



**OUR VALUES**



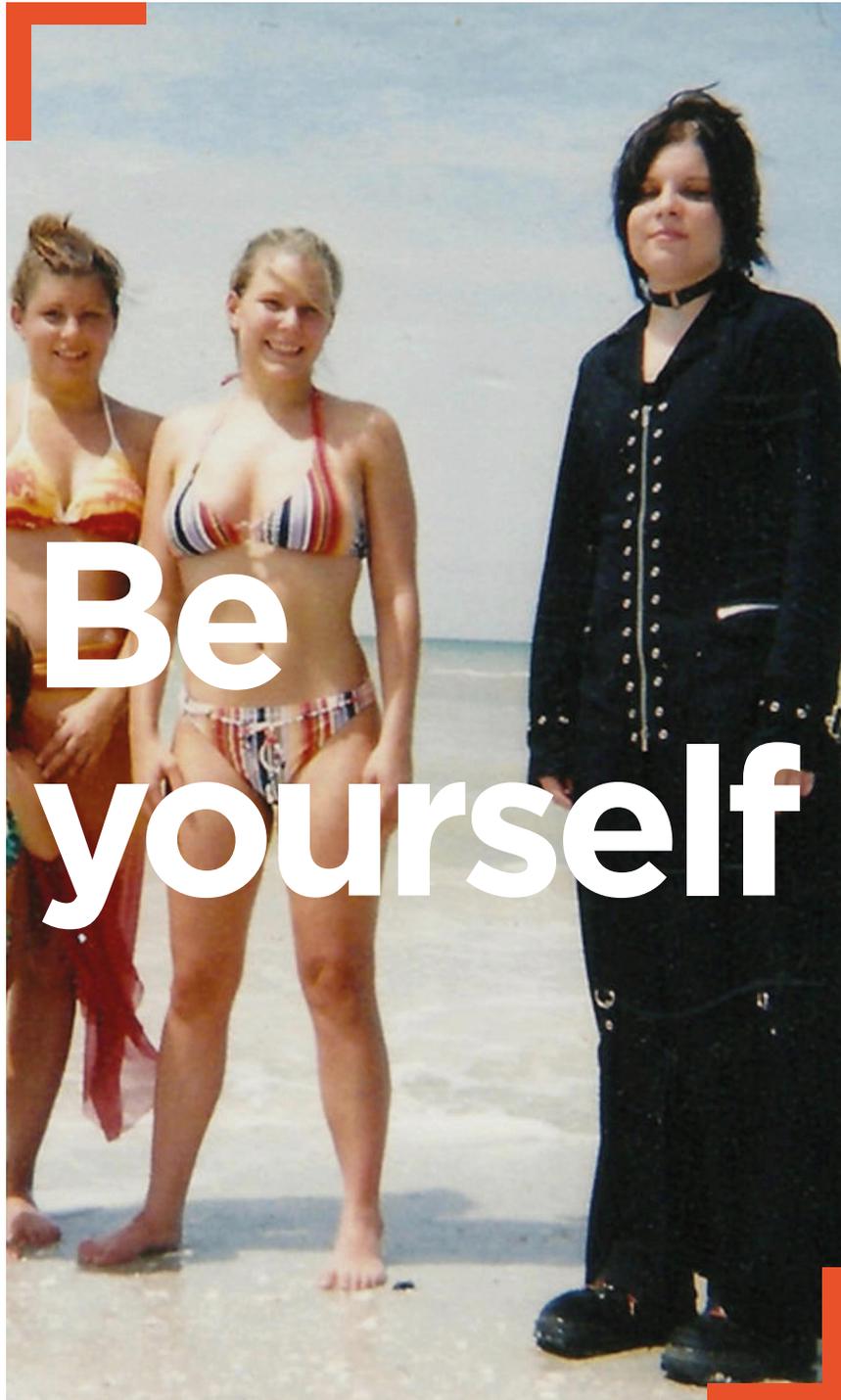
## What's all this about?

**Our goal is to be one of the hottest tech agencies in the UK. We want to be the must-have agency on shortlists.**

**We want to be a multi-award winning team. And we want to be recognised as the best agency to work for.**

**Our values guide everything that we do to reach that goal. It's not just about being good at our jobs. It's about embodying our values in everything we do.**

**Think  Bold**



## We don't want to be PR stereotypes

Not every PR person needs to look like a cast member from Ab Fab. We understand that creativity can come from anywhere. That's why we avoid PR stereotypes and just ask that you **be yourself**.

### **We are inclusive**

We are a team. We are never too busy to help, listen and support each other. We embrace our differences, because we know that different perspectives, experiences and skills make our work better.

### **We champion each other**

We're ambitious for each other, not just ourselves. We don't sit back and allow complacency, but instead give our time freely and willingly to help each other progress. We don't blame or chastise — we praise, motivate and shine the spotlight on our collective success.

### **We are engaged**

Work isn't just a job. We care about what we do and we want to actively contribute. We are positive, engaged and always looking for ways to make a difference.

### **We look after our wellbeing**

We promote ways of working that positively impact our mental and physical wellbeing. We support each other to build a culture that allows everyone to be their best self.

## We are interested and interesting

We aren't here to churn out press releases – we are our clients' consultants. That means we're always looking to get under the skin of their businesses, their markets and their technologies to **be informed**.

### We ask questions

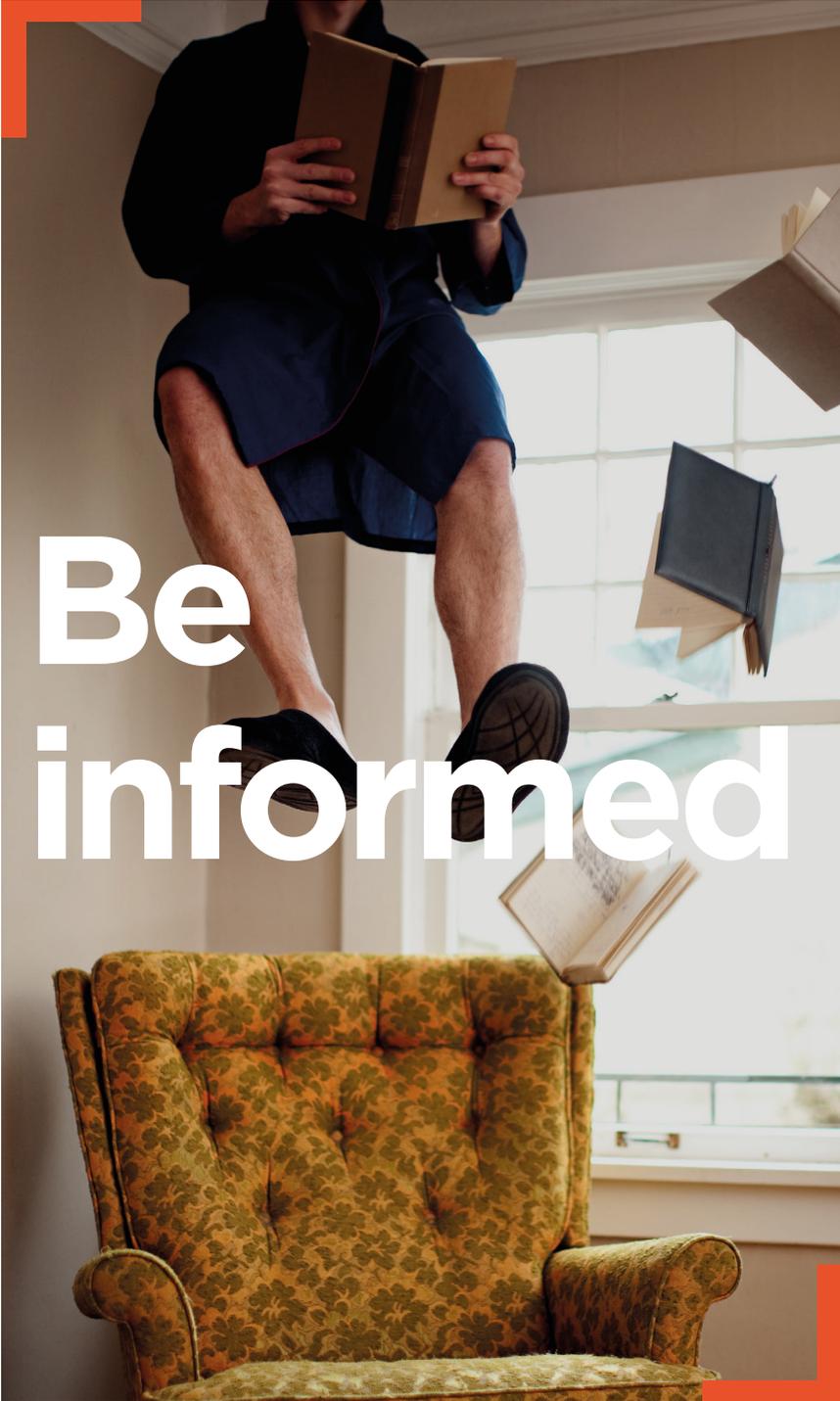
We are engaged in our work and with our clients. We never take things at face value; we ask questions and we interrogate client briefs. We challenge each other to actively seek out information and we support each other in making those insights matter.

### We seek opportunities to learn

We don't expect to be spoon fed; we take responsibility for our own progression. We look for events to attend, we make time to read, we sign up for new services, webinars and newsletters to stay up to date with our clients' markets and the PR industry.

### We share our knowledge

We offer our experience, knowledge and skills willingly to colleagues, clients and partners. We share interesting stories, fresh insights, industry thought leadership and new ways of thinking. We empower each other by pooling our collective expertise and interests.



Be  
informed



## We question the status quo

We're not scared — of saying no, of pushing back on our clients, of new ideas. We challenge our clients and each other to be more ambitious and to **be bold**.

### We are cynical (in a good way)

We challenge the status quo and question everything. We don't like mediocre, so we're allowed to say "that won't work", but only if we come up with something bigger, better and more impactful. We are bold — in our approach, our advice and our ideas.

### We have the courage of our convictions

When we put an idea forward, we are 100% behind it, because we trust in our approach, our experience and our ideas. We speak confidently and with passion, because we know we have the answers.

### We are honest

Do you want our first idea or our best idea? We voice our concerns and we push back constructively. When we disagree, we explain why. And we always offer considered, meaningful alternatives.



## We never settle for less than the best

We're not satisfied with run of the mill or 'good enough'. We want the quality of our work to speak for itself. We want to make things happen and **be exceptional**.

### We have high standards

We genuinely care about our colleagues, our clients and the work we deliver. We don't just go through the motions. We always ask how we can make our work more ambitious and truly brilliant. Just being 'good enough' isn't enough. We don't waste our time or our clients' budgets.

### We show initiative

We don't wait to be told what to do. We chase opportunities and results with a passion. We 'test and learn' and make things happen. We make the effort to surprise our clients with new ideas and show we know everything about their market, business and technology.

### We know our clients inside out

We know what matters to our clients. We know what they need us to do, we meet our deadlines and we're the first to flag results. We don't hide behind email — we talk, meet and share to build positive relationships.



## We want to make a difference

We know we don't exist in a bubble. We want to be connected to our local community and conscious of our impact on the wider world so that we can be a positive force to **do good**.

### **We care**

We promote a culture that motivates and brings people together. We recognise that when we work collectively we can make a positive impact on our clients, community and society.

### **We are conscious of our impact**

We are accountable for our actions. We all consider the impact we have on the wider world and recognise our responsibility to make a positive contribution, whether that's by reducing our carbon footprint or supporting tech brands with a social purpose.

### **We give back**

We want to shape a better future for people and the planet. We believe it's important to give back both in our local community and on a wider scale – supporting movements that make change.



# Ambition into action.

Behind every great campaign is a great team so investing in our team's happiness and development is integral to the mutual success of Wildfire and our clients.

As an independent business we have the freedom to focus on people before profit and we pride ourselves on our creative and supportive work environment, built around flexibility and mental wellbeing, which helps people thrive.

We want everyone at Wildfire to discover and pursue their career goals, with our development programme designed to help every employee turn their **ambition into action.**



「Think  Bold」

wildfire