

HRCubed Brand Identity Brief

April 2017

Overview

HRCubed is a new venture for Symatrix. As a separate business entity there is a need for a new brand identity that stands alone.

HRCubed is a specialised HR consultancy that advises HR departments on strategic HR programs and is technology agnostic. It enables HR departments to achieve best in class HR strategy through:

- Optimising the delivery of their strategic HR services
- Providing tools and services that allow their people to drive operational optimisation
- Engaging and harnessing the power of their people to ensure continual business improvement
- Modernising and simplifying HR processes to increase employee productivity
- Enabling their people to be innovative and agile within their industry
- Optimising their current HR spend

Change is a people business. HR is a people business. At HRCubed we believe that driving productivity, empowering innovation, increasing employee engagement and enabling sustainable change is all about people. That's why we love working with forward thinking HR leaders who are passionate about their people and the strategic HR services they provide to their organisations.

We believe that sustainable change can be reached through achieving a clever balance between People, Technology and Process, supported and underpinned by proven tools and methodologies that can deliver real results within your organisation.

We work with HR departments to start this process of sustainable change within their own function, improving your operational processes, your operating model and your HR systems to liberate your People Strategy.

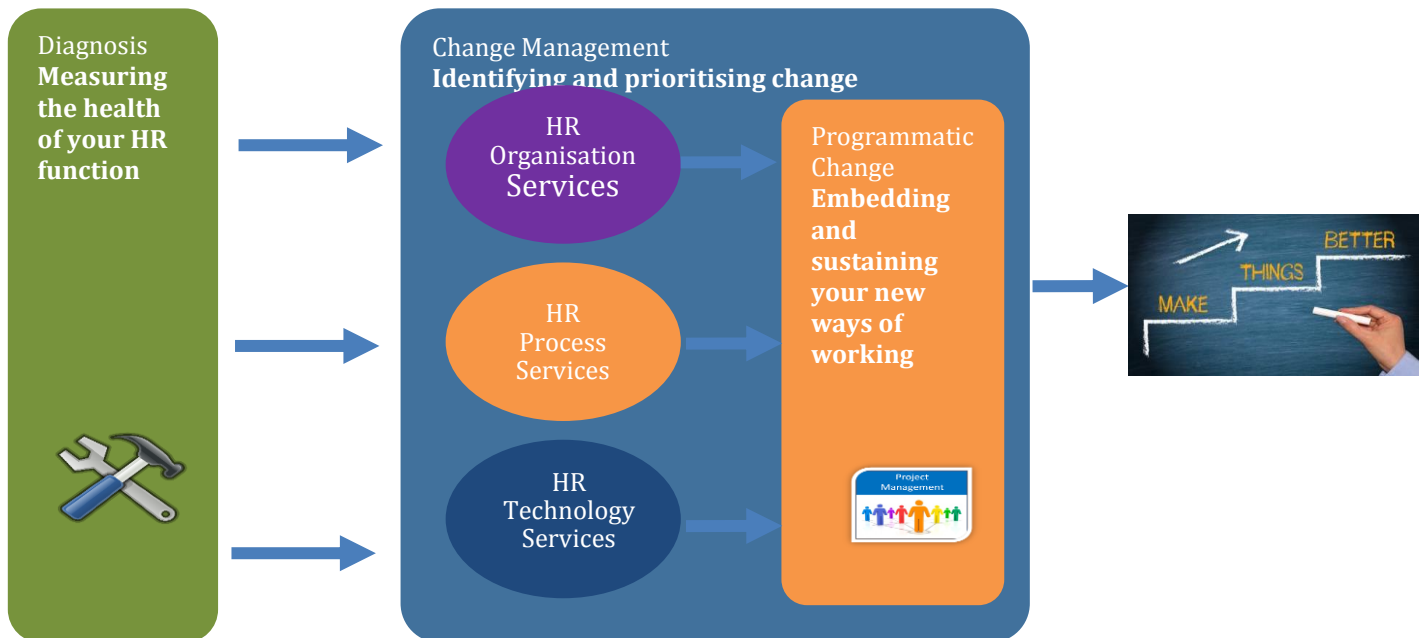
In today's world, change is essential. Many companies shy away from change from fear that people will reject it and their efforts will fail. And their fears are not unfounded - up to 70% of all change projects fail. Paradoxically, research also shows that many organisations are crying out for the right type of change to put them one step ahead of the competition - this is a challenge faced by a majority of organisations so we are not alone.

At HRCubed, our HR Improvement practice is founded on best practice tools to diagnose, analyse, prioritise and implement the changes that will make a tangible difference to the services you are able to deliver to your organisations. We will provide you with the tools to build a living, growing, sustainable and service-driven HR entity to ensure that your business has world-class People Management support to drive it to success!

HRCubed purchasing cycle is as follows:

- Selling to HRDs
- Sales cycle can be almost immediate to 6 months

Tools and Services



Service breadth:



Target Market

- Key characteristics of a company who may have unwieldy and disparate processes and therefore may benefit from HRCubed services are as follows:
 - Grown by acquisition
 - Grown rapidly and its technology and processes have not kept up
 - Old or no technology but does not have budget or agreement to implement new technology.
 - Are at any stage of an HR transformation or technology project
- Target Industries – Financial Services, Professional Services, HE
- Target customers size – 500 - 5,000 employees.
 - Would engage outside this, but this is who we should target.
 - There are c. 1000 UK companies in the Financial and Professional Services markets in the 250-1000 range

Tone of Voice

- Straight forward
- Personable
- Conversational
- Non-corporate
- HR speak

Brand Values

1. **Experts** – In our customers' space, with deep domain knowledge
2. **Trusted Advisor** - Dynamic and forward thinking with reliable and dependable consultants

Our mission statement:

To grow a business that will effectively enable HR departments to achieve best in class HR strategy by providing tools, advice and guidance to allow them to :

- Optimising the delivery of their strategic HR services
- Providing tools and services that allow their people to drive operational optimisation
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Tag Line

“People to the power of 3”

“Transforming HR from the inside out”

Words our staff use to describe us:

Collaborative

Knowledgeable

Friendly

Passionate

Driven

Fun

Compassionate

Insightful

Key Positioning Statements

Why choose HRCubed?

- Strategic HR consultants
- Helping to achieve strategic HR goals
- We are experienced in your space (Symatrix successes)
- We are true partners, responsive and collaborative
- Change is not discrete, it is a continuous process
- HR change is not only corporate, it's personal – therefore sensitive
- Change impacts policy, process, behaviours and culture
- Trusted advisor
- Safe pair of hands
- Immediacy – everything at our fingertips
- Adapting to change and continual improvement in a fast-paced, mobile, global world
- The importance of measurement
- What's next for HR

1. Value

2. STEPED – (Social, Technical, Economic, Political, Environmental, Demographic)
3. Individual abilities (talent)
4. Organisation capabilities (culture)
5. Leadership brand
6. HR department
7. HR practices
8. HR people
9. HR analytics and measures

Objectives

As part of the brand identity we want to:

- Leverage the Symatrix achievements
- Engage the HR Community
- To differentiate HRCubed from our core competitors:

Orion <https://www.orion-partners.com/>

PA Consulting - <http://www.paconsulting.com/services/people-and-talent/>

PMI - <http://www.pmi.co.uk/what-we-do/service-areas/change-management/>

KPMG - <https://advisory.kpmg.us/managementconsulting/function/human-resources.html>

Accenture - <https://www.accenture.com/gb-en/service-human-resources-hr-service-offering>

PWC - <https://www.pwc.co.uk/services/human-resource-services.html>

Deloitte - <https://www2.deloitte.com/uk/en/pages/human-capital/solutions/hr-transformation.html>

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About Symatrix

Symatrix enable world-class businesses to create a competitive advantage from their biggest assets – their people.

We partner with our clients to enable the deployment of best practices underpinned by industry leading Oracle HCM solutions.

Our knowledge and experience of HR, recruitment, talent, performance and learning management and payroll best practice has been developed over hundreds of projects delivered for some of the UK's largest organisations. We use this to help forward thinking businesses to get the most from their people.

www.symatrix.com

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