

# Tribal Impact Culture Book



Take a look behind the scenes to understand more about who we are and how we work.



## Welcome To The Tribe!

This Culture Book proudly showcases who we are, it's for our **Tribe**, **people interested in joining our tribe and for our valued customers and partners.**

We want everyone working with or at **Tribal Impact**, or considering a job with us to understand what makes us tick, what you can expect from us and why we think what we have as a company is so special.

## A Message From Sarah, Our CEO



I started Tribal Impact to enable and empower employees to find and use their digital voice on social media. I set out to create a business where people can feel safe, thrive and grow their skills. It's important to me that we strive to be the best we can possibly be at everything we do. I consider it my job to provide the environment where our tribe can achieve just that.

My parents juggled multiple jobs when I was a kid. Their work ethic helped me to understand the value of hard work, resilience and perseverance. It also made me realise that it's important to enjoy what you do and who you work with because you spend a lot of time at work!

Like most start-ups that are scaling up, we're a fast moving and ever changing business. We don't stand still for long and change is a constant but if that excites you, you're a good fit for Tribal.

We get to work alongside some of the biggest B2B brands in the world, helping them to activate their employees on social media. It blows my mind every single day just how fortunate I am to work with such amazing people.

To those outside the tribe, we have a strong culture. To us, it's a natural way to work, succeed and have fun. Let me know what you think of our culture book - get in touch below!

**Sarah**

sarah@tribalimpact.com

# Our Mission

(or in other words, the reason we all jump out of bed everyday to do what we do best!)

Our Mission is our why, it's why we exist, it's why we love what we do and it's why (in our humble opinion) we are the very best in the business...



**Humanising B2B brands, one employee voice at a time**



We help brands **strengthen trust, credibility and influence** by activating their employee voices online.



We engage **through training, enable through coaching and amplify** through advocacy programs.



We do this because we believe that **communities live within the stories employees tell.**

# Our Vision

What is it all for?

**Our Vision is to create people-centric brand experiences through digital word of mouth.**

**How, you ask? Don't worry, we're about to spell it out...**

Did you know that 92% of people trust recommendations from friends and family over any other type of advertising?

The truth is, people trust people more than logos. The transparency and networking effect of social media has made it harder than ever for brands to cut through the noise to get their message across.

We believe in activating employees online by helping them find their voice and community on social media and by doing this we create conversations that convert, deepen customer relationships, generate demand and supports business growth.



# Our Origin Story

## How it started and how it's going (so far!)



### Tribal Impact was born.

After leading social media for SAP and testing some of her theories around digital advocacy, Sarah decided to make the leap and help other organisations activate their employee voices on social media. So on August 24th 2015, Sarah formally registered Tribal (with an 8 week old baby on her lap) and set out on a culture mission, connecting the dots between company brands and employee voices.



### Our first charity event.

In 2017 we did our first charity event, hosting a coffee morning, cake sale and free personal branding workshop for those we shared an office building with. We raised over £180 for Macmillan Cancer Support and met our lovely HR team, Peas In A Pod Consulting.



### Our first Community event.

We took a bold step in 2019 by hiring the top floor of The Gherkin in London and inviting people from our industry to share their social media experiences with each other. This was the first, in what became a series, of Social Business Exchange Events.



### We had our first baby.

We welcomed our very first Tribal baby girl with as much excitement as the expecting parents. It feels so great to see tribes growing within our tribe. We've since welcomed 2 more baby girls and 1 baby boy (nearly enough for a 5 a side football team).



### We hit the reset button

The pandemic threw us off track, so in 2021 we spent time at our Tribal Retreat to reflect back on what we're good at and why our customers love working with us. We redeveloped our services and our messaging around humanising brands by activating employees on social media.



### We're not slowing down.

We're ready to continue our growth journey with ambitious plans for 2023 and beyond. We plan to launch The Tribal Foundation, a charity organisation to support social media education for parents. We're on a journey to become BCorp certified and we have product roadmap to help organisations scale and measure their employee social media impact over time.



August  
2015

Feb  
2016

Sep  
2017

August  
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2019

March  
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June  
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July  
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Sep  
2021

2022

2023

### We got our first customer.

It took 6 months of coffee, connections and conversations until Tribal got it's first customer referral – a global oil and energy provider that wanted to activate their sales team on LinkedIn. To this day, Sarah has that first invoice printed out and pinned to her desk. Every customer opens the door to another customer – word of mouth has been key to our growth.

### We hired our first employee.

A big step for a small business but one we were ready to take. Every Tribal member (both present and past, core and extended) have significantly shaped who we are today. They are the spirit of Tribal, the reason we co-innovate with our customers and our most valued ambassadors.

### Remote working agility.

The pandemic shook every business to the core, including ours. We got crazy busy, as every customer needed to equip their sales teams with digital skills...fast. Our tribe rallied around, supported each other and delivered amazing experiences for our customers all whilst juggling home-schooling and caring for family. It was one of our toughest chapter but ultimately one who helped us become who we are as a company.

### Our first Tribal Olympics.

During 2021 lockdown we launched our first Tribal Olympics – a celebration of all sporting events including javelin, swimming, fencing and tennis. Medals were awarded for the best interpretation of each sport – we had a lot of fun!

### We relaunched our new website.

We relaunched our new website. As part of our re-launch, we decided to redesign our website to speak to our audience more clearly. We also launched our new workbook to help organisations build an employee activation business case internally.



# Tribal Values

To keep momentum on our journey we need the right type of people along for the ride.

We'd love to tell you why our F words mean so much to us...

## The Tribal Way

The "Tribal Way" is how we do things – the foundations by which we operate. It's how we behave, interact, enjoy our work and do right by our fellow members and our customers.

In short, our Tribal Way describes our culture, which stems from our values and how we work by them. More affectionately known as our "F words", our values are here to guide us and remind why we're proud to be a little different.



### Feedback

We seek, accept and give feedback respectfully but fearlessly because we know it is our most important tool in ensuring our continued growth.



### Freedom

We innovate fearlessly. If we fail we fail fast and remain resolute in our belief that there is something positive to be learned from every mistake we make.



### Fair

We do the right things for the right reasons. Every action we take, every decision we make will always be in the very best interests of our customers, our colleagues and our business.



### Finance

We foster an ownership mentality that creates a shared sense of responsibility for the purse strings, meaning every member has the power to make our company thrive.



### Flexibility

We hire awesome members, we empower them to work a pattern that suits and is conducive to creating the optimal work/life balance. After all, autonomous, happy people are free to think, create and get stuff done.

# Feedback

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Feedback is so important for the growth of the company and it gives me permission to say what needs to be said which might not always be easy but it's an essential part of working at Tribal Impact.

**Anna Troidl**  
Senior Digital Specialist

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Feedback is really important to me, I retrained in social media after my maternity leave and the feedback I have received has made me a stronger copywriter and helped me grow. Tribal impact receiving feedback openly is what you need to be successful, I have never had such honest and open conversations before.

**Lindsay Baker**  
Digital Coordinator

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# Finance

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Having responsibility and choice to create worthwhile investment opportunities in Tribal helps the business grow and individual grow too, in confidence. From my first day at Tribal I have felt welcomed and more connected to a team than ever. Even though we are a remote business, everyone involved is understanding, hardworking and helps you when you need it most.

**Joe Drayton**  
Digital Coordinator

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Even though I'm not in the leadership team, I'm kept in the loop with finances. I know when the company is doing well and where there is room for improvement, this helps me understand my contribution and my success is the business's success as well, it's refreshing!

**Ryan Humphreys**  
Marketing Specialist

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# Freedom

““ At Tribal, there’s a ‘let’s give it a go’ mentality. You’re encouraged to try out new things and undertake tasks to the best of your abilities. You’re given a framework of how to do things but encouraged to do them in your own way

**Julia Dixon**  
Digital Strategist



““ I really like the having the freedom to get involved with different projects, it’s great to get the chance to try different things, learn something new and be involved in such a variety of tasks.

**Aly Grenyer**  
Learning Resources and Product Coordinator



# Flexibility

““ Being a parent I need to have flexibility to make sure I can have a career and be on the school run. I don’t have to tell anyone where I am and life just fits with work. I love that I can go to sports day without having to take any time off work! Freedom means that I have the autonomy to make decisions with my team and with my customers, and I can really make an impact on the business!

**Lani Buckley**  
Digital Strategist



““ My favorite F Word is flexibility and I use it on a daily basis, I think we are pretty good at practicing this F word as a team and we should shout about it more than we do! I can pop up to McDonald’s if I want to and my productivity levels are high so it’s never viewed as a problem.

**Ayo Byron -**  
Senior Digital Specialist



““ “For me this F word means “pressure off”, I love to work hard but I have lots of demands, knowing I have the flexibility to deal with these demands means that I am not distracted by them, when I’m at work, I’m at work.”

**Abigail Broomfield**  
Finance Assistant





# Fair

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My favorite F Word is fair - culture is such an important part of why people want to work at a company and it was the culture that drew me to want to work at Tribal Impact.

I've worked for companies before where psychological safety is in the present and in the end you don't want to share ideas. What has struck me here is that there is so much investment in people, it's inclusive and ideas are welcome.

This is a people before profit kind of business

**Donna Spencer**  
Digital Marketing Executive

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You know when you come to tribal impact how you will be seen and how your work will be judged, judging people fairly is not treating people equally, that doesn't cater to individual needs. I know the environment that I need to achieve and progress and I feel like this is understood.

**Felipe Torres**  
Head of Strategy and Enablement

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I really love the way that we trust each other to do the job that we do, the way that we need to do it . I work with awesome people, if there was match.com for colleagues I would have found my perfect match! We've really got each other's backs. -

**Di Garfield**

Digital Coordinator



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It's the openness and sharing of information that impresses me, the Leadership team are committed to keeping their eyes on the horizon, staying on top of trends, staying agile and focussed on growth. This can get lost in some organisations but Tribal Impact have really nailed it.

**Donna Spencer**

Senior Marketing Specialist



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# What's It Like To Work At Tribal Impact?

Great question, We do things a little differently and appreciate work that actually works by bringing the fun back into business.



## We crack On.

We're fast movers. Our customers like it and it keeps us buzzing. Get comfortable with being uncomfortable because at Tribal you need to be a fast learner, quick thinker and efficient doer.



## We Make "Work" Work For You.

We pride ourselves on flexible working - it works for our team and our customers. Maybe you walk the dog in the morning and take customer calls in the evening. We're cool with that if it works for everyone involved!

Some of us like to work from home. Others from coffee shops. We don't mind where because we focus on outcomes and not hours spent sat in the office.

## We practice what we preach.

We're a social, employee driven business. We pride ourselves on flexible working where employees are given space to learn and develop.



## We know that working remotely doesn't have to be lonely!

As a remote organisation, we've worked hard to build a culture that keeps everyone connected. What is underlying this culture is a spirit that defines what it means to be a Tribie.

Here's some of things we do to make sure we show up for each other, create opportunities to collaborate, socialise and have some fun!..

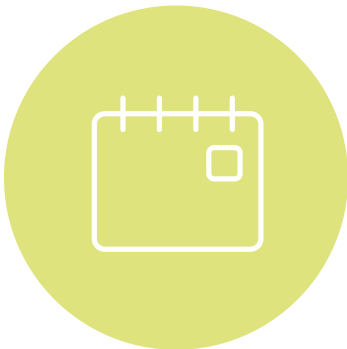


# Habits & Rituals



## Wellbeing Day

At Tribal, we take mental health seriously. During Mental Health Awareness Week we ask our tribe to take a day to invest in themselves. Some go for a walk, read a book, go for a swim – it's time to pause.



## Freedom Fridays

Fridays should become Fri-yays! We value our weekends at Tribal so to ensure we're ready we try to avoid meetings on Fridays. It gives us time to tidy the inbox, invest in our learning and go for walks.

## Birthday Celebrations

If there's one day of the year that you need to focus on you, it's your birthday. As a remote team we can't celebrate with you so instead we give you time to celebrate with your family.



## Let's Talk

We believe in being open and honest at Tribal. We've introduced 'Let's Talk' sessions on our monthly meetings where the tribe can ask questions anonymously and the leadership team will answer.



## Friday Updates

Every Friday, our CEO records a short video for the core and extended tribe. It includes reflections on what's happened, highlights and what's coming for the week ahead.

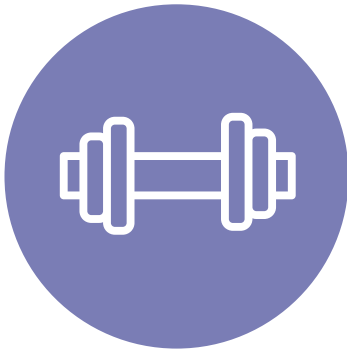


## Wellbeing Newsletter

Our quarterly Wellbeing Newsletter is a platform for our tribe to swap tips and experiences for managing their mental health including recipes, books and articles.

## Gym Membership

Our health and wellbeing is important to our tribe so all employees receive £30 allowance per month to put towards exercise classes, gym membership or wellbeing.



## Core Tribe Meetings

We have two residential meetings each year where we meet as a core tribe and spend time together. Our July meeting is longer, where we discuss our plans for growth, how we can improve our processes and invest in learning.





# Tribal Spirit

Our Tribal Spirit has been defined by feedback from our people and it speaks to who we are and what we are all about



# Diversity, Equity, Inclusion & Belonging Is Core To Our Spirit

The more diverse we are, the more experiences we bring to our own culture for the benefit of our customers. Inclusivity is what makes our tribe so special and it's why we adopt a service mentality with our colleagues as well as our customers.

**Core to our Tribal spirit is our journey to understanding what diversity, equity, inclusion and belonging means within our Tribe.** We are listening to our employees, learning (and unlearning) about how we can operate more inclusively, amplifying the voices of our employees when they share their experiences. We are totally committed to increasing diversity and taking action to meet the needs of our people.

These are the core principles that guide how we behave, onboard and develop our team members, there is no place for discriminatory or unkind practice in our Tribe.



## So, What Have We Actually Done?

We are keeping Equality, Diversity, Inclusion and Belonging conversations firmly on our agenda. We hold these discussions at every quarterly meeting, where our team members volunteer to generously share their lived experiences so we can raise awareness and build empathy, particularly for employees from underrepresented communities.

We use this opportunity to make commitments to drive positive and lasting change both for us as a tribe and the community within which we operate. We have a dedicated group within our Tribe who hold us to account for the commitments we make.

On a practical level we have adjusted the language in our role descriptions to appeal to all genders and have gender neutralised our policies and procedures to make sure our commitment to creating a safe and inclusive place to work for everyone is authentic.



## But We Know We Can Do More

This year we're introducing our annual Belonging Report where we'll use insights gained from our employees and experts to measure our impact and hold ourselves to account to ensure we're driving change in our organisation and we have the data, and the stories to back it up.



# Maintaining Our Culture And Nurturing Our Spirit

**Tribal Impact is a growing company – scale up mentality has always been in our DNA and we have no plans to slow our growth ambitions.**

We know that company growth fuels personal growth. More opportunities open up for our Tribe and we get to learn new things which fuels our spirit.

Our customers want to work with us to create people-centric brand experiences by empowering employees and putting their voices in front of their logo. That's because they care about culture and development just as much as we do so we see it as our role to lead by example.

To maintain our culture as we grow we empower our employees to lead from wherever they sit in our Tribe, each member has a responsibility to role model the behaviours that underpin our F words. Our employees act as the guardians of our culture; they show up for one another, hold each other to account and call out any behaviours that might compromise or harm our culture so that we can keep our Tribal Spirit alive.

# In True Tribal Impact Style, Let's Get Social!

Connect with us on LinkedIn and follow our pages to stay in touch with us.



**Sarah Goodall**  
CEO

 [LinkedIn](#)



**Eliot Clutten**  
Director

 [LinkedIn](#)



**Felipe Torres**  
Head of Strategy and Enablement

 [LinkedIn](#)



**Justyna Brownbridge**  
Head of Growth

 [LinkedIn](#)



**Lyn Grenyer**  
Head of Finance

 [LinkedIn](#)



**More About Us**



# Do You Think You'd Like To Join Our Tribe?

We figured it would be a good idea to give you a taster of what to expect because (as you can probably tell if you've read this far) things are done a little differently in our tribal camp. With that in mind here's an idea of what we look for when we bring someone in to the Tribe:



**Do What It Takes:** It's no secret that we love our customers at Tribal. They're part of our team and we're part of theirs. You're comfortable with being empowered to make the decisions that do right by our team (that includes our customers).



**"That's Great, Here's How We Can Make It Better":** This is how you think. You'll bring innovation to the team, confidently contributing opinions and ideas on how we can improve and drive business growth.



**Just Another Cuppa:** You'll be comfortable with working alone and experienced in working as part of a virtual team. It's easy to get distracted when working remotely but you'll be focused on the deadlines you set yourself.



**What Would My Peers Do?** We believe in a culture based on trust. You understand and appreciate this freedom. You make mindful decisions centred around what's best for our customers and Tribal team.

# Where We Call Home

As a fully remote company, we don't mind where people are based however we generally have communities clustered in the north (around York) and in the south (around Portsmouth).



Southern Hub  
Portsmouth



Northern Hub  
York

# What We've Won

We're not in it for the awards and in all honesty, we haven't won anything (yet!) but we have come close. When we're shortlisted it goes a little way further to endorsing how special our tribe is and the work we do with our customers.



# We Want To Hear From You!

We want to be the best. Our people first approach is all about learning, adapting and experimenting every day with the consistent.

## Contact us



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