



Culture Handbook

At Redrick, we have a treasured and unique employee culture.

Find out first-hand what it's really like to work with us, and to learn more about our company values.

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We infiltrate cultures, subcultures, and together we create a brand. It is never a blank state

At Redrick PR, we believe the most exciting and impactful PR Campaigns are born from insight, driven by a deep understanding of the people we are trying to connect with. It cannot be in isolation, there's a level of immersion that's necessary to get us to a place where we are able to think strategically and creatively to generate value for our clients.

This document is about our team culture and our guiding rules of engagement at Redrick PR.

Redrick
PUBLIC RELATIONS



1. Humility:

We operate with each other in a manner that's free from pride or arrogance

- You accept feedback, knowing feedback, even constructive or negative can be helpful so you can grow in your role, expand your skill set or learn how to better work with others
- You acknowledge your mistakes
- You ask others for help
- You actively listen
- You ask questions
- A willingness to understand first

Like all great companies, we strive to hire and retain the best and we value integrity, excellence, respect, diversity, and collaboration. What is special about Redrick PR, though, is how much we value:

2. **Encourage a strong sense of ownership:**

We are not looking for people who simply want to earn a paycheck at the end of the month, we hire and retain people who see themselves as an integral part of RedrickPR. A company where everyone feels a sense of responsibility to do the right thing to help the company at every juncture.

This means:

- You take full responsibility for the tasks you are assigned
- You hold yourself accountable - for your successes & failures
- You make your voice heard through participation in internal & external meetings
- You build client trust & confidence in your abilities
- You fully immerse yourself with the accounts you manage - you know them better than anyone else
- You are the primary contact for the accounts you manage
- You ultimately make the key decisions for the accounts you manage
- You share ideas you think will be beneficial to RedrickPR
- You are an ambassador for RedrickPR - fully embody our values and company culture



3. **Encourage Value –Based Relationship:**

We believe that successful relationships are built and sustained when there's mutual value. By choosing to be part of the Redrick team there is an understanding that we are offering value that's beneficial to your growth & development, and that you are delivering value that's beneficial to Redrick and your colleagues.

This means:

- You thoroughly understand your role & job description
- You give & receive feedback
- You develop & communicate quarterly career goals & targets
- You are open - You let us know where you stand, when it matters



4. **Encourage knowledge acquisition & sharing:**

Everyday is an opportunity to learn something new. We believe in consistent self improvement, aiming to be a better version of yourself, and we make a deliberate attempt to fuel a desire to learn, up skill and unlearn.

This means:

- You ask questions, a lot of them!
- You are open-minded in search of great ideas
- You seek alternate perspectives
- You seek learning & upskilling opportunities
- You seek to learn more about the industry and its many improvements
- You carry your colleagues along by sharing your learnings with them
- You are up to date! You Spot new trends, potential problems, and opportunities



5. **Client First Approach:**

We do what is best for our clients at all times. We place importance on our client relationships, making them know they are our number one priority.

This means:

- You do what we say we will do!
- You strive to maintain a good relationship with your clients
- You are accessible to clients
- You are always on time to meetings
- You return client calls and reply emails in good time
- You manage expectations and meet deadlines
- You challenge your clients if necessary to produce best value
- You are receptive to client feedback and act on it
- You are constantly seeking new opportunities for clients



6. **Performance – Driven:**

We retain and reward only the best. Everyday you show up to work, we expect your best - a consistent 'A+' performance.

This means:

- You are detail oriented
- You do not make excuses
- You inspire others with your thirst for excellence
- You make your colleagues better
- You consistently demonstrate strong performance so colleagues can rely upon you
- You care about Redrick and the team's success
- You accomplish amazing amounts of important work
- You think strategically, and are always ROI conscious



7. Mutual Respect:

We apply a Human-first approach and strive to create an environment in which everyone feels welcomed, fairly treated, and fully supported to do their best.

- You treat everyone you encounter with respect - no exemptions!
- You lead with empathy
- You are tactful - you respond with diplomacy and grace at all times
- You do not tolerate gossip and caution colleagues who do so

8. Collaborative:

You are only as strong as the team around you, we leave no person behind and support when we can.

- You are your brother's keeper
- You make time to help colleagues
- You contribute effectively outside of your specialty and accounts you handle
- You provide candid, helpful, timely feedback to colleagues
- You are willing to listen to others' ideas and opinions

9. **Agility:**

We empower our team with maximum flexibility within a clear structure to ensure we can confidently take our own path, invent our own solutions, and challenge ourselves to use our creativity in new and exciting ways.

This means:

- You embrace change and encourage experimentation
- You make decisions quickly
- You are quick to identify when the ship is sinking and pivot
- You embrace new technology
- You bring new ideas to the table
- You challenge yourself to think differently, at all times



10. Communication:

The bedrock of our roles as publicists is communication.

Effective communications at Redrick means:

- You simplify - you are concise and articulate in speech and writing
- You are an engaged listener
- You make eye contact when interacting with people
- You seek to understand before responding
- You maintain a calm poise at all times, even in stressful situations
- You take the time to explain processes to colleagues and are patient with them
- You do not make assumptions



11. **Bold:**



We are bold and audacious. Being bold is about speaking up about what matters. It's about being bothered in a way it inspires action. It's about making the tough calls, it's about taking that leap of faith and betting on yourself knowing you have a team always rooting for you.

This means:

- You speak openly when it's in the best interest of Redrick, even if it is uncomfortable
- You challenge prevailing assumptions, and suggest better approaches
- You make tough decisions
- You take smart risks and see failure as a learning opportunity
- You are able to openly admit to your mistakes
- You challenge actions inconsistent with our values

12. Inclusion:

We work to create a work environment where everyone feels accepted and part of the decision-making process.

This means:

- We embrace diversity in backgrounds, cultures and perspectives
- We are accepting, with an interest to bridge the gaps our biases create
- We are curious about people -responding with interest, politeness and care
- We make the effort to ensure everyone feels genuinely seen, welcomed and respected



