



# DESTINATION STRATEGIQ



Your guide to our world of employee benefits

# Hello TEAM STRATEGIQ

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As we continue to actively evolve and improve our agency, we have listened to, and learned about, what means the most to each of you.

Our priority has always been to ensure that you feel valued and supported as a member of our team, and as part of our commitment to your wellbeing, we are proud to introduce the new **Destination StrategiQ**.

Based on the feedback you've given us, we believe that this package will help you feel supported and empowered in your role with our company, and we look forward to working together to create a positive and fulfilling work experience for you.

*"StrategiQ isn't just a place of work - it's a life coach"*

Poppy Court,  
Paid Media Manager

What exactly makes us a destination agency?  
It's not just the award-winning work that we do,  
but also the way that we take care of our staff.

Our newly-developed staff benefits package, now aptly named Destination StrategiQ, embodies everything we stand for as a destination agency, and has been moulded around The Four Gs.

You asked, we listened. The Four Gs were born from the feedback and suggestions of each member of the StrategiQ team, and they now represent the pillars that Destination StrategiQ has been built upon.

## **GAIN.**

What you gain beyond a typical monthly salary

## **GROWTH.**

The investment into your personal development

## **GOOD TIMES.**

Nurturing your sense of value as a member of the team

## **GIVING BACK.**

What we give back to the wider community



*"Not only has my  
career progressed but my  
personal life has too"*

Ashley Thrower,  
Creative Director

# GAIN.

Let's face it, nobody wants to feel like they aren't being fairly compensated for the work they do. You should expect to receive fair and competitive compensation for the skills, experience and value you bring to the company.



# GO AHEAD WIN.

## Published Salary Brackets

We believe there should be complete transparency when it comes to the salary bracket for each role and specialism, so we will always communicate the starting salary and the top salary that you can expect to earn. We want to provide complete visibility over what your financial opportunities are as your career progresses and your role evolves within the company.

## Individual Performance Bonuses

Employees who achieve or exceed their goals and objectives are eligible for bonuses which may be awarded on a monthly, quarterly or annual basis. The bonus amount may be a fixed amount or a percentage of the employee's base salary.

## Loyalty Bonus

We want to reward your loyalty to the company, so for each work anniversary, you will receive a bonus of £200.

## Enhanced Sick Pay

We want to be able to provide financial support when you need it the most. We are pleased to announce that as part of our commitment to our employees wellbeing, we are enhancing our sick pay policy. We will now pay you up to 3 months of sick pay in full; meaning that if you are unable to work due to illness or injury, you can expect to receive your full salary for up to 3 months. To be eligible, you must meet certain criteria, the details of which can be found in our staff handbook.

## Life Assurance - Death in Service

Nobody likes to think about the 'D' word, but we'd all want to know our loved ones were taken care of if anything ever happened to us. Our Death in Service benefit covers all employees in the unlikely event of death, and will pay out 4x your annual salary, tax-free, to your nominated beneficiary.

## Pay Reviews

We commit to conducting regular pay reviews to ensure that we are offering competitive and fair compensation to our employees. Quarterly one-to-ones will take place to allow you the opportunity to receive feedback on your performance and contributions to the company. As well as performance, we'll also take into account additional factors such as market trends, the company's financial situation and the overall compensation package offered to employees.

## Salary Sacrifice Options

Through our salary sacrifice providers, you will be able to access a range of options such as childcare vouchers or Cycle to Work scheme, both of which offer great tax savings to take advantage of.

## Team Member Referral Fee

We often include a question in our employee surveys which asks whether you would recommend a friend to come and work for us. If you do introduce a friend, and they successfully pass their probation, you will receive a bonus of £500.

## Enhanced Paternity Pay

In our opinion, the statutory allowance just doesn't cut it, so we will pay 2 weeks in full when you go on paternity leave.

## Group Critical Illness

Similar to the Death in Service benefit, we hope we never have to claim on this. However, should you be diagnosed with a defined critical illness, then you will receive a fixed tax-free lump sum of £25,000 to help you cover bills and illness-related expenses.

## Enhanced Maternity Pay

Family is everything to us, and we want to make sure that when that special time comes, you are able to take the time you need to be with your little ones. We are therefore enhancing our maternity package to offer 12 weeks full pay if you've been with us for 1 to 3 years, or 16 weeks full pay if you've been with us for 3 years or over. We hope this additional financial support will provide some peace of mind when you want to be focusing on what matters the most.



**Individual performance plans put career progression and personal goals within reach.**

Development Director Tom ran the Bob Graham Round, visiting 42 Lake District summits, each over 2000ft. He covered a distance of 66 miles and 27,000ft of elevation in under 24 hours.





*"I love being part of a team that are all pulling together working towards one shared goal. These guys are like my extended family which makes working here really rewarding."*

Kirsty Fitzgerald,  
Head of Finance

# GOOD TIMES.

We recognise that work is only one aspect of our employees' lives, and that social connection and community are also important for a happy, balanced and fulfilling life. That's why we are committed to fostering a culture that promotes community, social interaction and kinship among our team members. We actively encourage and create opportunities for all of our employees to get involved in social activities and events both within the agency and in the wider community.



# GOOD TIMES.

## Regular Social Events

We always strive to have a variety of social events on offer, all of which are totally optional! These events take place regularly throughout the year and are inspired by the suggestions and ideas given to us by the rest of the team. We aim to organise events to suit all tastes and interests, and hope you'll always find something you enjoy and want to join in with.

## Charity Challenges and Events

We want to ensure that we're always doing our part for charity, and as we continue to support existing charities, as well as welcome new ones, you'll have the chance to get involved and help raise funds for these amazing causes. From the 3 Peaks Challenge, to Inspire Suffolk's 'We're a Knockout' obstacle course, these events always offer you the opportunity to have a bit of fun while doing something incredibly rewarding.

## Birthday Leave

If there's one day that you should be able to kick back and do whatever you want, it's your birthday! From now on, you'll be able to book your birthday off as an additional day's leave as a little 'happy birthday' from us.

## Annual Leave

Following a recent employee survey, it became clear to us that you would like to be able to take more time off - and why shouldn't you when you all work so hard? With this in mind, each and every member of the team will now receive 30 days annual leave, with 3 of these to be used for the Christmas shutdown, and 1 to be taken on your birthday.

## Salary Sacrifice for Extra Holiday

If 6 weeks annual leave is not enough for the things you have planned - perhaps you have a special extended trip in mind, or an exciting list of travel goals - then you now have the option to buy up to 2 weeks additional leave per year. Please note: this will be subject to the needs of the business.

## MVP

The monthly MVP award is something we've celebrated here from day one. This award recognises hard work and commitment, and gives each team member the opportunity to nominate one fellow colleague for those 'above and beyond' moments that make a real difference. The prize is a well-earned duvet day and a celebratory meal on the company card.

## Awards Celebrations

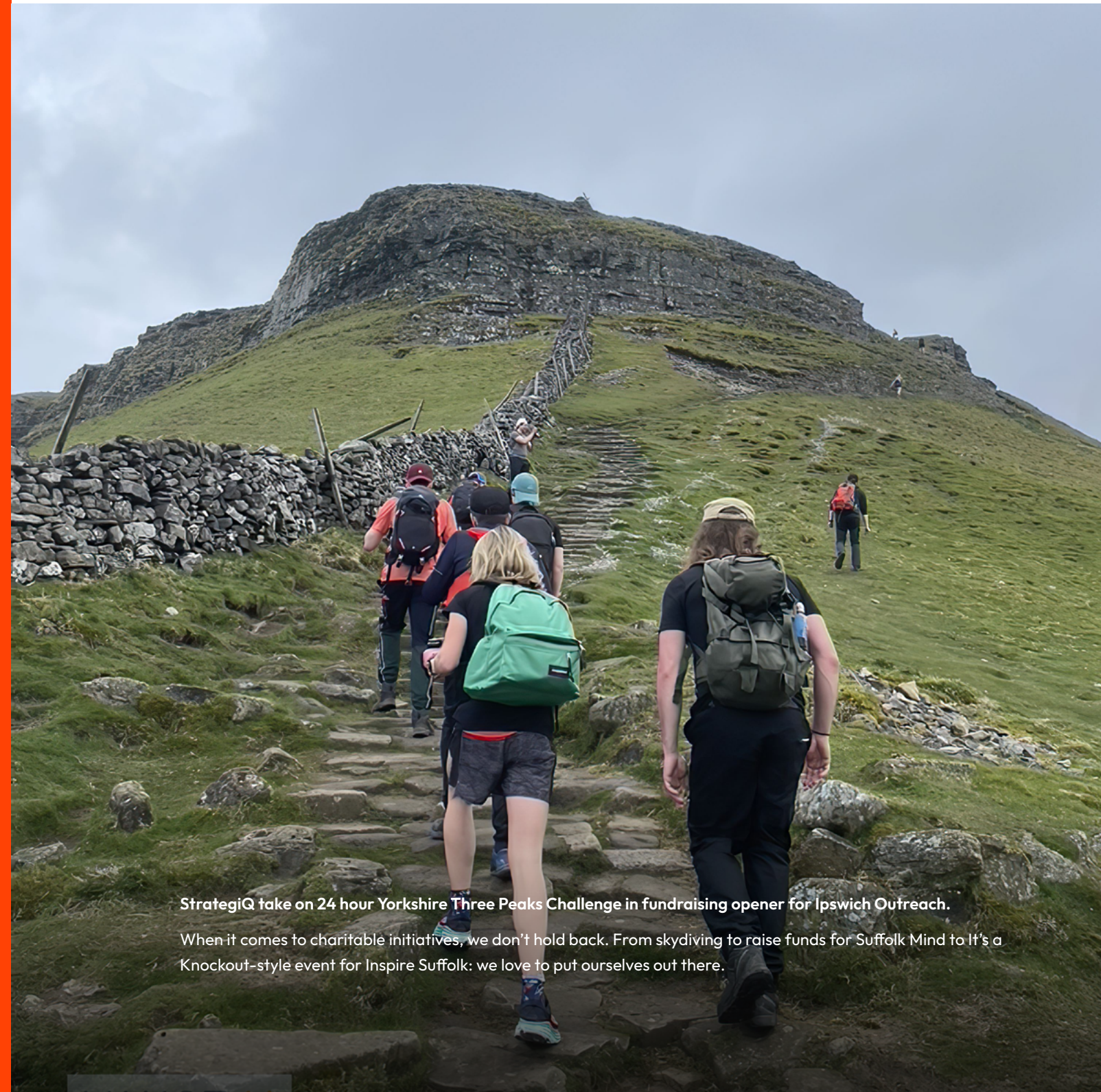
If there's one thing we love around here, it's an awards evening! There's nothing quite like having the chance to dress up, head to a fancy venue and join your fellow team members in celebrating the hard work we pour into each and every day here. Not only do we love an industry awards evening, we also take great pride in our company's annual awards; held each year in January as an opportunity to recognise and celebrate the efforts of individual members of the StrategiQ team.

## Early Finish and Fish and Chip Fridays

Let's be honest, there's simply no better day than the final day of the working week. To boost that #FridayFeeling and get you winding down for the weekend, we'll be bringing in fish and chips to enjoy as a team on Friday lunchtimes, before shutting those laptops down for a 4pm finish.

## Sabbaticals

We understand the importance of a healthy work-life balance, as well as the value of personal growth and development, which is why the company offers sabbaticals. These are extended periods of time off work that allow you to pursue personal and professional goals such as travelling, studying or volunteering. An opportunity to recharge your batteries, learn new skills, and gain a fresh perspective that can benefit you in every area of your life.



StrategiQ take on 24 hour Yorkshire Three Peaks Challenge in fundraising opener for Ipswich Outreach.

When it comes to charitable initiatives, we don't hold back. From skydiving to raise funds for Suffolk Mind to It's a Knockout-style event for Inspire Suffolk: we love to put ourselves out there.



BOBBY ROBSON SUITE



*"I owe my incredible growth to Strategiq! They gave me the chance to learn on the job and explore limitless R&D possibilities."*

Mike Wilson,  
Videographer and Photographer

# GROWTH.

We know that in order to achieve our goals as a company and maintain a profitable business with happy and engaged staff, we have to create an environment and culture that is designed to support the learning, growth and wellbeing of each individual. We recognise that a career is an ever-evolving journey and not a fixed destination, and we want to be able to facilitate that by providing a dynamic environment where nobody feels stagnant in their progress or development.

# GROWTH.

## Hybrid Working

In recent years, the benefits of hybrid working have become more and more apparent, which is why we're now offering employees the opportunity to work from the office, from their home or wherever they feel most comfortable and inspired to do their best work. The company will provide every employee with the necessary tools, technology and equipment to enable remote working and the ability to collaborate with the rest of the team seamlessly.

## Training budget

Every employee will have an allocation of £1000 per year to spend on training and development; whether that's a course, qualification or certificate to enhance your skill set. The company will also provide a wider training budget for the focused training of individual teams, as well as the whole company.

## Monthly One-to-Ones and PDPs

In order to ensure that every member of the team feels supported and mentored, you'll be given monthly one-to-ones with your line manager, as well as PDPs every 3 months. These sessions will give you the opportunity to raise any questions or concerns, as well as discuss your role & performance, your goals inside and outside of work, and future plans for your career.

## Suffolk Gym Membership

We provide a free gym membership at our Suffolk studio so that local employees, or team members visiting from elsewhere, can access the gym during their lunch breaks, or before and after work. The gym is located in the unit next door and offers modern facilities and exclusive classes for StrategiQ employees from trained fitness instructors.

## Dedicated R&D Time

While agency life is busy, we strongly believe in the importance of having dedicated research and development time each week to allow employees to develop their expertise, learn new skills and work towards their own individual performance goals. This time will be set out in each employee's planner and will be protected from the disruption of other tasks wherever possible.

## MOJO

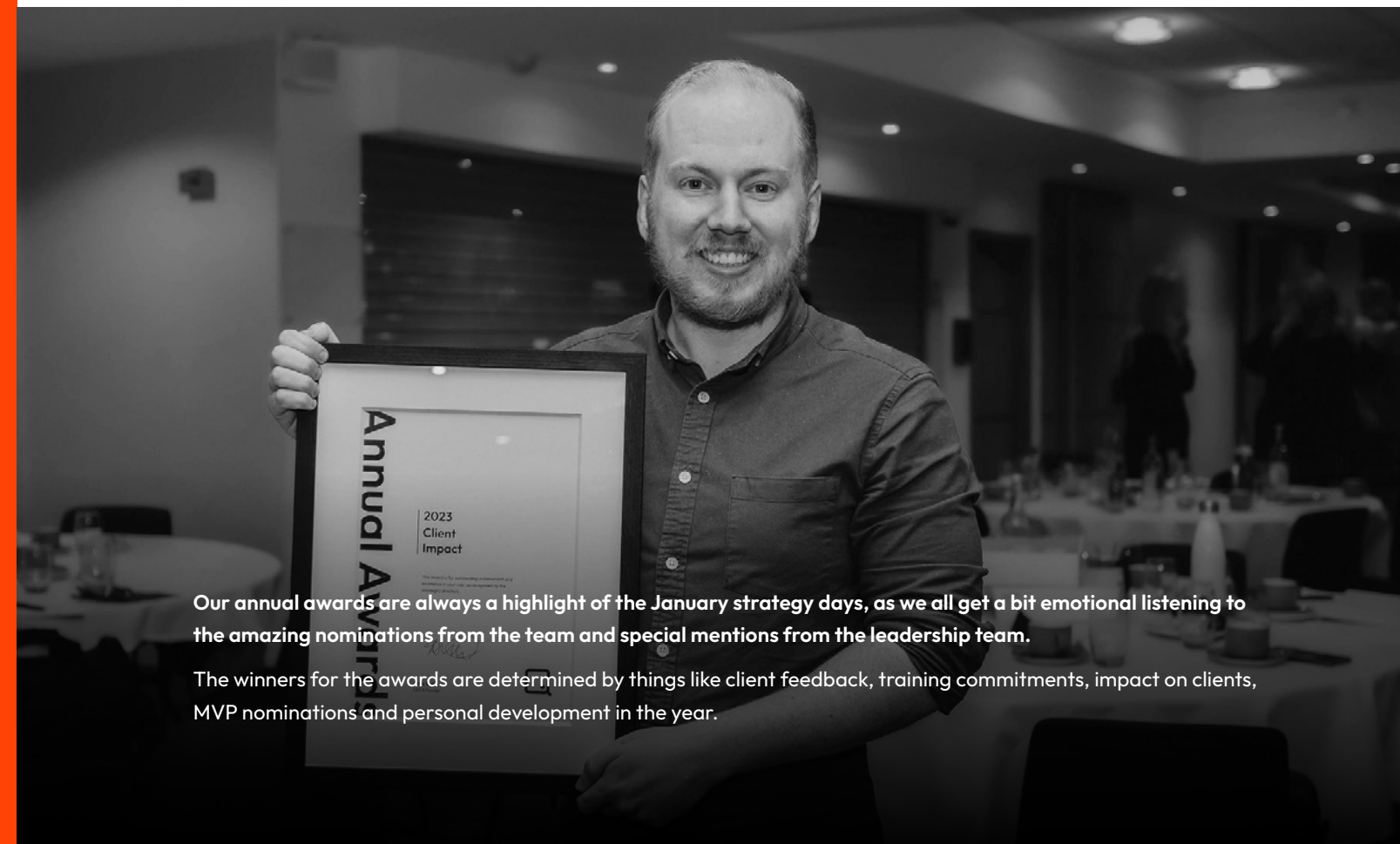
We believe motivation is at the heart of everything we do, and we recognise that everyone is motivated by different things. In order to best support the unique motivators of every member of the team, we use a comprehensive motivational mapping tool, known as Mojo, to dial into what personally motivates each individual and where/why their motivation may be lacking. This enables managers and mentors to support the members of their team by making tailored adjustments, setting relevant goals and fostering healthy communication around their satisfaction at work.

## Strategy Conference

The bi-annual Strategy Conference is an essential event that brings everyone from #TeamStrategiQ together to discuss the company's goals, vision and objectives.

During the 2-day conference, the leadership team will share their plans and strategies for the year ahead, as well open the floor to the rest of the team for sharing feedback, discussing new initiatives and exchanging ideas on how we can all achieve the things we set out to do.


We will identify the challenges we face as a company and as individuals, and develop solutions collaboratively. The main objective of the conference is to align the team's efforts towards the company's vision and promote teamwork while providing employees with a clear sense of direction and purpose.



Our annual awards are always a highlight of the January strategy days, as we all get a bit emotional listening to the amazing nominations from the team and special mentions from the leadership team.

The winners for the awards are determined by things like client feedback, training commitments, impact on clients, MVP nominations and personal development in the year.





*"Working from home a few days a week, has unlocked a longterm dream of adopting my very own dog (or adopt my own fur baby). It's safe to say I couldn't be without him now and it's all thanks to the generosity of Strategiq."*

Becky Evison,  
Client Partner

**GIVING  
BACK.**

While we're proud to be known for our award-winning work, we feel it's just as important to be recognised for the part we play in creating an inclusive environment for our staff, as well as the efforts we make to give back to the wider community and impact positive change.



# GIVING BACK.

## Volunteering Leave

We take great pride in the work our people do, both in the marketing world and beyond, and we want to do all we can to support that. We are therefore offering each employee 2 days off per year to support volunteering projects and causes they care about.

## Enhanced Diversity and Inclusion Policy

Our aim is to be the agency that provides the very best environment for **everyone** to thrive, as we know that a diverse workforce brings unique perspectives, viewpoints and talents into the business. We are therefore committed to creating a culture where people from all backgrounds feel welcome and included.

## Supporting the Next Generation

We've always felt strongly about supporting our roots and providing opportunities for up-and-coming talent, and we've recently introduced work experience placements to give young people the chance to immerse themselves into agency life and the marketing world. As well as holding talks and workshops for local education providers, we've also had a long-standing vision to create our very own **StrategiQ Academy**; offering apprenticeship placements to ambitious young individuals and nurturing the next generation of marketing masterminds.

## Equality Policy

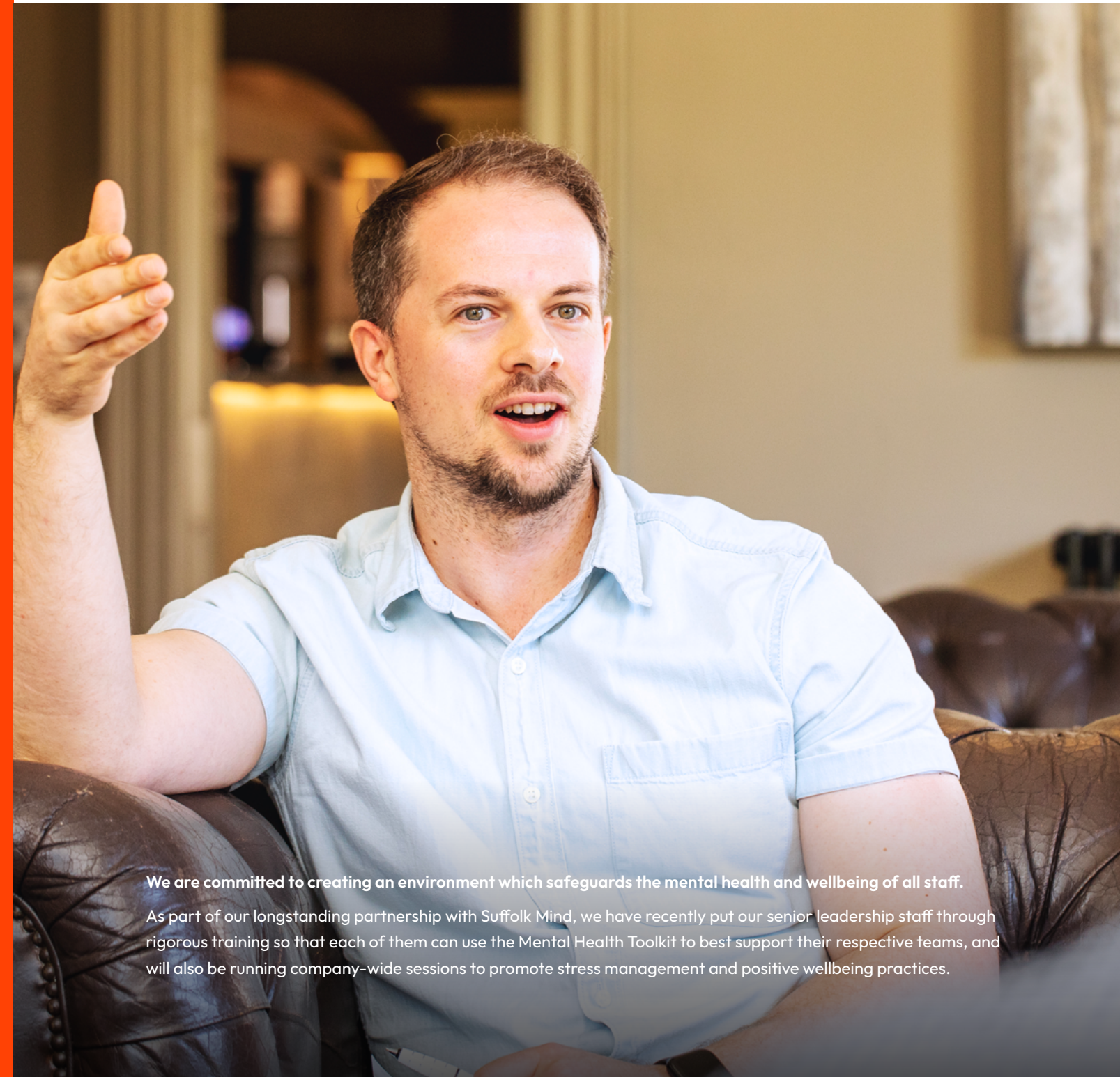
We make a sincere and dedicated commitment to upholding the highest principles of fairness and respect, and protecting all employees from discrimination or inequality in our workplace. We have invested in senior management training to identify and combat any inequality or unconscious bias if/where it exists within the agency, and will continue to prioritise awareness around how to make the agency as inclusive as possible.

## Sensible Travel Policy

We all have a responsibility to reduce our carbon footprint, and we are mindful about the decisions we make to limit our environmental impact. For example, we use technology wherever possible to save travelling time and costs for staff, and will opt for video calls, where appropriate, in lieu of in-person meetings.

## Senior Mental Health Awareness/ Training

We are committed to creating an environment which safeguards the mental health and wellbeing of all staff. As part of our longstanding partnership with Suffolk Mind, we have recently put our senior leadership staff through rigorous training so that each of them can use the Mental Health Toolkit to best support their respective teams, and will also be running company-wide sessions to promote stress management and positive wellbeing practices.



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**HERE'S TO OUR**  
*fantastic team*

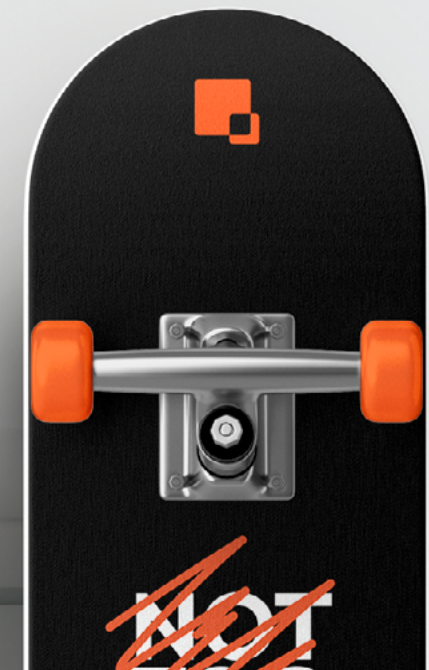




To: All staff  
Date: 04.09.24  
Ref: Do the thing!

Do great work. **Own your shit.** Beware of the shadow you cast. **Growth is a choice.** Spend clients' money like it's your own. **Don't accept average from yourself or those around you.** Have an opinion and speak up. **Bring your interview self always.** Don't be in a meeting you're not impacting. **If you don't know the task - ask!** Learn from other people's mistakes as well as your own. **It's ok to fail FFS.** Be prepared to sacrifice to win. **If you're not uncomfortable, you're not progressing.** Commitment gets it started, consistency gets it finished. **Perfection is the enemy of 'done'.** Don't sleepwalk into problems. **Accept 50% of your decisions will be wrong.** It always seems impossible until it's done. **The answer is always strategy.**

N.B. Enjoy it. Life's too short





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