



CULTURE
TOOLKIT





**WE ARE
PASSIONATE
ABOUT PEOPLE,
THAT'S WHY WE
DO RECRUITMENT
BETTER.**



We aim to be our industry's most trusted partner by challenging the norms and expectations. We are leaders through our behaviours and our community trusts our expertise and advice.





OUR MISSION IS TO EMPOWER OUR PEOPLE TO GROW AND THRIVE.

We will shape our industry's evolution by building an environment where our team can grow and thrive. When our team has genuine growth opportunities and the ability to thrive as industry leaders, they will support our community in doing the same.



OUR BEHAVIOURS THAT SUPPORT OUR VISION

In life, our values are central to who we are and these values are reflected in our behaviours. It's no different at work.

At Cox Purtell, we aim for an authentic employee experience, linked to our brand and brought to life by the behaviours, that are essential to our vision. Behaviours are the practical application of our values – translating them into day-to-day actions.

By defining our behavioural standards as a team, we understand the expectations we should have of ourselves and also of our peers.

**ABOVE ALL,
RESPECT**

**BE
ACCOUNTABLE,
PROACTIVE &
AUTHENTIC**

**EXCELLENCE
MATTERS**



**CONSISTENT &
COLLABORATIVE
RELATIONSHIPS
WITH ALL**

**THRIVE ON
INNOVATING &
LEARNING**

BE OPTIMISTIC



ABOVE ALL, RESPECT

IN SUMMARY

"A person's a person, no matter how small."

DR. SEUSS



ABOVE ALL, RESPECT

LEADING THE WAY

You exhibit an interest in and appreciation of others' perspectives, knowledge, skills, and abilities. You express recognition and show gratitude for the efforts and contributions of others.

You treat others with appreciation and dignity, by giving them the attention they need, listening to their opinions and speaking with kindness.

SPOT ON

- You listen to what everyone has to say and pay attention to nonverbal communication.
- You practice transparency.
- You recognize the strengths and accomplishments of others and value the time and workloads of others.
- You're courteous and polite and aim to prevent bias (even implicit bias).
- You include everyone in meetings, discussions and celebrations.
- You consider how others view you and your actions.
- You help your peers.

THE LINE

JUST SHOWING UP

Little negative impact on others but avoiding or making little effort to work, communicate or collaborate with others. Showing a lack of interest in the activities of the team and rely on others to make decisions.

TIME TO REACH OUT

We get it, we all have bad days. But we want you to know we are here for you and want to help and work better together. Some calls for help include:

- Feel like you cannot control of your emotions.
- So overwhelmed you aren't in a position to help others.
- Becoming distant or disengaged from your work, colleagues and community.



**BE ACCOUNTABLE,
PROACTIVE & AUTHENTIC**

IN SUMMARY

"The keys to brand success are self-definition, transparency, authenticity and accountability".

SIMON MAINWARING

BE ACCOUNTABLE, PROACTIVE & AUTHENTIC

LEADING THE WAY

You build your empire of trust and possess a mindset that prioritizes personal responsibility, forward-thinking, and honesty. You cultivate a sense of integrity, trustworthiness, reliability and you hold yourself and others, including your team, accountable to their commitments.

SPOT ON

- You're responsible for your success and failures.
- You face problems head on, you take accountability to find a resolution, even if that means raising the flag to someone who can.
- You can be trusted to deliver on expected tasks, targets and follow processes.
- You are relentless in delivering to your obligations and commitments.
- You remain ethical in your actions.
- You manage expectations and can communicate when expectations can't be met.
- You build authority through expertise

THE LINE

JUST SHOWING UP

Meeting expectations but not going the extra mile to make a difference or waiting for things to happen before taking action. You sometimes hold back on communicating your true thoughts or feelings.

TIME TO REACH OUT

We know you are busy and have a lot going on. But if you are struggling with the below, or similar, we don't want you to suffer in silence. At the end of the day, we are a team and we care about your wellbeing.

- Overpromising and under-delivering, missing deadlines.
- Waiting too long to seek assistance.
- Procrastinating or brushing issues under the rug.



EXCELLENCE MATTERS

IN SUMMARY

“The secret of joy in work is contained in one word excellence. To know how to do something well is to enjoy it.

PEARL S. BUCK



EXCELLENCE MATTERS

LEADING THE WAY

You use your talents, abilities, and skills in the best way possible and get ahead of others by giving that little extra. You are known for your outstanding work.

You're agile in thought and support others in exploring new ideas. You bring an excellence to everything you do and are ambitious in achieving big goals.

SPOT ON

- You exceed expectations and go that extra mile will set you apart from others.
- You look at every situation in terms of the value you can add to that situation.
- You have total clarity of what your stakeholders value and need.
- You are motivated by outcomes and delivering results.
- You challenge mediocrity or average outcomes.
- You are passionate that what you do matters, and that it will make a difference.
- You initiate improvements and contribute to innovation.

THE LINE

JUST SHOWING UP

You operate with the mindset that your job is only to pay the bills. You do what you need to to tick those boxes or cross those things off the list.

TIME TO REACH OUT

We understand it is normal at times to be complacent, to be bored in your job, or bored with what you do. We also get that life throws you curveballs that can take your focus away from work. If you find yourself experiencing any of the below, or similar, you can count on us to listen to what you need as an individual.

- Feeling stuck, confused about the direction, or value of your role.
- Overcomplicating or unsure of what the priorities are.
- Find yourself wasting too much time on menial tasks, or creating roadblocks for yourself.



CONSISTENT & COLLABORATIVE RELATIONSHIPS WITH ALL

IN SUMMARY

"In any team sport, the best teams have consistency and chemistry".

ROGER STAUBACH



CONSISTENT & COLLABORATIVE RELATIONSHIPS WITH ALL

LEADING THE WAY

You are consistent with your behavioural and communicative interactions with everyone around you. You genuinely want positive outcomes and want to work towards a common goal.

You are someone your community depends on, they trust and look to for companionship. You bring your network comfort and peace knowing they have your support.

SPOT ON

- You are prepared to follow through on your promises and deliver.
- You have a great track record of being dependable and reliable.
- You regularly communicate to your colleagues, clients and candidates and create mutual accountability and trust.
- You are dedicated to those around you and are willing to work together to problem solve for the best outcome for all parties.
- You thrive on working together towards a common goal or overcome work challenges.

THE LINE

JUST SHOWING UP

You prefer to work on your own and run your own race and at times, need to give yourself a pep-talk when it comes to collaborating with others when the need calls for it. Others may describe your approach as being unpredictable.

TIME TO REACH OUT

We may not have the answers immediately, but we are here to listen to you and help where we can. Calls for help include:

- Finding you need extended space from your colleagues, displays of hot and cold communication.
- Not willing to help or collaborate with others on a hurdle.
- Exhibit "out of sight, out of mind" mentality.



THRIVE ON INNOVATING & LEARNING

IN SUMMARY

"Look for the good in every situation, seek the valuable lesson in every setback, look for the solution to every problem. Think and talk continually about your goals."

BRIAN TRACY

THRIVE ON INNOVATING & LEARNING

LEADING THE WAY

You consciously reflect and actively pursue opportunities to advance your capabilities. You humbly learn from and are open to others perspectives and wisdom. You lead with a growth mindset and inspire others to connect to the principles of failing forward.

SPOT ON

- Seeing the knowledge held in others' and their past experiences.
- You bounce back from failure through learning.
- You see new challenges as opportunities to learn and embrace change.
- You're conscious of opportunities for improvement and willing to test.
- You seek to understand before casting judgment.
- You step into unfamiliar territory and learn new skills even in the face of fear.
- You are aware of your own strengths and qualities.
- You seek feedback as a source of information.

THE LINE

JUST SHOWING UP

You find yourself not making time to participate in training or to learn new things. You only engage to make improvement only when asked or obliged. You experience fear of failure and avoid testing new grounds or expanding your skills.

TIME TO REACH OUT

We fully grasp that changes to systems and processes can be tiring and at times, you are too busy to dedicate a chunk of time to learning.

According to a LinkedIn Learning report, 94% of employees would stay at a company longer if it invested in their career development. We want you to succeed with us, through growth, through promotion. Let's chat if you are:

- Unreceptive or bring prejudice to new ideas.
- Need help finding the time to grow and develop skills.
- You want to take your career to the next level but unsure of next steps.



BE OPTIMISTIC

IN SUMMARY

"Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence."

HELEN KELLER



LEADING THE WAY

You have a natural lens of positivity and have the mindset of seeing the glass as half-full. You perceive, interpret and respond to daily challenges with resilience and purpose and help create favourable outcomes. You actively work and cultivate well-being for yourselves, your colleagues, clients and candidates.

SPOT ON

- You expect the best during times of uncertainty or pressure.
- You face challenges head on and don't let them bring you down.
- You celebrate the strengths of those around you and provide honest, authentic and personalised recognition to boost morale
- You let others "in" on things, communicating regularly and encouraging others to contribute.
- You know and show your values, letting them guide your actions and decisions.
- You are an early adopter of new ways, are proactive and future-focused.

THE LINE

JUST SHOWING UP

You have the potential to shift towards a more positive mindset away from the 'glass as half-empty' attitude. You are learning to embrace challenges as opportunities to learn, and find yourself seeking encouragement from others as you build resilience and confidence.

TIME TO REACH OUT

Above everything else, we want you happy at work. We are a small, close-knit team and however you are feeling, projects onto everyone around you.

We are here for you and want you to speak to us asap so we can work together towards a solution. Calls for help include:

- Start to believe that everything will go wrong/won't go your way.
- Find you are constantly complaining
- Lack of motivation and productivity, tendency to provide reasons for incomplete tasks.

WHAT'S IN IT FOR YOU?

**5 WEEKS
ANNUAL LEAVE**



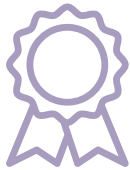
**NO INTERNAL
FRIDAY MEETINGS**



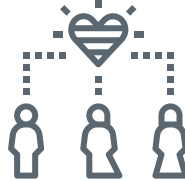
**HYBRID
WORKING MODEL**



**EMPLOYEE
RECOGNITION
PROGRAM**



**CELEBRATE
DIVERSITY &
INCLUSION**



**BENEFITS
PROGRAM**



**TAILORED
LEARNING &
DEVELOPMENT
PROGRAMS**



**EMPLOYEE
ASSISTANCE
PROGRAM**



**HEALTHY &
SUPPORTIVE
WORK CULTURE**



**CLEAR CAREER
GROWTH PATH**



**MENTORING
PROGRAMS**



**WORK RETREATS
& SOCIAL EVENTS**



**YAY! YOU'RE
HIRED.**

WHAT NEXT?



MEET THE LEADERSHIP TEAM



JAMES PURTELL

Managing Director



LIZZIE RITCHIE

Associate Director



JASON PRETORIUS

Practice Manager -
Technology & Projects



AMY COLTON

Practice Manager -
Permanent Corporate
Support



JADE KYTIC

People & Culture
Manager



WEIMING PAN

Finance Manager



TAHLIA MCRAE

Marketing Manager



JEN MILLER

Operations & Marketing
Manager

WELCOME TO CP!



It's an exciting time for Cox Purtell as we continue to grow, we strive to remain as adaptable, motivated, and responsive to our new employees as we are to our clients and candidates.

We pride ourselves on being client-focused, authentic, and open to new ideas. We're glad to have you on board!

We're continuously transforming the way we operate to improve our ability to innovate, expand, and make our clients' and candidates' lives better.

Our employees have continued to meet the challenges of our field and to excel despite setbacks. We are very proud of where we are today and excited about where we are headed.

Before we finish, we'd just like you to know that you, as part of our team, are our most important and greatest asset. We could not accomplish what we do every day without our employees.

I'm very pleased to welcome you to Cox Purtell and look forward to working with you.



YOUR FIRST DAY WILL BE FAIRLY SLOW...

A massive welcome to the Cox Purtell family.

Your first day will start with a walk-around the office and meeting the team (don't worry about remembering their names!).

Then, your Team Manager will shout you a coffee before you commence induction with HR!





YOUR FIRST WEEK

ASK THOSE QUESTIONS!

You will deep dive into our systems and processes with your team & HR through several induction sessions.

You will also learn all about what we do best, providing unparalleled candidate and client experience.

You have the capability to learn as much as you can so please do not hold your questions back!





YOUR FIRST MONTH

WE ARE SO PROUD

This is the beginning of something wonderful, you are evolving to be a trusted partner to your colleagues, clients and candidates.

By the end of your first month, you'll be ready to dive in head first. You will have learned a lot from us and we will have learned a lot from you.



TOOLS OF THE TRADE

We want you to achieve and have many tools in place to make sure you are set up for success from day one!

The beauty of working for Cox Purtell, we collaborate, listen and are open to new ideas.

In fact, we encourage it! If you have a suggestion, an idea or a thought to improve our ways of working, then voice them – we would LOVE to hear them.





TOOLS OF THE TRADE

MICROSOFT
SUITE

VINCERE

LINKEDIN

INDEED

WORKPRO

SEEK

DIALPAD

ONEUP

EMPLOYMENT
HERO

REFEROO

XERO

RECRUITER
INSIDER

ASTUTE
PAYTOLL

YOUR GROWTH AT COX PURTELL

WE ARE YOUR ADVOCATES

We reward hard work and achievement and want you to succeed through internal growth, promotions and development.

We offer your own personalised professional development plan and an annual review that helps you achieve your goals as a recruiter.

We understand that great recruiters don't necessarily make great leaders, therefore we have a career pathway and development framework that offers you the flexibility to follow a career journey that suits your strengths and ambitions.

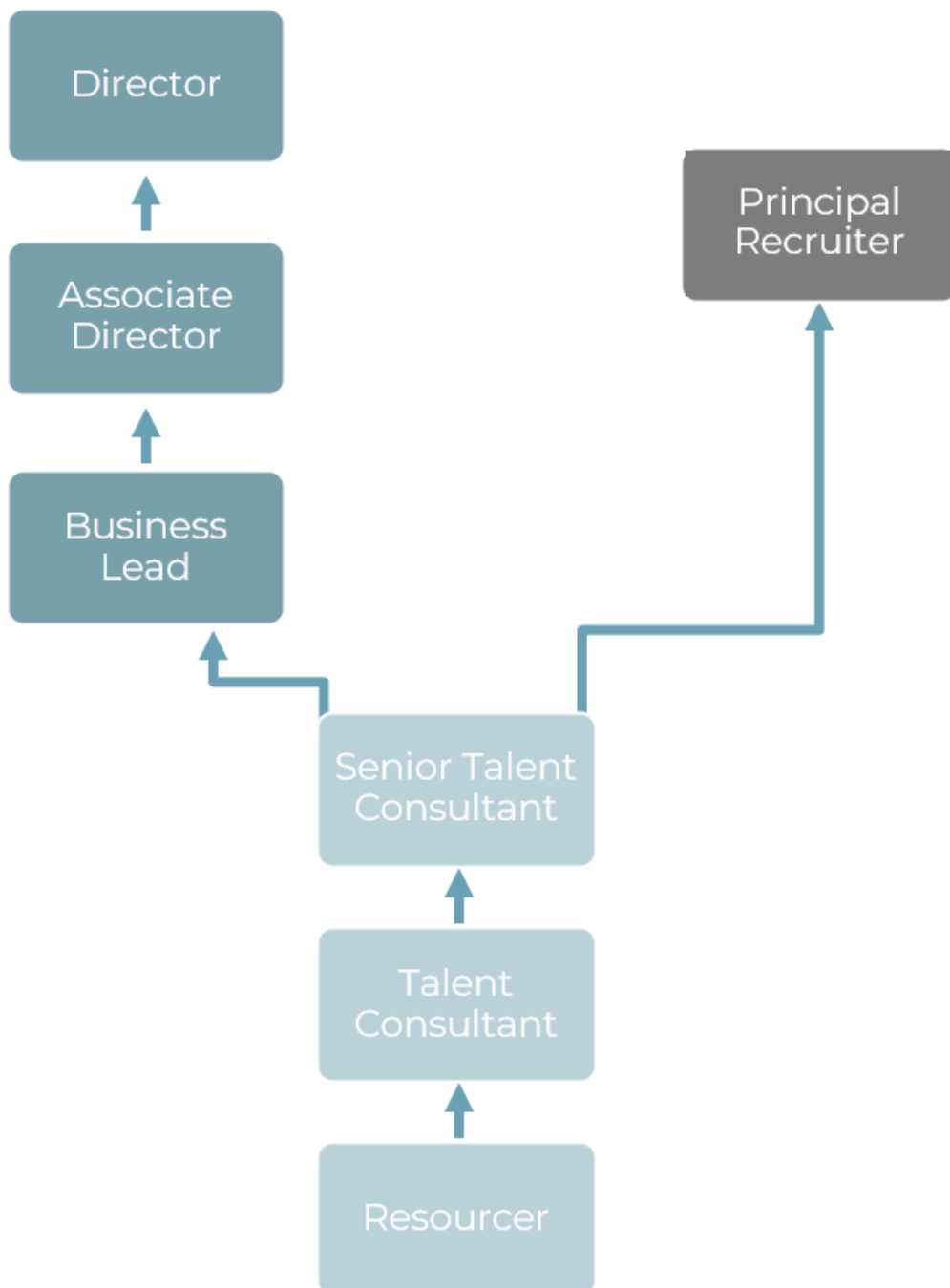
We want you to succeed. We want you invested in your future with Cox Purtell and want to empower you with the knowledge and skills to reach your full potential. You can expect the best in training made up of a combination of in-house learning and development (from high performing recruiters and coaches) as well as our exceptional external training partners.

- Ross Clennett
- Sophie Robertson
- Greg Savage
- RCSA
- High Performance Coaching
- Advanced Recruiter Programs
- "Rookie" Recruiter Programs
- Non-recruitment specific training

PATHWAYS TO SUCCESS

DIRECTOR PEOPLE /
LEADERSHIP STREAM

INDIVIDUAL
CONTRIBUTOR STREAM



**ACQUIRING THE
RIGHT TALENT IS THE
MOST IMPORTANT
KEY TO GROWTH.**

**HIRING WAS - AND
STILL IS - THE MOST
IMPORTANT THING.”**

MARC BENIOFF



SYDNEY

www.coxpurtell.com.au