

**ReCulture**

# The Pursuit of Better

**Your guide to becoming a superstar**

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# Welcome to ReCulture

**We're an independent recruitment business,  
made in Liverpool, operating all over the UK.**

There's a lot to take in when you start a new job. New faces. New ways of doing things. New musical tastes in the office. It's as overwhelming as it is exciting. So we've made a book to ease you in, bring you up to speed and help you become our next superstar.

Here's what we're all about...



# The pursuit of better

Wanting better drives people to do better,  
which leads to better outcomes.



# What the pursuit of better means...



## for us:

- Making an impact
- Making money
- Growth and improvement

## for our clients:

- Stronger teams
- Improved productivity
- Faster growth

## for our candidates:

- The right environment
- Feeling valued and appreciated
- Better careers opportunities

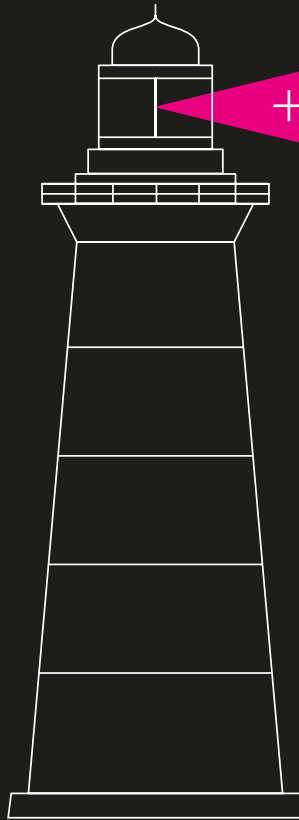
WANTING  
BETTER FOR  
YOURSELF  
IS A GOOD  
THING.

# What do **you** want?

Whether it's professional growth, more money or making an impact, your wants and aspirations push you to keep improving.

And that's vital, because recruitment is a results-driven game. If we're not delivering results, we're not relevant. Game over.

So focus on what you want (whatever that may be) and use it to achieve better.



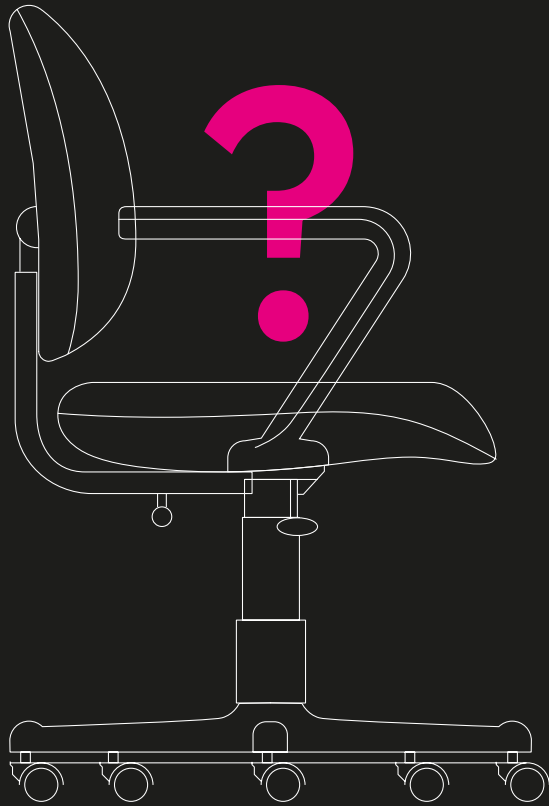
# Vision and Mission

## **Vision (the future we want to help build):**

More talent in the right companies — enjoying their work, feeling valued and making an impact.

## **Mission (how we make an impact):**

To make working with a recruitment partner a great experience for clients and candidates.



# Our approach

**Better recruitment is about more than getting bums on seats (even nice bums with great CVs). We match clients and candidates across three criteria:**

## **Values**

They share similar principles and attitudes to the team

## **Culture**

Their character and perspective will complement and strengthen the culture.

## **Role**

They have the skills and experience to perform the role well.

WE DON'T HELP CLIENTS HIRE CARBON  
COPIES OF THEIR CURRENT TEAM.  
IT'D BE WEIRD AND BORING. INSTEAD,  
WE FOCUS ON UNDERSTANDING WHAT  
MAKES THEM SPECIAL AND FINDING  
CANDIDATES WHO'LL CONTRIBUTE  
POSITIVELY TO THE ORGANISATIONS  
THEY'RE BUILDING.

Culture-add.  
~~Culture-fit.~~

Everyone we place should make our  
clients stronger.

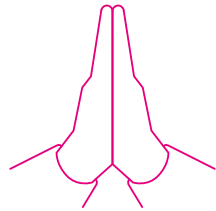
Once we understand our client's culture, we understand the kind of individual who'll thrive. Along with technical ability, we look for people who'll bring new ideas and fresh perspectives. We don't hire what they already have. We promote the benefits of a diverse workforce.

It's a mindset we embrace at ReCulture. Our different backgrounds, perspectives and ideas lead to better ways of working and a more interesting experience for everyone.





**HUNGRY**



**HUMBLE**



**SMART**

# Our values

## How we do what we do matters.

We follow the three principles of Patrick Lencioni's The Ideal Team Player:

1.



2.



3.



They're the qualities we want to see from everyone and reflect the experiences we create for our candidates and clients.



Have a listen →

“”

**BE HUNGRY. BE HUMBLE. AND**  
**ALWAYS BE THE HARDEST**  
**WORKER IN THE ROOM**

DWAYNE 'THE ROCK' JOHNSON

# How we stay hungry

We don't eat lunch. Okay, that's not true — we love a good lunch. This is about the hunger to do, achieve and get better.

Some people are content with their lot. Not us. We're always looking to improve and grow.

## Being hungry means:

**Wanting better**      Ambition drives achievement.

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**Preparing well**      It makes life easier in the long-run.

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**Picking up the phone**      Action leads to results.

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**Acting fast**      Competition is fierce. First often wins.

“”

**HUMILITY IS NOT THINKING**  
**LESS OF YOURSELF, BUT**  
**THINKING OF YOURSELF LESS**

C.S. LEWIS

# How we stay **humble**

As ambitious as we are, it comes with a big caveat: to work here, you have to be a good egg. We want to achieve success together, not by being an arse. Confident but not arrogant. Passionate but not preachy. Focused but never on our own.

## **Being humble means:**

**Thinking of others**      How we make people feel matters.

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**Learning all the time**      There's always room for improvement.

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**Staying open-minded**      Things change. We need to be ready.

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**Trusting each other**      We're working towards the same goals.

“”

**BEING SMART IS ABOUT**  
**USING EMOTIONAL**  
**INTELLIGENCE TO MAKE**  
**GOOD DECISIONS**

TEAM RECULTURE

# How we stay **smart**

We make decisions every day. Some so small we barely notice. Others so big we need to talk ourselves up to them. We won't get them all right and neither will you — that's normal. But we can tip the scales in our favour by using and strengthening our emotional intelligence.

## **Being smart means:**

- |                                  |   |
|----------------------------------|---|
| <b>Caring</b>                    | It's easier to do a good job if it matters to us. |
| <b>Asking a lot of questions</b> | Curiosity helps us learn and stay sharp.          |
| <b>Listening properly</b>        | Understanding leads to better choices.            |
| <b>Think short and long-term</b> | Sustainable success beats easy wins.              |

# The (ethical & enjoyable) pursuit of better...

## We love to win...

But never at the expense of our values or by letting down the people who rely on us to get things right. We take the trust placed in us seriously.

We also want to enjoy the journey we're on. We're in it for more than just the job. More than the money. More than the impact on clients and candidates. We want the pursuit to be fun and exciting.

## That's why we...

Don't take ourselves too seriously.

Appreciate each other and what we have.

Respect the things that matter to us — in and away from work.

Share stories (even if they take all day because we're busy).

Celebrate each other's wins.

Make fun of things we think are daft.

Do fun things together when we get the chance.



# So welcome to **Team** **ReCulture**

Bring tons of ideas to help us improve. Work hard to help us succeed. Be yourself and make an impact the only way you can.

*Let's do this!*



This ReCulture book has been made with 100% recycled paper because we love our planet and want to protect it.

[re-culture.co.uk](http://re-culture.co.uk)