



**Welcome
to your
future.**

TALENT THAT DRIVES BUSINESS

APPRENTIFY DNA

This is your journey - let's make it a good one

It's part of who we are and who we aspire to be

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Developing Future Talent

Digital Marketing & Technical Apprenticeships

APPRENTIFY DNA

OVERVIEW

We all want to be happy at work. For this to happen every one of us must work at it. This is your journey, and it is your job to help us shape it.

We all get out what we put in.

It is an important document as it explains our approach and our responsibilities as a company and makes clear your responsibilities as an employee and how we will achieve a great company together as partners.

WHY APPRENTIFY

THE WHY – OUR PURPOSE

Apprentify was set up to simplify the world of apprenticeships and deliver development programs that improve businesses through enhancing staff. Our business was born out of the desire to improve the new age of digital apprenticeships from a new fresh angle and new vigour.

Our WHY simply put is to:

Our mission is to energise talent to unleash their potential in the digital world. We were founded to never sit back and to give every learner the power, resources, and knowledge to drive themselves and their business forward through digital excellence.

We were set up for and by digital and apprenticeship experts.

OUR CULTURE

Our culture starts with you and guided by Apprentify.

Ask you self this: If you can commit to and live with the following principles, then you are the type of person who will be successful and help our company thrive. If can do that then we will commit to making you thrive through your time here. If you feel this level of engagement is not right for you or that you're not willing or able to participate with us at this level, we are not a good fit for you.

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Our expectation is that you will take the steps necessary to do what you say you are going to do and be accountable for your actions for our learners, in other words live “Above the Line”.

We understand that not every person is ready for this level of performance, and we appreciate the honesty of those that decide this is not the right place for them. On the other hand, you would make an ideal candidate to join our company if you are willing to commit to the following principles:

- **Trust everyone and have respect for others – make everyone feel good**
- **We work for each other not for ourselves**
- **Have freedom but with clear guidelines – we trust you**
- **Become part of the solution - be open and transparent**
- **Recruit for attitude, train for skill**
- **Ask – what else can I do to improve**
- **Celebrate mistakes**
- **Love work but get a life**
- **Act now especially for our customers**

Getting this right involves hard work, successful employees must demonstrate the ability to drive the business forward, be tenacious and deliver an excellent customer service. As well as continuously striving for the best, it must be your challenge, your mantra, and your purpose.

If you feel you can commit to and enhance what you have just read, then this is really the place for you.

This is your mission to ensure that you can abide by and enhance these principles. If you think that you can help Apprentify then read on. What’s more we will support you in every way possible to develop.

If you don't feel you are right then that is fine, we will help you to find the company that is right for you, sometimes these things happen.

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PRINCIPLES

THESE ARE NOT RULES

- ***Trust everyone and have respect for others – make everyone feel good***

Trust and respect are the most important aspect of any culture. There will be times when things need to be said but they should always be given and taken as constructive feedback. However, feedback is always encouraged so speak up do not shy away. The customer's experience and quality of our services are very important

- ***We work for each other not for ourselves***

We are team, Apprentify is not one person, so if someone needs your help or advice, please give it. Everyone should be a master of their area, so teach. We will at times have to go the extra mile and we will ensure this is not unnoticed, but if it has, please shout this from the roof tops. None of us is as smart as all of us. If everyone is moving forward together, then success takes care of itself.

- ***Have freedom but with clear guidelines – we trust you***

Freedom within a framework. This is not thinking outside the box... it's about thinking within a box that has flexibility. A business without guidelines or rules will fail however a business with rigid rules will stifle innovation and growth.

The idea is to work within framework. Within this kind of paradigm people feel heard and valued – you will become accountable. We trust you to take charge and to rise to the challenge. You will be responsible for the outcome.

- ***Become part of the solution - be open and transparent***

Do not overlook anything, if you see a problem, highlight. If you feel you are not being listened, then shout louder. If you know the answer, then offer it. If you don't know the answer, then ask for help. We want to expand your skillset and we will never ignore any requests for us to listen to an idea.

- ***Recruit for attitude, train for skill***

We all know that there is a degree of skill needed but we must always ensure that every person has the right principles that we need as a business but also for fellow employees.

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- ***Ask – what else can I do to improve***

Never accept mediocre. Always look to improve yourself and what we do at Apprentify. Think in 4 ways when doing your work 1) is this the best for the apprentice, 2) is this the best for the employer, 3) is this the best for your fellow work college and 4) is this the best for OFSTED. If not, then ask what else can I or we do to improve.

- ***Celebrate mistakes***

Mistakes happen, we don't want them to happen, but they will. If they do don't push them under the carpet. Address them, tell people what has happened and above all make sure that you or Apprentify improve or change so they don't happen again. We will ensure that we have robust system to help identify issues but don't shy away from them always ensure that they are identified, everyone is made aware, then addressed so they don't happen again.

- ***Love work but get a life***

We want you to love your work. If you don't then let us know we can help, we want to help. However, a balance is needed. We will at times expect extra from you, but we will balance it. We don't want you to become exhausted so make sure you take time to think about yourself and talk to us. If we are asking too much, then let us because we will ask, I am sure

- ***Act now especially for our customers***

Don't ever ignore anything. Act fast if a customer or college ask you a question then deal with it, they are as important as the latest project you are working on. If you can't, then don't be precious and hold onto it, ask for help, we are all here to support. It is not just your job. From top to bottom we can all help. Speed and action go a long way but make sure it is right. Our Apprentices and employers are the most important focus so let's all make sure we put 100% into everything we do. Simple communication is the most valuable thing we all have.