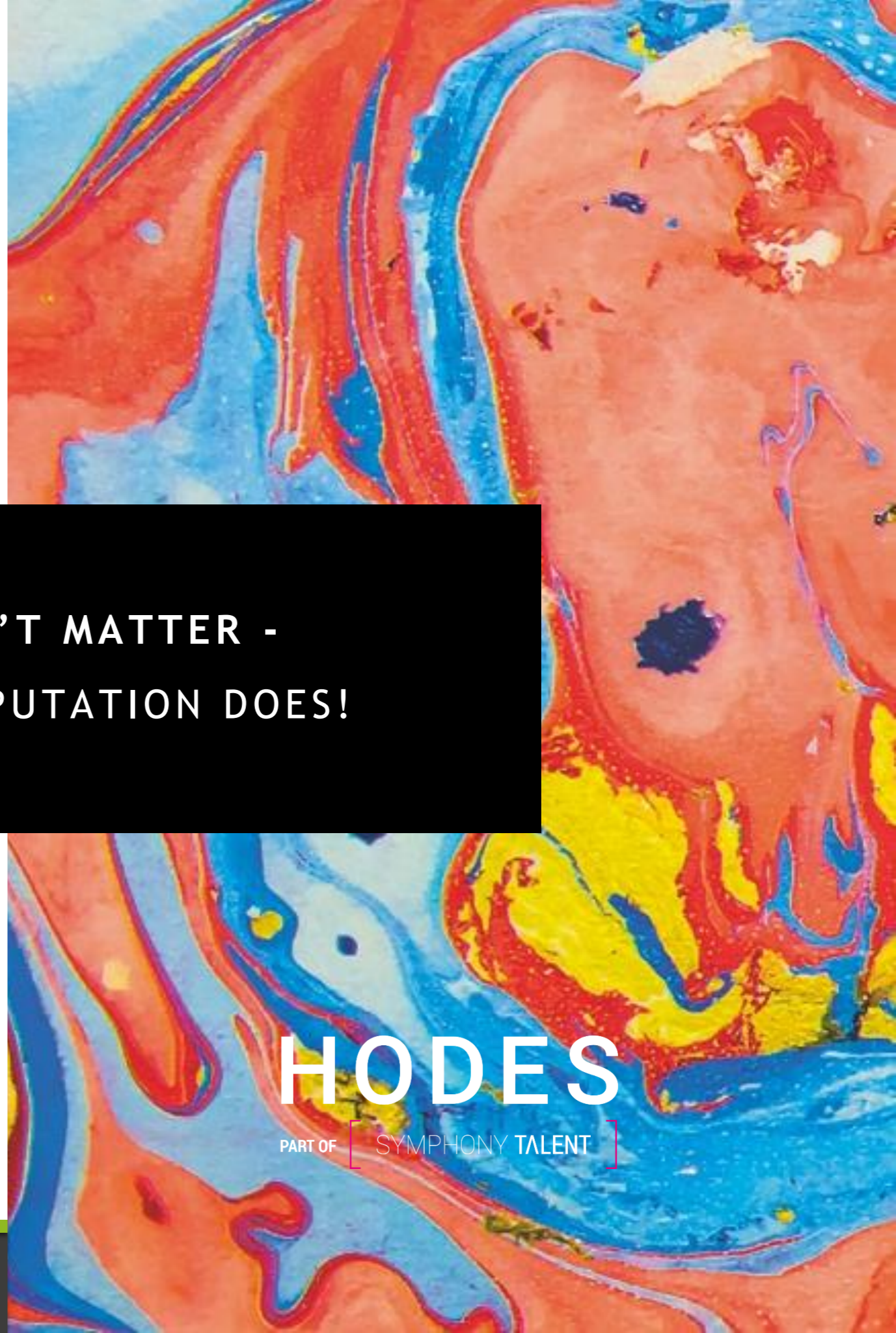


**SIZE DOESN'T MATTER -
ONLY YOUR REPUTATION DOES!**

ForrestBrown[®]
R&D tax credit consultancy

HODES
PART OF [SYMPHONY TALENT]





LIZZIE BARRETT
CLIENT PARTNER



SARA BRIGDEN
HEAD OF MARKETING

SPEAKING TODAY













INTRODUCTION TO HODES

Thoughtful, useful creativity. Global, credible expertise. Part of Symphony Talent. When it comes to recruitment marketing, employer branding, content marketing, social media management or custom websites - at Hodes, we know what we're about. Our experience in the student and experienced talent markets, employer branding and internal comms, helps us partner clients across sectors and across countries. That's why we're the award-winning creative agency for employers.



EMPLOYER VALUE PROPOSITION
VS
TALENT PROPOSITION

TALENT PROPOSITION

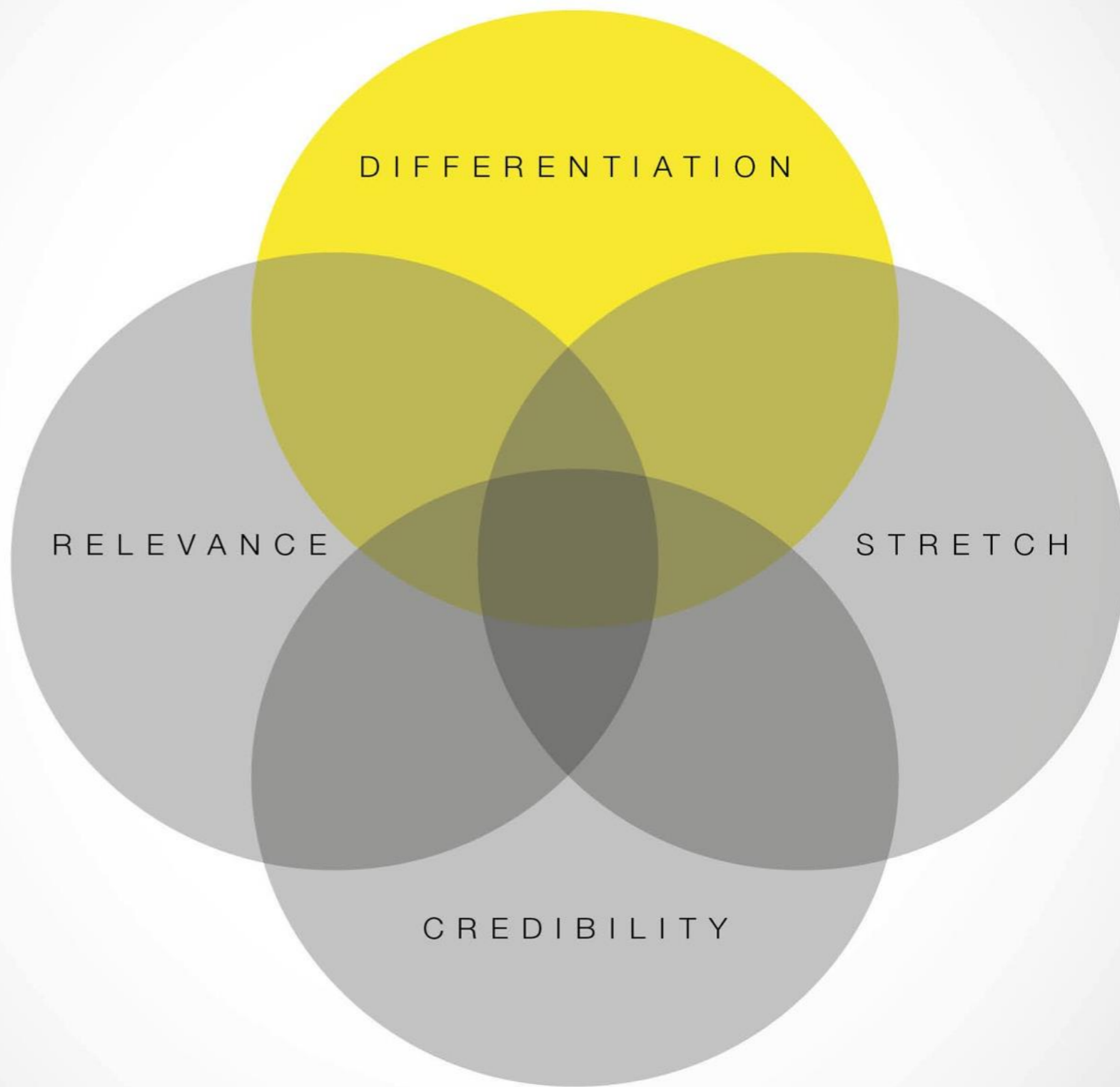
Develop to speak to a specific talent group or broadly to attract talent into an organisation. External only.

EMPLOYER VALUE PROPOSITION

Developed to manage reputation and perceptions of an organisation in its entirety as an employer. Must be applied to every touch-point in the employee lifecycle; drives better attraction and retention of the best, most suitable talent. Ultimately leads to better business performance.
Internal and external.



OUR APPROACH





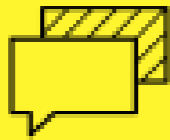
1. RESEARCH
& INSIGHT



2. EVP
CREATION



3. VISUAL
IDENTITY &
VALIDATION



4. BRAND
BOOK &
MESSAGING
GUIDES



5. ACTIVATION:
INTERNAL &
EXTERNAL



6. LOCAL
CAMPAIGNS +
TALENT
PROPOSITIONS

STEPS IN THE EVP PROCESS



DELIVERING A BIG IMPACT

KEY FINDINGS

INTERNAL

ForrestBrown-ers were proud of the work they do and the high standards of the business

Everyone within the business has a part to play in achieving their purpose - and feel valued for their contribution

There is ambition and determination to do well not just for the business for the client, too - delivering the 'good news tax' that enables them to continue pushing the boundaries of R&D

There's an opportunity to make a real, tangible impact rather than be just another cog in a giant corporate wheel

EXTERNAL

Tax in itself is often perceived as dull and corporate - suits and numbers, rather than jeans and innovation

People were often unsure about joining somewhere they perceived to be so niche

There was little recognition of ForrestBrown's innovation clients or entrepreneurial spirit

ForrestBrown's size often leads to it being misperceived as a lower tier place to work

There was no awareness of ForrestBrown's cool offices or casual culture, with the business often being labelled corporate by potential candidates



REWARDS AND
RECOGNITION



MARKET
DISRUPTOR



CAREER
AMBITION



VISIBLE AND
ACCESSIBLE
LEADERSHIP



INCLUSIVITY



TRANSPARENCY

WHAT'S DIFFERENT ABOUT FORRESTBROWN?



WE ARE
PROUD



WE ARE
TRUSTED



WE FEEL
VALUED



WE HAVE
DRIVE. WE ARE
HARDWORKING

THE PILLARS

We made sure the pillars could be dialed up or down depending on the audience (tax, operations) and the touchpoint itself.

THE DIFFERENCE TRUST MAKES

We're the new kids on the block. The ones shaking up the tax industry and embedding R&D firmly in the future of the UK. We don't lead with numbers - we lead with innovation, with energy and with an unspoken understanding that we trust each other to make a real difference to our clients. And it seems to be working. We've got a start-up mentality, but we're growing fast. Why? Because we trust each other to deliver. We're given the space, time and support to do our own thing - both as a business, and as individuals. There's no hierarchy. So, if it's your project, own it. And, if you can do it, do it.

PROUD TO BE GOOD

We're not straight-laced auditors. We're generous. Generous with our time, generous with our attention and generous with our ambition - it's what drives us to make a difference to our clients and their work. After all, us delivering on claims means our clients have extra funds to put towards their goals - championing innovation, expanding their teams and making a difference not just in their industry but in the wider world, too. You can call us lucky. After all, we never have to give bad news - just do good work. And that's something we can be really proud of.

THE PILLARS

We made sure the pillars could be dialed up or down depending on the audience (tax, operations) and the touchpoint itself.

SOLUTIONS, NOT SUITS

Suits don't equal outstanding work. That's why we don't wear suits at all. Instead, we're committed to building brilliant relationships with clients in exciting industries and on delivering outstanding results rather than on sticking to corporate norms. Yes, we work hard. But we enjoy ourselves, too - whether that's catching up over a drink at our in-house bar or taking the time to head abroad together at Christmas. It's a culture you'd expect to find at a start-up, rather than a tax firm. And that's just how we like it.

SMALL BUT MIGHTY

We may be small right now. But we're one of the UK's biggest R&D specialists - and we're growing fast. And even though we'll always be smaller than the Big 4, we're already just as powerful. We move faster, you see. We work so closely with our clients that we don't just see the impact of our work, we feel it, too. We're not just cogs in a big machine - we're all individuals, valued not just for what we do but also for who we are. And when we all work together, and partner with our clients, we can move in the same direction - a direction with purpose. It's what sets us apart from the competition and means there are no limits to what we can achieve.

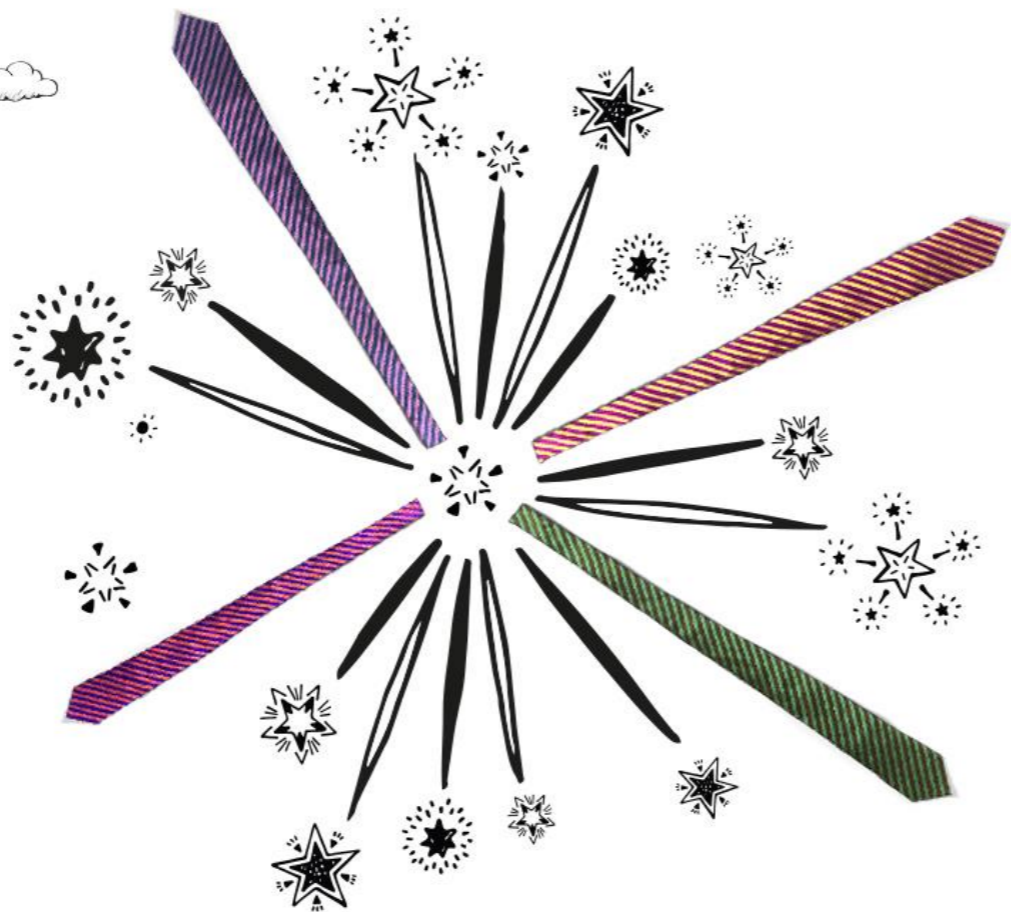
DEVELOPING A RALLYING CRY

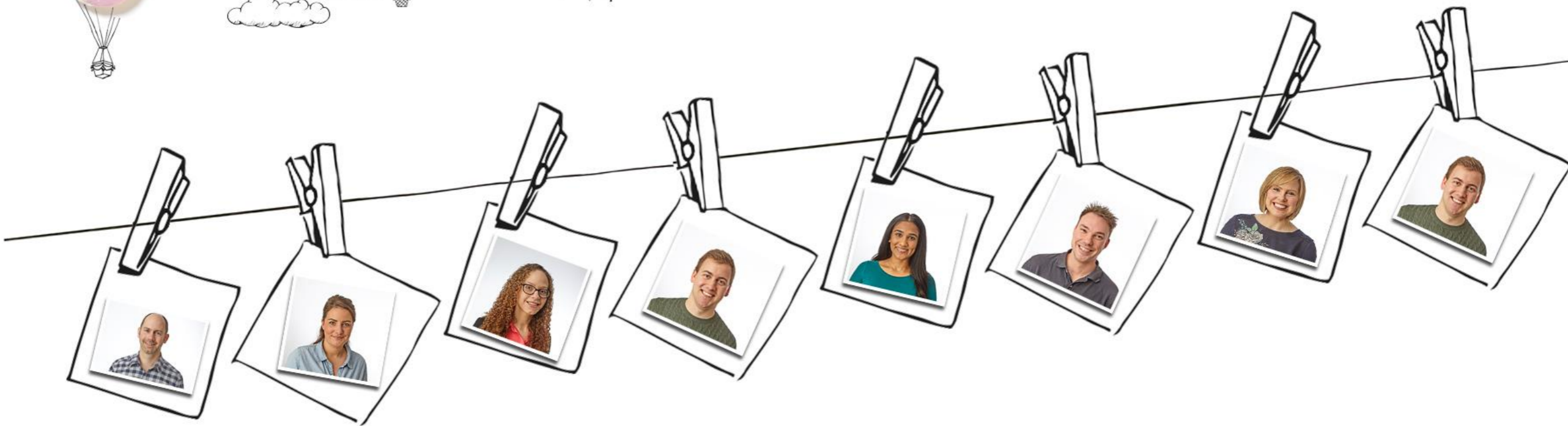
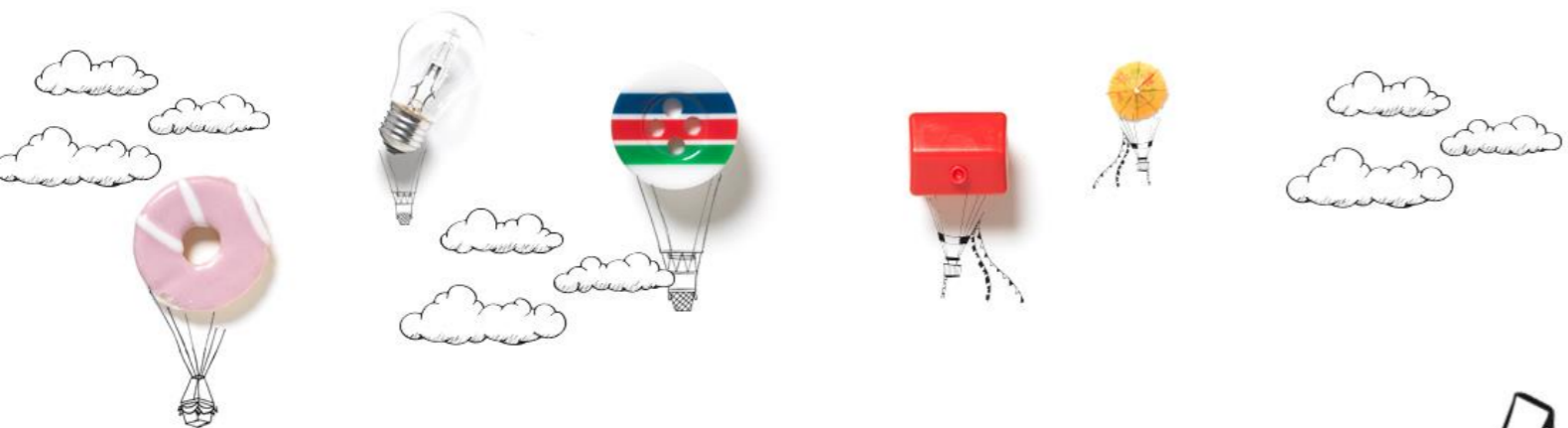
SHARE PURPOSE.
FEEL PROUD.

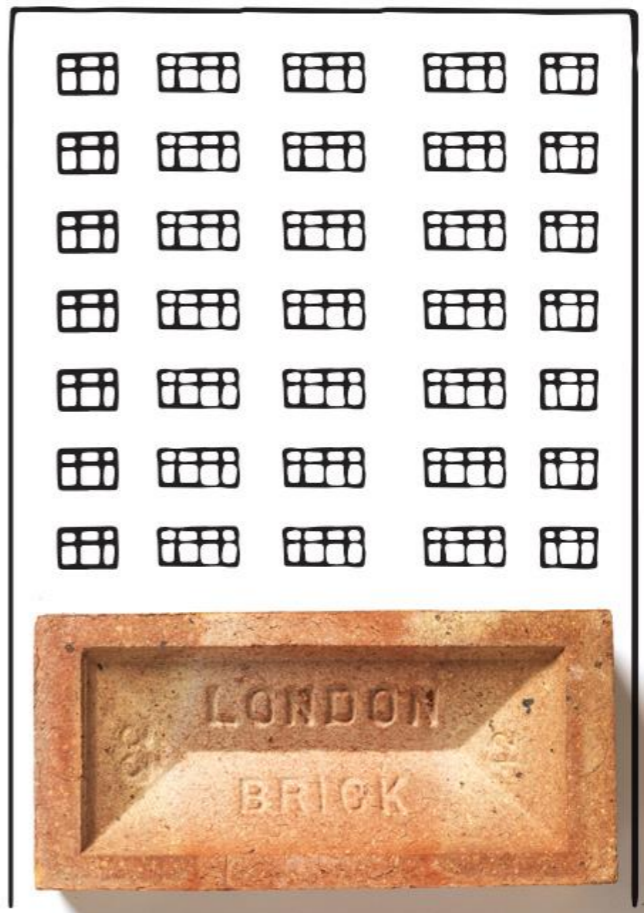
Being a ForrestBrown-er is more than a job. It's being hardworking. It's being generous. It's giving our clients the time, attention and expertise they deserve - helping them push the boundaries in their industries and move R&D forward in the UK. It's a purpose we all share, and a purpose you can be proud to be part of.

Share PURPOSE. Feel Proud.

Careers
at ForrestBrown







ForrestBrown®

R&D tax credit consultancy



WANT to party with Taxation AWARDS?
Best Independent UK CONSULTANCY 2016?

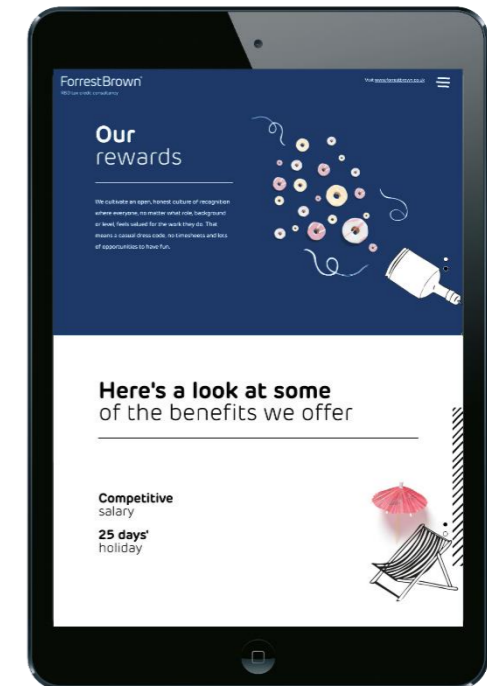
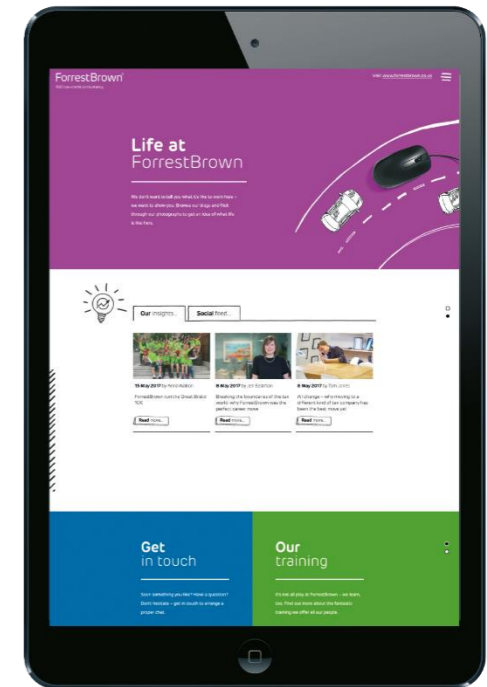
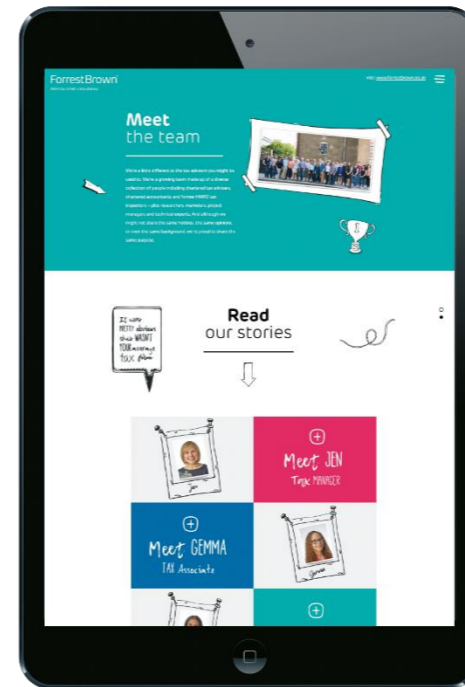
BECAUSE *we're hiring.*

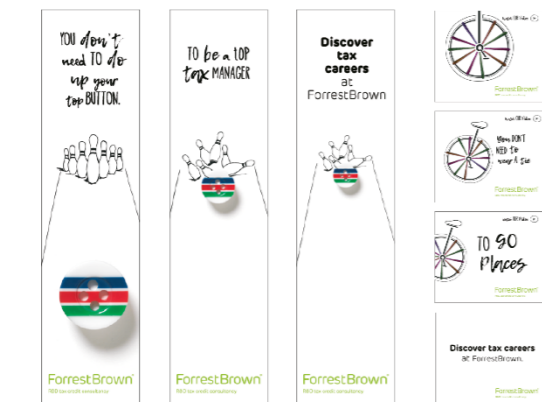
careers.forrestbrown.co.uk

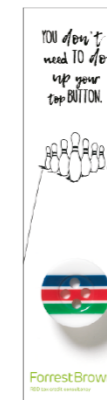
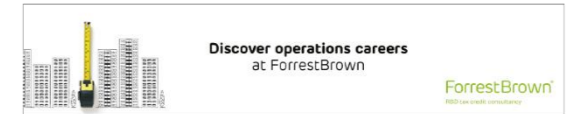
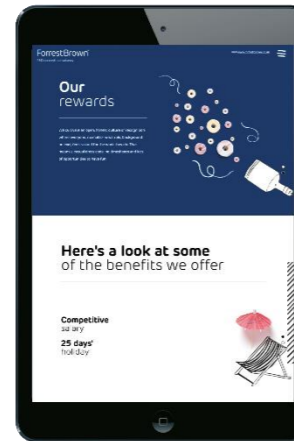
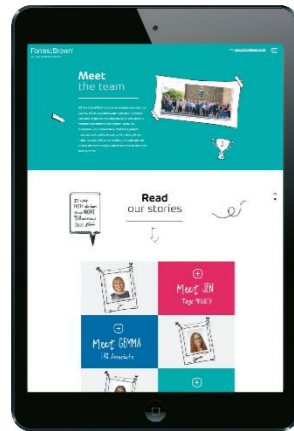
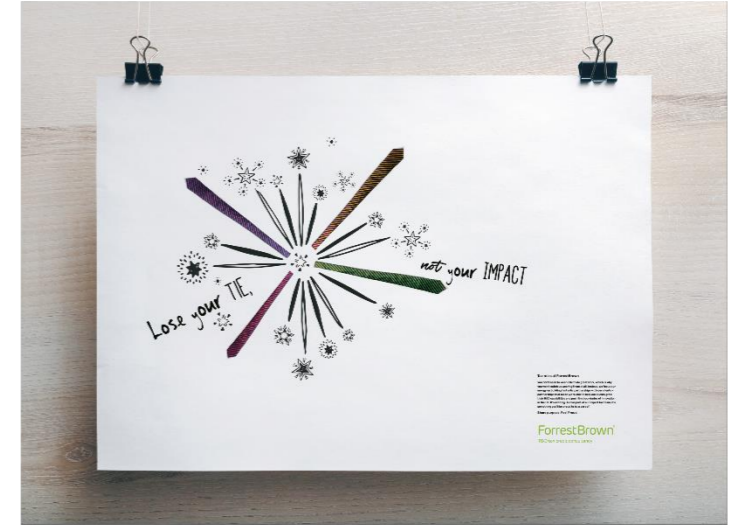




C A S T I N G A L A R G E S H A D O W



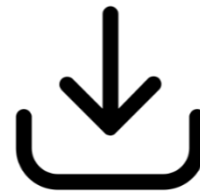




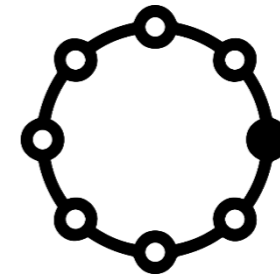
OVERARCHING SUMMARY SLIDE



INVEST



RETAIN



STAND
OUT

APPLYING THIS TO YOU



T H A N K Y O U