



Pledge Pack

Making the most of the
Breathe Culture Pledge



Wahoo!



From all of us at Breathe, congratulations!

By joining the Breathe Culture Pledge, you've actively invested in your company culture, chosen to put your **people first** and joined a growing community of like-minded businesses. You've taken a great step and we're excited to be helping you build and maintain a fantastic company culture for your people.

Here's your very own Pledge pack that will provide you with lots of useful tools and information to help you get the most out of the Pledge.

For more resources, head to the Company Culture section of our blog at breathehr.com



In this guide



Getting started

A guide to the downloadable resources found within your Pledge Hub.

[Go to page 4](#)



Shout it out!

All you need to kick-start your exciting campaign and let the world know about your new membership.

[Go to page 8](#)



Creating a positive culture

Ten steps to creating a positive culture in your workplace.

[Go to page 15](#)

Getting started

You'll find lots of free goodies within your Pledge Hub. Here's a roundup of what's included.



Pledge logo

Download the Pledge logo and use it across your website, add it to social headers and as part of your email signatures.

New Message

Recipients

Subject

Hey team!

Looking forward to our Virtual Lunch & Learn on Thursday.

See you on Zoom at midday - don't forget a hat!

Mandy

Mandy Driscoll

Head of People


01234 567890

www.puttingpeoplefirst.com







f

in

tw

 We're part of the Breathe Culture Pledge
Join us!

Send





The certificate of commitment

In your Hub, you'll find your very own Pledge certificate for you to download or print and display for the world to see.

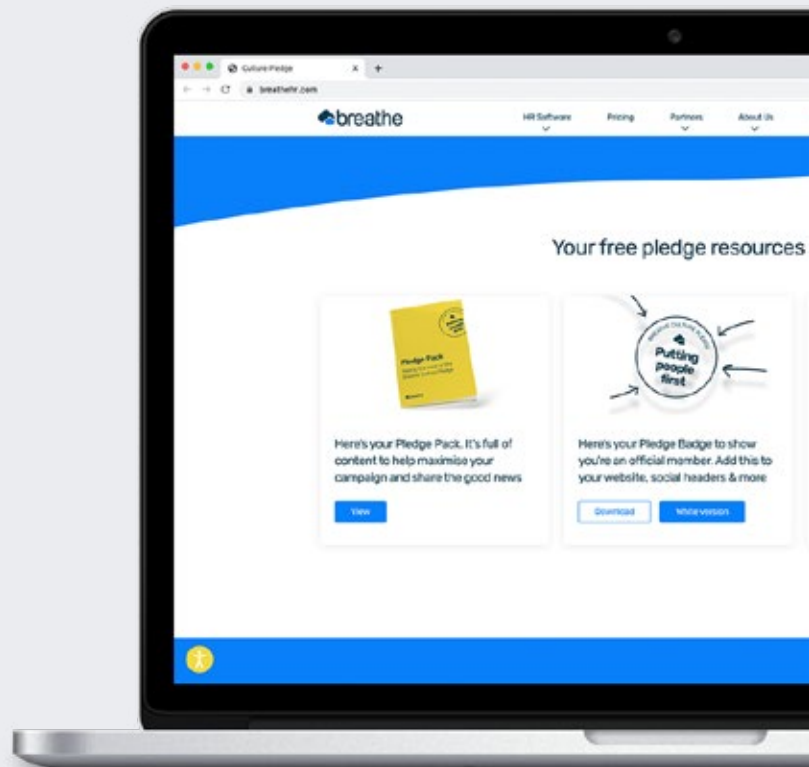


Everything you need to super-charge your culture.

Launch Pledge Hub

Opens in browser

Remember to bookmark your Pledge Hub so you can easily find it again. It's your own central page, where you'll find lots of super-useful culture-related content, access to events and much more.



Shout it out!

Kickstart your campaign with the following useful templates and share the good news on your social media channels using the hashtag: **#BreatheCulturePledge**



#BREATHECULTUREPLEDGE

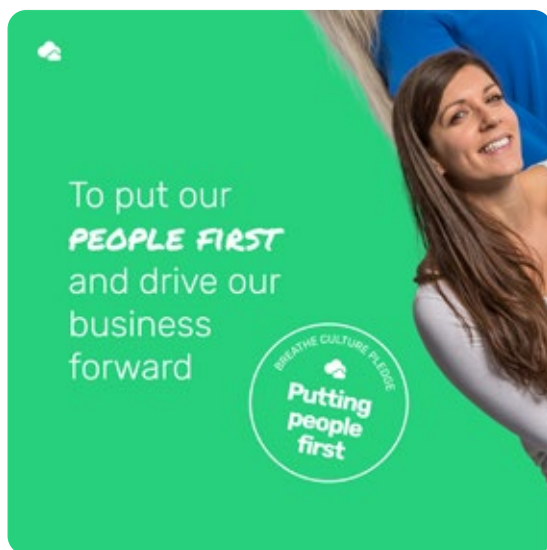


Social media templates

Simply choose one of the below templates and copy and paste into a social media post.

Facebook and LinkedIn

Are you a people-first company? By joining the [#BreatheCulturePledge](https://bit.ly/2uUVGrF), you'll become part of a growing community of like-minded businesses. We've joined, and you should too! Read all about the benefits of the Pledge here: <https://bit.ly/2uUVGrF>



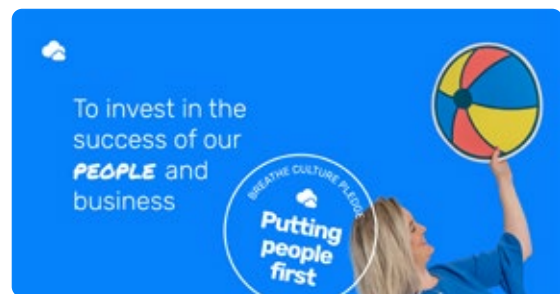
We want our people to be proud of the company they work for and its values. That's why we've joined the [#BreatheCulturePledge](https://bit.ly/2WKvHz3) - to show we're serious about our company culture and putting our people first. Find out more about the Pledge and the benefits it could bring your business: <https://bit.ly/2WKvHz3>

We've just proudly joined the [#BreatheCulturePledge](https://bit.ly/2WKvHz3), along with hundreds of like-minded businesses who are investing in their people and company culture. If you're serious about company culture, you should too. Find out more here: <https://bit.ly/2WKvHz3>

Did you know investing in your company culture helps drive business growth? Find out how your business could benefit from signing the [#BreatheCulturePledge](https://bit.ly/2WKvHz3)! (Ours did!) <https://bit.ly/2WKvHz3>

Twitter

Committed to putting your people first? Join a growing community of like-minded businesses by taking the @BreatheHR Culture Pledge. We've joined and you should too! <https://bit.ly/2WKvHz3> [#BreatheCulturePledge](https://bit.ly/2WKvHz3)



We want our people to be proud of the company they work for and its values. That's why we've joined the [#BreatheCulturePledge](https://bit.ly/2WKvHz3) - to show we're serious about our company culture & putting our people first. <https://bit.ly/2WKvHz3> @BreatheHR

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We've just taken the [#BreatheCulturePledge](https://bit.ly/2WKvHz3) and joined hundreds of likeminded businesses in committing to invest in our people and company culture to drive our business forward. <https://bit.ly/2WKvHz3> @BreatheHR



[f](#) @BreatheHR

[t](#) @BreatheHR

[in](#) @Breathe

Aim to publish a post once a week to keep the momentum going with your campaign...

And don't forget to tag us.

Press release template

A free template for you to use –
simply fill in your details and send to the local press!

[Your company name] joins the Breathe Culture Pledge to demonstrate investment in their people's development and wellbeing

Positive workplace culture is essential to small business productivity, as toxic cultures are estimated to cost the UK economy an eye-watering £15.7 billion per year.

In [month, year], [your company name] has joined a growing community of businesses, who are showing their investment in creating a positive workplace culture for their team by joining the Breathe Culture Pledge.

The Pledge is a promise to put your people first, invest in their success, super-charge employee engagement – and ultimately drive your business forward. To date, more than 500 UK small businesses have signed the Pledge. Cloud-based software provider, Breathe, launched the Pledge in 2018.

Workplace culture is an essential aspect of business strategy and key to creating an inclusive, progressive environment which supports employees and recognises their achievements. This is key to productivity, people's happiness, personal development and therefore business success.

Recent research conducted by Breathe revealed that in 2019, toxic company culture cost the UK economy more than £15.7 billion.

[Your company director] commented: "We believe our people are the life-blood of the business and central to our ongoing success. By joining the Breathe Culture Pledge, we are proudly acknowledging our investment and the responsibility all businesses have in terms of creating a progressive workplace where employees feel valued and appreciated."

Congratulating [your company director] on signing the Pledge, Breathe's CEO, Jonathan Richards said: "Having joined the Pledge, [your company name] is joining a like-minded community of businesses who are all on a mission to support their people and put them first. Small businesses make a huge contribution to the UK economy and those who actively invest in their company culture are also making a positive difference to people's lives."

Press release template (cont.)

Press release template (cont.)

In 2019 the combined annual turnover of the UK small businesses was over £2 trillion, which represents 52% of all private sector turnover.

Businesses like [your company name] who join the Breathe Culture Pledge, receive access to their own Pledge Hub, which includes a whole range of exclusive resources and practical advice and guidance about developing workplace culture and the steps they can take to actively support their people.

You can find out more about the Breathe Culture Pledge and how to get involved by heading over to www.breathehr.com/Pledge.

About [your company name]:

[Company press release boilerplate] About Breathe:

Life as a small business is exhilarating. By comparison, the admin involved in people management can feel a bit mundane. Managing people shouldn't be taxing; it should be straightforward and intuitive. Say hello to Breathe, cloud-based HR software that equips businesses with the tools and confidence they need to create the best employee experience.


Born in 2012, Breathe now helps more than 6,000 companies manage their people with over 190,000 employees in the system. Breathe is also sold through a successful partner network now supporting over 250 HR partners. Clients include: Mazars, ramsac, Digital Fibre and OneFile.

Breathe is the trading name for Centurion Management Systems Ltd who've been selling software for 21 years.

www.breathehr.com

Website copy block

Add the below text to your website to share the good news of you recently signing the Pledge, and to tell people visiting your site about the promise to your people and company culture.



The banner features a blue background. On the right, a woman with blonde hair is shown from the chest up, holding a colorful beach ball. To her left, the text reads: "To invest in the success of our **PEOPLE** and business". Below this text is a circular logo with the text "BREATHE CULTURE PLEDGE" around the top edge and "Putting people first" in the center, with a small icon of three people above the text.


We've joined the Breathe Culture Pledge

We're proud to say that we have joined the Breathe Culture Pledge: A promise to put your people first, invest in their success, super-charge employee engagement - and ultimately drive your business forward. Our people are key to our success and by creating a progressive, supportive and inclusive culture, we can help them grow and achieve great things.

We provide the tools to succeed and our ongoing personal development program supports career progression. We acknowledge achievements which exemplify our values and deliver outstanding results. We respect differences and support people's individuality.

"At [your company name] we're proud to call our people team-members and we're invested in creating an environment where they grow and thrive."

BREATHE
CULTURE
PLEDGE
MEMBER



Blog post tips

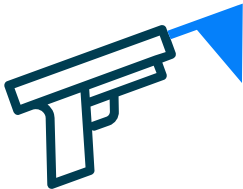
Publishing your news via a blog post is a great way to get the word out there and build awareness, so make sure this is on your to-do list.

Here are some top tips from the Breathe content team to help you write your blog post:



Plan

Before you get going with your blog post, it's always a good idea to plan out the different sections of your blog post and what they might contain. This could be anything from a list of bullet points to a spider diagram – however you like to work!



Start well

You only have a few seconds to grab your reader's attention, so welcoming them with a punchy first few lines is crucial. Get straight to the point and show them why they should read on.



Word count

Your blog post need not be overly long, so avoid padding it out with fluffy information. Keep your word count between 600-1000 words. Get to the point and keep it simple and concise.



A picture tells a thousand words

Images help your content flow, break up text and can visually explain complex topics. Don't use too many though – we advise two maximum.



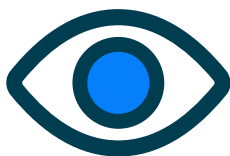
Use headings and subheadings

Separating your content with headings is useful to the reader. When it comes to navigating their way round your content, headings also tells Google what your blog post contains, so great for SEO too!



Create links to useful content

Be sure to link through to the [official Pledge page](#), or to a useful [blog post](#) we created about the benefits of the Pledge. These pages provide people with everything they need to know!



Proof read

We can't exaggerate this one enough. When we write for the Breathe Blog, we check our work at least 2-3 times to give it a bit of a 'sanity check' and correct any mistakes. It's a good idea to leave a day in between too and check it over a final time with a fresh pair of eyes.

Creating a positive culture

Before you do anything, it's worthwhile stepping back to examine your current culture carefully. Try to think like an outsider and evaluate the 'why' behind what you're doing and what's working well. No matter which stage of the culture journey you're at, to change you must first acknowledge and accept what is.



1. Where are you today?

It's time to measure the health of your workplace. Start with basic metrics like employee absences, retention and turnover. Can you see any patterns emerging? Where do you sit in the industry and against competitors? Wherever you are and wherever you hope to be, collect data, analyse, adjust and repeat.



2. Where are the gaps?

Anonymous employee surveys are gold dust for uncovering the reality of your workplace culture – or at least how your staff see it. Find the gaps and then proactively find solutions to stitch them up. We've set up some basic metrics to track data and monitor employee engagement, productivity, development and health and wellbeing. We'll review these each quarter and put our heads together to find ways to improve.

3. What about the market?

Delve deep into customer feedback and competitor data. Where are you succeeding and why? How healthy is your company culture, employee relationships, customer loyalty, retention, satisfaction and life-time value growth?



4. What is your culture?

Look through the rest of our Culture Pledge Pack and research into what makes a great company culture. From that, think about how you'd like to manage company culture? What's the purpose behind the profit? One technique that we've found useful is to imagine what you'd do for the business if you weren't afraid of failing. Call a meeting discuss with your team. Remember your people are your culture so their views and visions count too.



5. What is your role?

Write down your roles within the company and a rough guide of how much time you spend on each task every week. This could include:

- HR administration
- communicating company goals, visions and values,
- staff 1:1s and feedback
- employee reward, recognition and benefits.

Is this the smartest way you can work? Identify solutions that help develop your people and fit in with your busy timetable.



6. Audit your processes

Where and how could you save time or automate administrative processes? During growth, it's necessary to identify and agree on software and automations that work for all departments and the company as a whole. The great news is that the digital age is on our side. Evaluate your current processes and research ways to develop through digital, cloud-based channels.



7. What does your productivity look like?

Start using metrics to capture your productivity and performance. Look at the figures in comparison to industry norms and begin to identify where, when and how process efficiencies have taken place. What about new product development and innovation? Examine how that happens within your business today.

8. Map out all aspects of the employee package

Put all your employee benefits and culture package in a row. Look at – and then plan for – any potential thorns. We're talking:

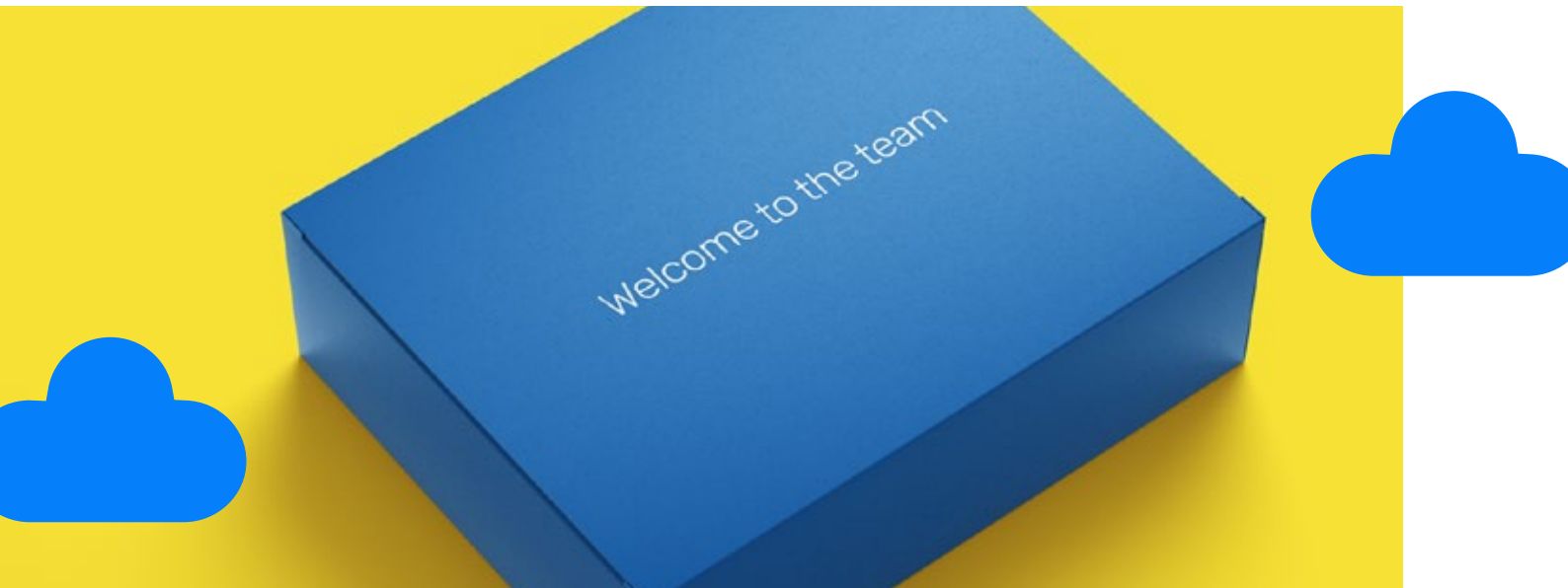
- Induction plan
- levels of income and employment security
- health and wellbeing schemes
- annual leave
- personal development plans
- 1:1s and internal training
- discretionary bonuses and rewards
- flexible and home working opportunities
- extra-curricular activities, clubs and initiatives



9. Employee development

Walk a few hundred metres in your employees' shoes. Would you feel valued, supported, respected and trusted? Is there room for growth and development? When it comes to people; the more you reap, the more you sow.

Set aside a budget for growth mindset and communicate the benefits of self-development to your team. Encourage them to fill their own knowledge-gaps and allow them to spend time researching and enrolling.



10. Bring in the team

By now you'll have evaluated the evidence, identified improvements, objectives and key metrics and learnt the fundamentals of company culture. Congratulations. You're now ready to move your business forward. Take the time to communicate with your team and explain the culture programme.

Talk about culture, hang quotes on the walls, celebrate achievements and advocate compassion and education when things don't go right. Remain visible and involved in all aspects of the programme.

Put your people first.





Your Pledge checklist



	Add Pledge logo to your website and email signatures
	Display and share your Pledge certificate
	Bookmark your Pledge Hub and explore the useful resources
	Add the supplied text block about the Pledge to your website
	Create a press release using the template
	Write and publish a blog post about the Pledge
	Read the steps to 'Creating a positive culture' found in this guide

For more resources, head to the Company Culture section of our blog at breathehr.com



More resources from  **breathe**



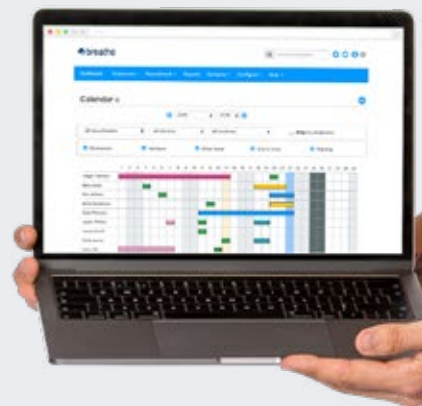
The Culture Economy









Poor workplace culture is costing the UK economy £15.7 billion a year. Find out how in our Culture Economy Report.

[View report](#)

For more resources, head to the Company Culture section of our blog at breathehr.com

HR software that puts **people first**.



-  Self-serve holiday requests
-  Employee absence
-  Document storage
-  Expense tracking
-  Employee data
-  Team appraisals
-  Automated reporting
-  Recruitment

Join 9000+ UK SMEs saving time with Breathe.

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