit to:

The importance of **discovery**

Taking **ownership**

Starting with **trust**

Putting our **team** first

## D.

### Discovery

We approach each day like we're on a mission to discover life on Mars. We're always learning, keeping an open mind, empowering creative thinking, and always innovating.

## O.

### Ownership

We're buck-stoppers - we take ownership of our responsibilities and our actions. We make sure we're delivering to our highest standards; we do work we are proud of, and we genuinely care about our relationships with our stakeholders.

## T.

### Trust

We start from a position of trust. Honesty, transparency and mutual respect are non-negotiables. We act with integrity and kindness and give others the benefit of the doubt.

## T.

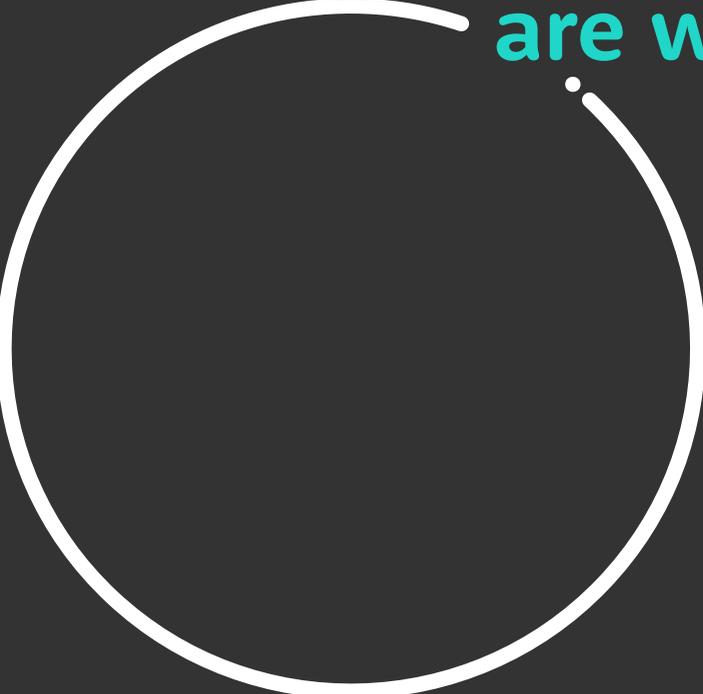
### Team

More Navy Seals, less Rambo! We collaborate as a team, we respect our stakeholders, we get in the trenches and we win together. And don't forget we have fun together too!



who

# Who are we?



## ● Some facts about us

We're a group of approximately **200 unique individuals** spread around the globe in Australia, UK, USA, Europe and India.

About half our workforce are **aged between 26 and 34**, and around twenty percent of our people sit in the growing bracket of 35+. Whilst we absolutely love bringing in young people and progressing their careers, we also know how **important it is to bring in experience** and knowledge to support this.

We're also proud to say we have some team members who've **passed the ten year mark with us!**

We're **equal in terms of gender diversity**, and we also have team members from over **40 diverse backgrounds**. We love learning about each other's cultures and our differences are a big part of what makes our workplace special.





# What's awesome about us?

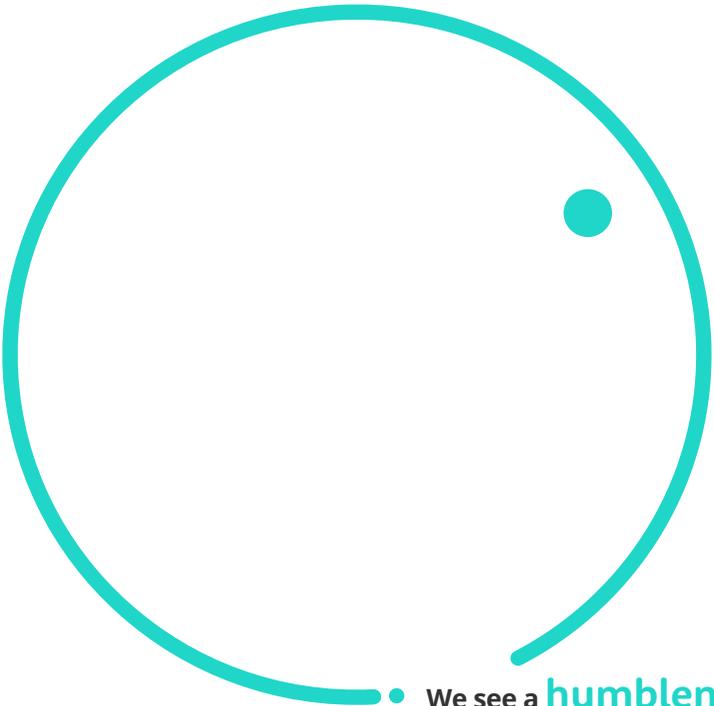
● When we asked this question, the overwhelming response was that **the people we work with** is the thing that makes working at Pureprofile so great.

We recognise a huge amount of **intelligence, talent and capability** in our teammates, who are always happy to share their knowledge.

We are committed to **making a difference**, and we **genuinely care** for each other, our clients and account holders.

We are **buck-stoppers** - we're not a large corporate workplace where things 'float'. The buck stops with each and every one of us and we don't use phrases like, "that's not my job".

■ We have so much **belief** in the future of our business, our people and our vision, even when things get tough.

- 
- We see a **humbleness** where everyone can talk to anyone - from our Board, to our CEO and Executive Leadership Team, and all throughout our business. We're not a fan of hierarchy or process for the sake of process, and we believe we're all just human beings at the end of the day.

We believe **everyone is a leader**, regardless of their position or tenure in our business. We embrace leadership in all of our people. We want to see it in the people we recruit, and we want to continue to develop it in our people, as their careers progress. We don't want to hide our leadership expectations, we want them to be transparent and accessible. We want to **create leaders of the future** that understand what good leadership is, what it isn't, and leaders that will **always keep learning**.



# Who do we fight for?

We believe in supporting every single one of our stakeholders:



## Our people

because they are the ones who work hard every day to make us successful.

## Our account holders

because we care about human empowerment, and because we know that delivering value to them is the key to effecting massive change in our industry.

## Our clients

because we know that delivering value for them is what will lead us to achieving our vision. Without them our business does not grow.

## Our shareholders

because they believe in us - they've chosen our business as their investment.



# Words that describe us ...

FUN

*Friendly*

SUPPORTIVE

Smart

COLLABORATIVE

Brave

HUMBLE

Passionate

Buck-stoppers | HANDS  
-ON

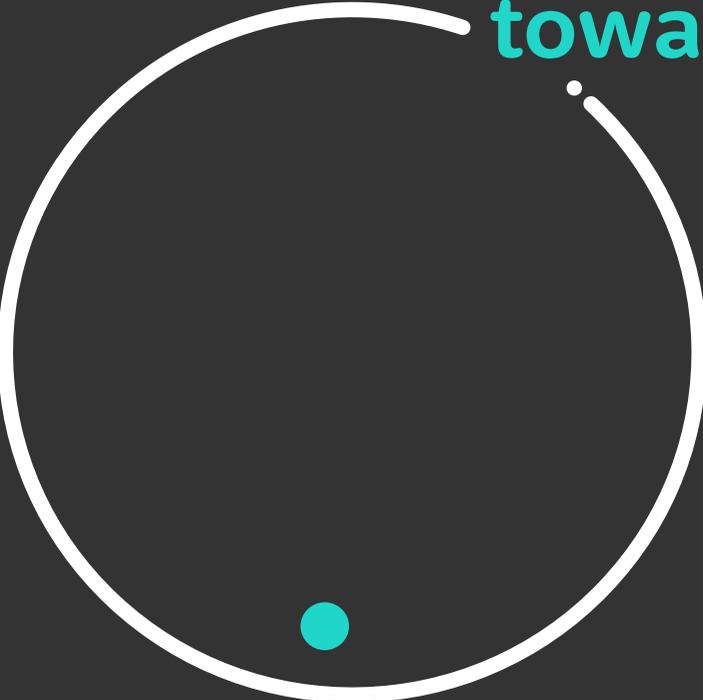
*Innovative*

Resilient



THE **Journey.**  
AHEAD

# What we're striving towards



● We're always trying to do better and be better, and we're always on a journey towards achieving our greatest potential.

In recent years we've grown quickly, really quickly, and now it's time to put our efforts into truly becoming one business and realising the full potential of that growth.

**We're working on delivering on our promises -** to our people, our account holders, our clients and our shareholders. For us, this means getting better at planning and execution, as well as getting better at operating as one business.

**We're working on being better communicators -** whether this is one-to-one, within teams, or across functions, departments or reporting lines. We're also improving our communication with our other stakeholder groups including account holders, clients and shareholders.

As we become better communicators, we **get better at celebrating our wins** - from cheering together when we land a new client or build a new piece of tech, to making sure we recognise the efforts of those who quietly go about their day working hard to support our business.



# The superpowers we're developing

(and how we'll get there)

## CONFIDENCE AND SELF-BELIEF

Whilst it's easy to look to others to tell us what to do, or to let self-doubt creep in, we really want to build a team of confident leaders who can think and make decisions for themselves. We're working on this by learning to listen better to feedback and reviewing available data, articulating our own point of view confidently, considering our options calmly and rationally, and then trusting ourselves to be proactive and make decisions that are in the best interests of the business.



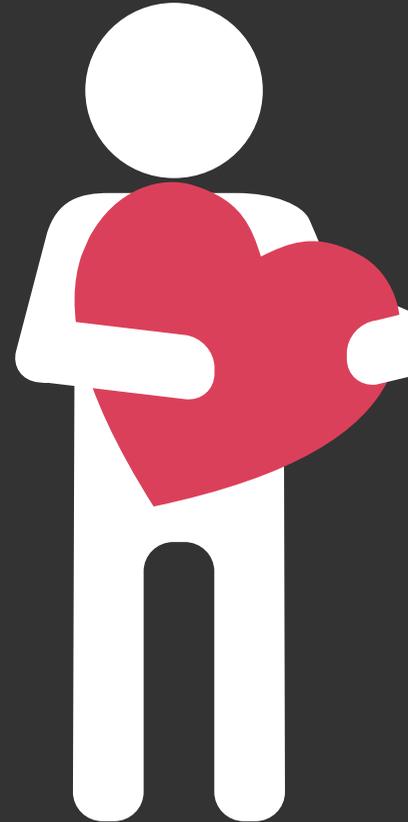
## BEING TRULY 'AS ONE'

Like a sporting team that can anticipate each other's moves and are there to lend a hand, we will always have each other's back and strive to win together. We'll get there by showing we're reliable, always turning up for each other and turning up on time, getting in the trenches together and always asking what we can do to help find solutions.



## READING 'HEARTBEATS'

We want to be able to read our people and know what they need without them having to tell us. We'll get there by being empathetic, trusting our intuition and developing our emotional intelligence. This comes with a commitment to ensuring we maintain a happy workplace and speak up and take action if we're concerned.



# BEING BRAVE

Being able to work every day without being limited by our fears - conscious or unconscious - is the only way any of us can truly achieve our potential. We'll get there by making it safe to share our concerns, openly asking questions and actively working to find solutions together.



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## BEING MORE LIKE A NAVY SEALS TEAM, AND LESS LIKE RAMBO

We'll get there by taking responsibility for ourselves and our teammates. By diligently achieving a mission that we believe in together, versus individually charging towards a goal without regard for our stakeholders. We will always strive to be role models and do the right thing for the betterment of our people and our business.

●

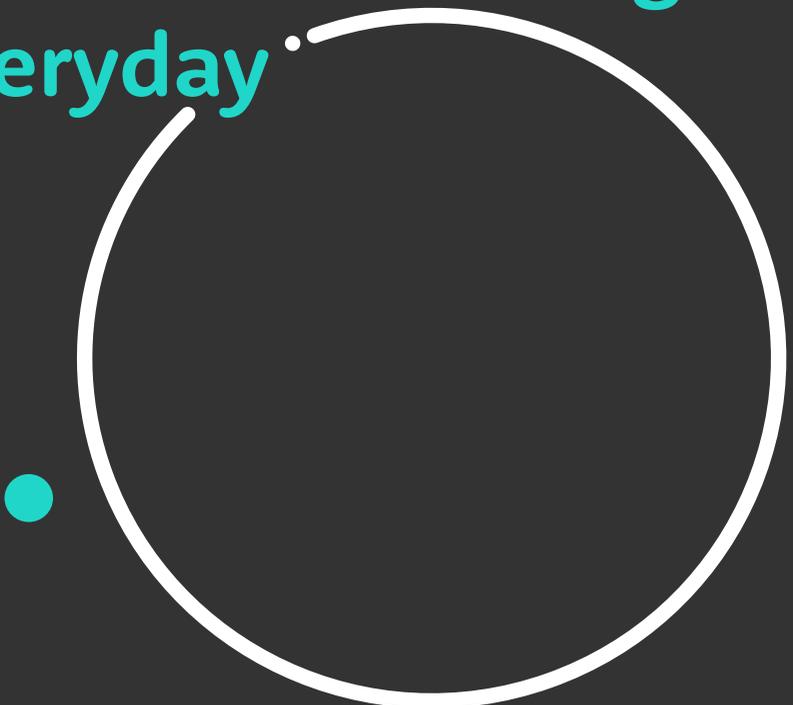




**Our  
commitment  
to what  
we do**

- We ...**
- commit to our people's growth and development
  - lead by example with integrity
  - explain 'why' to allow our people do to their best work
  - encourage autonomy, creativity and flexibility
  - keep calm, even when it's hard
  - make the hard decisions, quickly and with care
  - empower those around us
  - are hands on - we think as well as do
  - care about our stakeholders
  - behave like adults and treat each other like adults
  - stay humble
  - earn respect
  - say what we mean without being mean
  - have fun
  - follow through and hold ourselves accountable
  - debate and challenge ourselves to stretch beyond the status quo
  - ask questions and help find solutions
  - listen
  - work hard, but also balance our lives and look after our health and wellbeing

**We don't just say  
these things,  
we live these things  
everyday**



● We hope our Culture Manifesto inspires you and aligns with your personal values, morals and ethics. If it doesn't, then Pureprofile may not be the right fit for you - and we should talk about that.

If reading this manifesto has made you feel energised and excited - like we felt when we were writing it - then we look forward to the adventure ahead together!



Got questions?  
Drop us a line at  
[talentcentre@pureprofile.com](mailto:talentcentre@pureprofile.com)