

IMPRESSION

Ways of Working Charter

An abstract geometric pattern in the bottom right corner of the page, consisting of several triangles of different shades of blue and dark blue, arranged in a way that suggests a larger, complex shape.

Pulse Days

One day a week to sync, share, and succeed together.

We believe the office is a vital space for collaboration, which is why we ask all team members to join us on-site in one of our offices at least once weekly from Tuesday to Thursday.

If you are in a delivery team: Your office day will be allocated on either a Tuesday or Wednesday, depending on your assigned Pod or department availability

If you are in a non delivery team: Your office day should be decided amongst your team but needs to be Tuesday or Wednesday

We will have social or Impact activities on Thursday's across all offices.



Allocated Pulse Days:

Tuesday	Wednesday	Either day	Thursday
Organic: SEO PR & Social LDN Client Performance Strategy Creative	Paid Media: PPC Prog PSOC MCR & Notts Client Performance Strategy Creative DX	Supporting Functions: Finance People Ops & Facilities Marketing Growth Solutions	Social Day Activities like our mandatory Company Update or Impact activities like Diwali celebrations, Health Brunches and other social activities will happen on a Thursday in all offices

The more the merrier!! Come in on all if you like but minimum is **your Pulse Day**.

BUSINESS AS A FORCE FOR *good*



Centred in fairness, respectful to all:

- We will provide additional support to those who require it, for example, if you are **neurodivergent**, so please flag any concerns to us as soon as possible
- If you are on **annual leave** on your allocated Pulse Day, we will take this into account
- If you are **sick** on your allocated Pulse Day, please do not come into the office. However, if you are well enough to work from home, please speak to your line manager
- If you want to utilise our policies about **working overseas** or working elsewhere, you must get permission from your HoD and the People Team. More information can be found in our policy documents
- If you have a **client meeting** or a **new business pitch** at a client's office on your Pulse Day, we will take this into account - just let your line manager know
- If you are travelling to **another office** on your pulse day, we will take this into account - just let your line manager know
- Please try to have any **medical appointments** on other days, but we understand that sometimes this can be unavoidable

THE SMALL PRINT - ALIGNING OUR EXPECTATIONS:



We still firmly believe in flexibility and whilst our Pulse Days are mandatory, you have full flexibility for your schedule for the rest of the time



Our company updates will remain mandatory and will happen on our social day - Thursday



We expect you will be present in the office during our core hours of 10am-4pm



We expect that this policy is adhered to and will take formal action if we see a continued pattern of not meeting this requirement