

elevate

Raising our values and quality together

Contents

Introduction	3
Elevate Behavioural Pledge	10
Company Etiquette	12
Supporting Colleagues	15
Social Media Representation	17
Site Ready	22
Company Values	24

Introducing Elevate

To remain at the forefront of our industry, as an organisation and individuals, we must continuously strive to improve.

Starfish Construction operates through 'Elevate', our company culture and operational programme, which drives us forward to reach new levels of excellence. How we work, act, and communicate sets us apart, and every member of our team adds value to our customers. Together, with Elevate, we excel, grow and reach new levels of success.

Your Goals with Elevate

We are stronger as a collective.

Elevate provides the structure for us as individuals and enhances our reputation as a company.

The principles of Elevate ensure that our end-to-end relationship with our customers is smart, trusted and effective.





Our Vision

Continue to grow our company and brand, which is associated with quality and reliability.



Our Mission

To provide our clients with an Industry leading service, through our Diagnose, Design & Deliver process.



Our Values

Safety | Teamwork | Accountability | Relationships | Forward Thinking | Innovative Designs | Service | Honesty



Our Strategies

Create our future, through strong leadership & personnel development.

Enhance employee satisfaction, through teamwork, career advancement & financial rewards.

Diversity & growth, through developing current client relationships and seeking new clients & markets.

Protect & safeguard people & their buildings, through raising safety awareness.

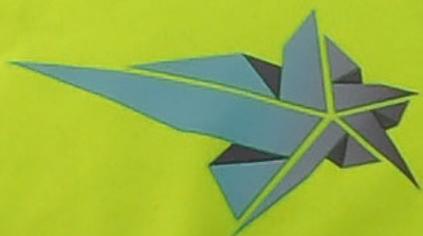
Definition of Elevate

Raise to a more important or impressive level

Dynamic Construction Solutions

Our culture, people and operations are structured to deliver Dynamic Construction Solutions. As an organisation, every detail must match the high level of standards we set; from quality and safety to shared knowledge and partnerships.

How well we perform builds our brand, reputation and success.



starfish
construction group

Elevate is a continuous improvement initiative which includes:

- A collective & individual commitment to continuous improvement
- Providing a vision for our company
- Working to our well-defined mission statement
- Embracing our company core values
- Delivering company key goals & strategic development plans
- Targeted training & development programmes
- Reviewing project performance
- Customer care programme

Our Brand

Understanding the company brand, imagery and appearance is critical to ensuring a consistent promotion of who we are and what we do.

From site set-up, vehicle livery, PPE, logos, emails, social media activity, to corporate presentations and day-to-day conversations, familiarise yourself with our brand.

Advanceworx, our brand and communication partner develop and manage all aspects of our marketing.



Dynamic Construction Solutions

Elevate Behavioural Pledge

All staff embrace our Elevate Behavioural Pledge.

With all of us working to effective processes and procedures, we are viewed as an organisation of credibility, providing confidence to our client base and prospective new clients.

Behavioural Pledge Principles

The Behavioural Pledge covers the following principles and is the responsibility of each individual:



Always act in a manner that is professional and reliable



Treat customers, partners and colleagues with respect at all times



Ensure you provide open and honest information to everyone



Strive to add value to customers, through your company role and position



Work effectively with colleagues, offering your expertise and support freely

Company Etiquette

Structure brings clarity and success, and for this reason, we have produced etiquette guidelines for meetings and emails, to assist you.

As part of delivering productive communications, use our meeting etiquette when hosting or attending meetings to ensure they are effective and efficient.

For all email communications, the Elevate email etiquette guidelines will help you to deliver messages with the right tone of voice, driving positive outcomes.

Meeting Etiquette

- Always consider if a meeting is required and its purpose.
- Make sure your meeting invite includes an agenda, timings, clear objectives and the right attendees.
- Be respectful of others and ensure you attend meetings on time.
- If you can't make the meeting on time, or can't attend, ensure you notify the organiser as quickly as possible.
- Be focused. Don't take calls or browse emails during a meeting, unless they are relevant.
- Be prepared. Ensure you have all the required information for the meeting.
- If you have invited external attendees to our offices, make sure they are signed in, are comfortable and have been offered refreshments.
- Where required, assign someone to take meeting notes and circulate as soon as possible, stating agreed tasks, deadlines and correct allocation to individuals.

Email Etiquette

- Always consider if an email is the best form of communication before composing.
- Always make sure your subject line is clear and relates to your email message.
- Try to keep your email concise. If the information is lengthy, place into a company document and attach.
- Where required, ensure you have a clear call to action associated. What do you want the recipient to do as a response?
- Ensure you notify recipients of email status if urgent, important or requires a response within a time period?
- Make sure your emails are set up to include your company email signature.
- Check all spelling and grammar in your emails before sending.
- When replying to emails, consider if your reply requires everyone to be copied? Is your response relevant to all, or only the originator?
- For emails to external contacts, always consider if you need to state that the information is confidential.
- Always be professional and respectful in all email communications.

Supporting Colleagues

We are more effective as a collective team; collaborating and supporting each other.

Communication is key to this.

Get to know your colleagues and lend your support, experience and expertise wherever you can.



Offer your support

Take an interest in your colleagues' work and always consider where you could add value to them by offering your support.

Remember to also reach out to others, and don't be afraid to ask for assistance. Turn to a colleague you believe has the skillset or experience to help you and remember to learn from it for the future.

As a business, we are looking to recognise individuals who go the extra mile in supporting their colleagues.

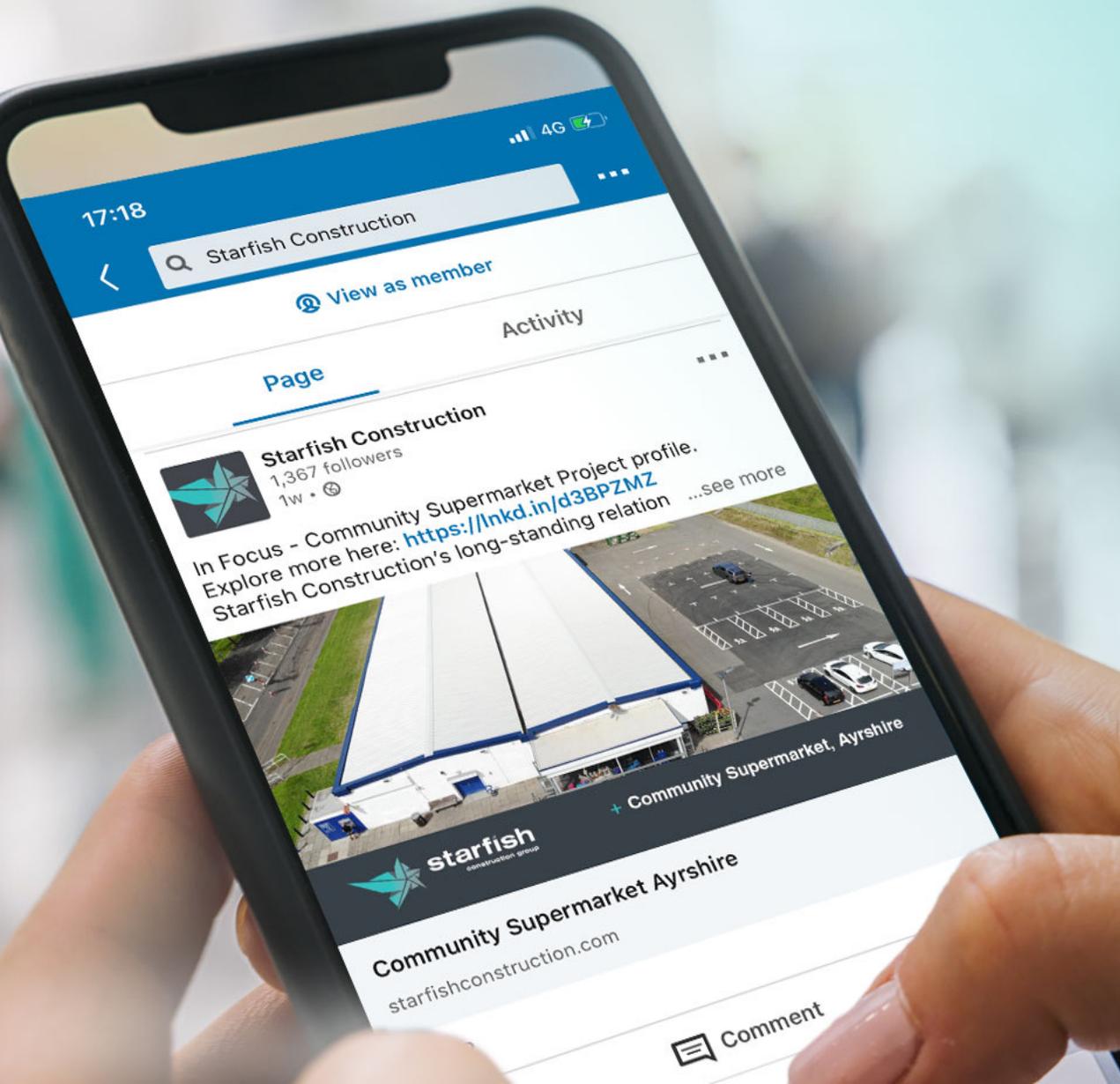
Where someone has made a difference to you, notify the management team, and explain why you believe they should be recognised by your peers.

Social Media Representation

We encourage our colleagues to raise awareness of our organisation, brand and service value by being active across social media platforms.

Every employee of Starfish Construction must remember that it is their individual responsibility to act professionally across all platforms.

Social media channels are a place where we are all scrutinised and we must be aware of this at all times. The following provides an overview to assist you in doing the right things on social media to raise the company profile and develop your network of connections.



Introduction

Social media plays a significant role in the development of organisations. Starfish Construction has developed a strategy for our social media marketing, which includes the promotion of:

- Our Company and Brand
- Service Divisions
- Project Profiles
- Our Knowledge and Expertise
- Company and Industry News and Insights

Within this document we will explain platforms, the benefits, the pitfalls and company policy.

Positive Input

- Get involved in sharing company posts on social channels. This assists in spreading awareness of our organisation, projects and service value.
- Like posts that are shared by the company at all times.
- Consider and try to create articles of interest that the company can develop for social media insights. These can range from shared knowledge guidance to industry news.
- Invite and encourage your network to follow the company social media posts.
- Where possible and appropriate, add a call to action to documents and emails promoting our social media channels, or latest article posts.
- On your own networks, promote the positive activities of the company and highlight colleagues for awards, personal achievements and on the positive completion of projects.
- Build your own network as much as possible. Follow companies and individuals that are worth developing relationships with. To connect with someone on LinkedIn, always apply the rule of a personal note, “As we work in similar sectors/we have mutual connections and thought it worth us connecting/we have produced work for (insert organisation) and felt it was worth me introducing myself and reaching out”? There are many ways to engage with people on LinkedIn, but always make sure you don’t start anything off in a sales tone. It’s always off-putting on social media channels to do this.

Negative Input

- Never at any time, on your company or personal social media profiles, do anything that may be deemed inappropriate or damaging to Starfish Construction as an organisation. This includes negative comments, talking disrespectfully about individuals or clients, abusive behaviour and bad language.
- Never ill speak about other organisations.
- Never at any time, speak badly or publicly call out any colleagues.
- It is deemed inappropriate by the company for any individual to share sexual, or racist content on any social media channels belonging to the individual.

Site Ready

When it comes to being site ready, we strive to deliver working environments that build effective processes.

From Health and Safety to Site Signage, Communications and Welfare, we go the extra mile, whilst getting the job done.

On-site Code of Conduct

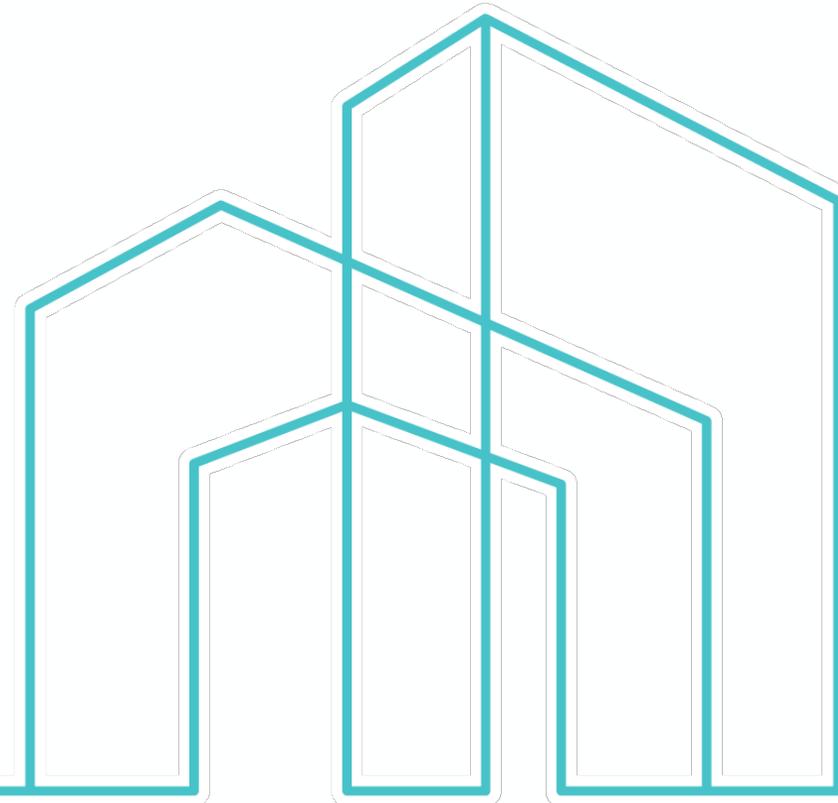
Before entering any of our sites, everyone must complete our site induction. This includes a guidance presentation to ensure your safety and the safety of those around you.

You can find our Safety Induction Presentation by clicking [here](#)

It's the responsibility of all site managers to carry out our full site induction processes with staff and visitors.

You can find our COVID-19 Site Rules Presentation by clicking [here](#)

With the ongoing COVID-19 situation, we also have additional information to assist you.



Company Values

For any organisation to be effective, company values must play a pivotal role. How we work with each other and add value to customers is driven by our approach and execution of what we stand for.

By working to this developed structure, we ensure everyone is connected to our values, adheres to processes, and delivers effective relationships.

STARFISH

Safety

Safety is our number one priority. We pride ourselves in our ability to recognise, assess and risk manage.

Teamwork

Teamwork is an integral part of our organisation. We depend on each other to get the job done, so that others can count on us.

Accountability

We exemplify accountability by meeting our obligations to our clients, and bring collaborative solutions to the table when faced with challenges.

Relationships

Relationships are a key part of any successful business. We believe in loyalty and fairness in all of our dealings.

Forward Thinking

Forward thinking is demonstrated at Starfish Construction through continuous improvement and taking pride in our work.

Innovative Designs

We have our own building envelope department for all your technical design needs, bringing your ideas to life.

Service

At Starfish Construction, our client's needs are at the heart of everything we do.

Honesty

Throughout all our divisions, our people deliver open, transparent and honest relationships.



Thank You

