

CLIENTSHARE

Experience Matters

Improve Relationships | Analyse Risk | Increase Retention | Grow Revenue

Company DNA

The background...

- Since Clientshare was founded we've grown a lot and over the next few years, we will do even more, opening new offices around the world and expanding into new markets.
- It's time to get down on paper what it really means to be part of Clientshare so we are all moving in the same direction.
- This document lays out the type of company we want to build and the way we should act when going about our day to day business.
- It's not a set of rules and regulations but a guide to refer to when you need to.

Let's talk culture...

- Our culture is the thing that defines us and separates us from other companies. It is the unique DNA that no other company has and it's always evolving.
- Whenever you're in doubt remember to push the boundaries of what you think you can achieve.
- Do the right thing when nobody's looking.
- Really care about your customers, delivering results, the people you are working with and stick to our 5 core values.

Our Clients

Customer first...

- A company is nothing without its clients.
- At Clientshare our clients, all around the world, want to deliver world class results in their chosen field; our role is to help them do this.
- We value fair trade, healthy client relationships and want to go the extra mile for each and every client.
- We want our clients to be just as passionate about results as we are.

Treating clients...

- We consistently make clients surprised by our output and they feel like “we are there for them and feel part of their team”.
- We gain their trust early through our outstanding output.
- We treat every client regardless of size or project as our most important.
- We listen to their needs and do what we can do help.

Our Shareholders & Investors

Our shareholders and investors

- We value long term, sustainable expansion over short term initiatives.
- We want to take on the world, but we know it won't happen overnight.
- We pride ourselves on financial prudence ensuring we are in control.
- We set targets that are tough but achievable.

Our Culture

Our Story....

- The founders who launched Clientshare want to make a mark on the world of B2B.
- We want to transform the way companies work together.
- We have 5 core values that will help achieve our goal....

#1 Client Obsessed

#2 Results Focused

#3 Fearless Feedback

#4 Hot Skills

#5 Fun Times

#1 Client Obsessed

- Every client, small or large gets a white glove service – they keep us in business.
- 1 dissatisfied client is 1 too many – remember this as we grow.
- We deliver tangible results for our clients that help them grow their business and feel good about working with Clientshare.
- We want our clients to be our biggest advocates whether it's about our people or our software.

#2 Results Focused

- We pride ourselves on achieving targets set for sales, marketing, development and customer success.
- Our customers expect results too and we are relentless in delivering for them.
- We follow a clear structure in how we deliver results.
- We reward our people for delivering results.

#3 Fearless Feedback

- Decisions and direction are communicated clearly to the entire company; we are honest about where we are as a company and expect the same in return.
- We are open with opinions and ideas and we aren't afraid to ask questions when we're not sure, and to give suggestions when we are.
- Transparent communication from everyone.

#4 Hot Skills

- No-one wants to come to work to see their skills stagnate – we value developing our people. But it's 2-way. We'll look for your suggestions as much you'll get direction from us.
- We want to see everyone develop – development often involves being out of your comfort zone and accepting that sometimes we will fail to begin with.
- We want our people to develop quicker here than they would in other companies.
- Skills development is linked to the results we want to achieve.

#5 Fun Times

- We strive for an environment that is fun to be in – we want people to wake up in the morning and want to come to work.
- We win and fail as a group with each of us taking responsibility for our own actions and our part within that success. If someone isn't pulling their weight, they are letting the whole side down.
- We love socialising, being active, supporting good causes, competing and being around colleagues. We praise and support our colleagues in good times and bad.

Our Hires

Internal Culture...

- As we hire new people it's important that the environment they work in is the right one for them.
- It's on all of us to turn up to work every day with the right mindset and attitude.
- The type of people we hire into the business are vital to the success and growth of the company.
- The traits that we, as a company appreciate and find most valuable and useful when hiring are in line with our 5 values.

No no's...

- Keep ego, internal politics and emotion out of decisions.
- Leave politics, sex and religion at the door.
- No lone wolves or cowboys.
- Don't stew on questions or problems.

Managing People

Promotions and Development

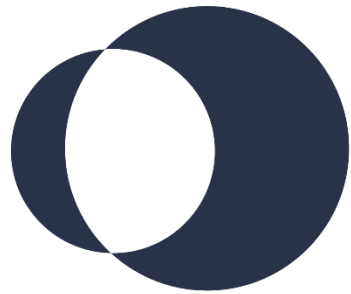
- We want to hire for senior roles from within the company.
- A clear career path and help getting to where you want to get to in your professional career.
- Training so you have the tools to do your job but also working on “real” and exciting projects exposing you to far more opportunities.
- No-one is perfect – we’re all developing.

Managing people

- Prioritise following our values...if we get our values right then success follows.
- Pride yourself by managing people to deliver on our values.
- Love leading by example and develop your own emotional intelligence. Trust your team but provide a safety net when something goes wrong. Help them to understand failure or mistakes as a way of learning rather than punishment.
- Don't ask anyone to do something you wouldn't do yourself.
- Set realistic expectations and don't pass the buck unnecessarily.

Give and take

- Working at Clientshare is a two-way street. We expect a lot from the people we hire and in return we want to build the best possible environment to come to work in.
- Communicate, communicate, communicate – make sure your team know exactly what the plans are, why and how they personally fit in and maintain transparency, honesty and respect.
- Coach, don't micromanage but watch the detail and output very, very closely.
- Keep your team focussed on short and long term results.



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