

# A guide to Pulse

who we are, what we do  
and our culture

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# Who we are

Our people are at the heart of everything we do and we aim to run a happy and healthy business where everyone feels supported and thrives.

Our team of consultants, creatives and strategic thinkers pay considerable attention to how we work together and learn from each other. We don't believe in hierarchy and our flat structure means that we all support each other and are happy to step up when needed. It's a reason why we prefer to keep job titles to a minimum.

We want to nurture a loyal, passionate, and purposeful team that truly cares about the work it does and the causes they are willing to fight for. A team that works for clients who are contributing to the world – and is recognised by those clients as having contributed to their success. We bring both our personal and collective passions to the forefront of all our work.

*We are **proud** to be home to a **loyal, passionate and inspired** team.*



# What we do

*We are a culture change and communications consultancy and our job is to **help clients unlock the potential of their people and drive change through purposeful and effective communications.***

We set up Pulse over 20 years ago to help the business world consider how they could contribute beyond the singular pursuit of profit. At the core was a belief that the single most important value of a business is its people.

We work with senior leaders across a range of sectors to deliver impactful communications and leadership behaviour that helps clients connect more effectively with their workforces, customers, investors and wider society. Our work includes purpose development, internal and external communications as well as brand and graphic design.

We do this by helping clients fully understand and engage with their wider purpose. We help them be purposeful leaders, help them engage and inspire employees to lead and engage wider society in ways they had imagined.

We are increasingly supporting our clients to move from building a more purposeful business to being part of wider purposeful movements. One, where they deeply connect with customers, competitors, suppliers, investors, policymakers, academia and wider community.

We have built a number of processes and ways to help our clients think about and engage in different ways. We call this purposeful leadership.

# We help build purposeful businesses

*At the heart of Pulse is our  
**desire to catalyse business  
as a force for good.***

Our purpose is to help our clients step into a future when they are often under considerable pressure to deliver profit to the shareholder, provide meaningful work for employees and commit to their supply base for the long term, whilst improving customer experience beyond price.

We support our clients at many stages on their journey by building strong and trusting relationships with them. This might range from developing an inspiring vision to practical steps for communicating it to their workforce.



# Our values

To be at our best we pay attention to:



## Kindness

We deeply care for ourselves, each other and those we work with. From this starting point we bring thoughtfulness and humanity to our work.



## Meaningful

Everything we do has to touch both the heart and the head and is driven by a need to build a better world. From the very smallest actions to the boldest ambition.



## Practical

We want to see real action and change. Everything we do must help our clients make a difference.



## Inspiring

We look to inspire and spark possibilities in everything we do with each other and our clients. Being one step removed from our clients' world gives us room to ignite big and small ideas.



# A purposeful and sustainable business

*We have always strived to run a **purposeful** and **sustainable** business, and three years ago **we became a B Corp.***

A B Corp is a business which balances profit and purpose. The certification, which involves a rigorous assessment across every level of operations, helps us to think about how we can continuously improve our performance. Our B Corp status gives us a benchmark against other organisations operating in our space and helps drive us forward.

Since 2021 Pulse has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.

Pulse is also a member of the PRCA, the UK's public relations trade body. Every two years we are assessed for the Communications Management Standard and have successfully passed each time.

Certified



Corporation



Public Relations & Communications Association

**PRCA**

The Power of Communication



# Protecting our environment



We all care about our impact on the environment, whether that is personally or as a business. And, we are always interested in learning more and gaining first-hand knowledge.

Although we are a small business with a small carbon footprint we measure our carbon emissions so that we understand

the impact our actions have on the environment. This way we can track, reduce or offset our impact.

We also take our recycling very seriously, ensuring that nothing goes to landfill.

## Moving Beyond

In 2021 we co-founded the Moving Beyond initiative to bring business, finance, policy makers and civic society together to accelerate the energy transition here in the UK.



# Giving and connecting to community

A few years ago, we pledged to give at least 1% of our fees to charitable and good causes. We do this in a variety of ways but focus on supporting local charities, charities in Iraq and environmental charities.

Supporting our local community is incredibly important to us and we have partnered with The Connection at St Martin in the Fields for a few years now. We also support Luminary Bakery, an amazing charity that trains and supports disadvantaged women to reach their potential.

In Iraq we have supported Five One Labs which helps start-ups as well as the Amar Foundation which helps vulnerable communities to rebuild their lives when faced by conflict.

Each year we ask our staff to nominate a community and an environmental charity or organisation that hold particular importance for them, and we make donations on their behalf. It's also a great way to learn about the many initiatives out there tackling climate change, enhancing our natural environment and supporting communities.

## Pro bono support and volunteering

Each year we support different initiatives or charities with design or communications support. In the past we have supported the Social Business Trust and this year we are supporting the Children's Literacy Charity.

Aside from the volunteering we organise through Pulse we also encourage everyone to take a paid day off or more to volunteer at a charity of their choice.



# How we work

Because we believe that we and our work thrive best when we are together working as a team we ask our staff to come into the office four days a week. In this way we can really support and learn from each other. So, for now we go to our office in Covent Garden Monday – Thursday and nearly everyone works from home on Fridays.

Of course, we know that working remotely may have its benefits and that everyone has a personal life with many demands on them. So, there is flexibility and everyone can choose to work from home occasionally to help out with managing logistics and family demands or just because they need to concentrate without distractions.

## **Monday team meetings**

Every Monday we get together to check in on how we are and to talk about work plans for the week. We also celebrate each other by sharing recognitions and appreciations. Each week the session is hosted by a different person who shares a passion, insight or recent work.



# Having fun

We believe that it's **essential to get out of the office** and have fun so each year we organise **two away day events**.

One is in London where we normally learn a new activity – we've done everything from pottery to spoon whittling. And then we also go away for two days, learn something new and get lots of fresh air. We've been to many places over the years from Wales to Kent and have done coaststeering, horse whispering and foraging.



# Personal development

*We aim to check in with everyone at least twice a year. **Everyone has annual 360° reviews** where everything from client delivery to training and development is reviewed.*

## **Learning and growing**

We encourage everyone to spend time on their 'learning edge' which is a focus on an individual personal interest and passion.

We encourage everyone to take up external and internal training opportunities, whether that is skills-based, industry-specific or something more individual.



# A place where everyone can thrive

We value diversity and are committed to encouraging equity, equality, diversity, and inclusion among our staff and eliminating unlawful discrimination. Equal opportunity is also fundamental to our values and our aim is that everyone who works at Pulse feels respected, safe and valued.

We believe that diversity and inclusion is not only our moral responsibility — it also fosters creativity and is the best way for our staff to reach their full potential and for our business to thrive.

***We want everyone to thrive, which means ensuring that decisions made at work are **not affected by bias or prejudice.*****

## **Having a say in how the business is run**

Each year, we organise peer group sessions which are an opportunity for every member of staff to have a voice in shaping the company. It is a safe place to give anonymous, collective feedback to management. The sessions can help raise and resolve any work or organisational issues.

Once or twice a year we also run internal workshops around topics such as our purpose, values and our future.



# Employee wellbeing and benefits



## Health insurance

We've partnered with **Vitality health insurance** to provide private medical care and to reward those who stay active with a range of benefits.

## Holiday

We offer 25 days paid holiday plus bank holidays.

## Enhanced maternity and paternity leave

We know how important it is to spend time with and take care of your family when a baby comes along.



## A safe space to talk

We want to make sure that everyone has someone independent they can talk to. We've partnered with **The Circle Line** to offer mental health and wellbeing support.



## Employer pension contributions

We pay 5% to our **Nest pension scheme**, matching employees' contributions.

## Christmas bonuses

When we can, we like to give everyone a Christmas bonus to help with the cost of the festive season.

## Massages

Once a month to help dispel tight muscles and to aid relaxation.

## Lunchtime mindfulness sessions

A moment for quiet reflection, for those who are interested.

## Podcast club

An opportunity to catch up over lunch to discuss interesting podcasts.

# Contact

We are always on the look out for new talent to join the team. And we welcome enquiries from those interested in work experience or an internship.

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