



# TRIBE CULTURE CHANGE

Want to work  
for a business  
that makes a  
difference?

# Tribe Culture Change

Formed from a merger in 2016, Tribe has become a dynamic force for change within industry. We have the entrepreneurial ethos of a startup, yet retain 25 years of previous experience in helping organisations successfully engage and enable their people - saving lives, making better products and improving health and wellbeing at work and beyond.

Our difference is the unique way we support our clients to drive a sustainable change in their organisational culture. We work in traditional industries across the globe but apply cutting edge techniques to create an approach that's innovative, boundary shifting, and makes a real difference to organisations and their people.

**To create our approach we have put together a unique combination of art and science to support our clients to:**

- Help them discover the reality of the present culture with insightful analysis using the latest research software and expertise from our experienced consultants and psychologists
- Develop effective strategy to drive momentum for the long-term with the support our commercial and programme management teams
- Motivate people with compelling and inspiring communications, delivered through innovative media such as VR and AR by our dynamic creative teams
- We drive momentum for continuous improvement through a combination of the latest technology and powerful psychology delivered by our highly engaging coaches and training teams.





## Why join our Tribe?

Like all great companies, we strive to hire the best and we value integrity, respect, inclusion and collaboration. We have an inspiring and ambitious business plan to grow the business and allow us to make more of a difference to more people, every day. Do you want to be part of this journey?

As humans we naturally gravitate to groups where we feel mutually accepted and supported, and where we have each other's backs. Belonging to a Tribe is a powerful and supportive place - that's what we strive to offer our people and our clients.

Our purpose unites and drives us - it is to 'Make a difference globally, through a unique combination of art and science, to create cultures of together'. We are enormously proud that because of the work we do with our clients, lives have been saved, incidents minimised and workplaces have become healthier, happier and more productive.

Above all else, it is essential that we have the right people, with the right mix of skills and expertise to make the magic happen. Because, when highly capable people work together in a collaborative context, they inspire each other to be more creative, more productive and ultimately more successful as a team than they would be as a collection of individuals.

We value every individual for the skills and passion they bring to our experienced team of culture change makers, including account directors, actors, accountants, administrators, content creators, consultants, trainers, designers, developers, facilitators, film makers, marketeers, presenters, project managers, psychologists and scriptwriters.



We work together in stimulating, creative and collaborative teams brought together for each client project

**We have ambitious shared goals:**

- to learn the most
- perform our best
- improve the fastest
- and have the most fun.

We expect you to perform at your best and meet the targets we set with you. We believe that you will only truly succeed if you are also achieving your best in your life outside of work too. That is why we give you the freedom to design a workstyle that fits your lifestyle - we offer flexible working options, so you can create the perfect combination of working from home, online and face to face collaboration at our HQs in Blackpool and Gerrards Cross, Greater London.

**OUR VALUES**

These are our values; the specific behaviours and skills we care about most. The more these values sound like you, and describe people you want to work with, the more likely you will thrive at Tribe.

**TRUST**

We treat each other fairly  
We have each other's backs

**EMPATHY**

We are good listeners  
We ask 'how are you' and care about the answer

**PASSION**

We know that everything we do makes a difference  
We're solutions focused and radiate positivity

**EXCELLENCE**

Good enough is never enough  
We invite and welcome feedback to improve

**ENGAGEMENT**

We are friendly and approachable  
We appreciate the efforts of everyone in the team.





## Our clients

### Aerospace

BAE Systems  
Bristol Airport  
Gatwick Airport  
Honeywell  
London Luton Airport  
MAG  
Senior PLC

### Construction

Balfour Beatty  
Cala Homes  
Cobra Cable  
Kier Group  
Kingerlee  
Morgan Sindall  
Saint Gobain  
Sir Robert McAlpine  
TenneT  
Tideway  
VolkerStevin  
Willmott Dixon

### Energy / Utilities

Air Products  
British Energy  
British Gas  
Cadent Gas  
Dwr Cymru Welsh Water  
Fugro  
GE Grid Solutions  
London Array  
Marafiq

National Grid  
ORE Catapult  
RWE Energy  
Saudi Aramco  
Statkraft  
Triton Knoll

### Engineering / Logistics

JLL  
Keolis  
Lloyds Register  
Raben Group

### Food and Drink

2 Sisters Food  
British Sugar  
Dairy Crest  
Finsbury Food Group  
Greggs  
Guinness  
Mondelez  
Nature's Way  
Princes  
Sodexo  
Westmill Foods

### Manufacturing

Arlanxeo  
Asian Paints  
BPI Polythene  
British Gypsum  
Henkel  
Hero MotoCorp

Imperial Tobacco  
Morgan Advanced  
Rolls Royce  
Sonoco  
Spie  
Tetra Pak  
Unilever

### Pharmaceuticals

Astra Zeneca  
Ipsen  
Shire

### Rail

Arriva Trains  
Bombardier  
Siemens

### Retail / Public Services

Biffa  
Canal and River Trust  
Carnival UK  
Connexus  
Ferguson  
Highways England  
Holland America Group  
Mears Group  
NHS  
News UK  
Port of London Authority  
Primark  
South Lakeland  
District Council

Sovereign Housing  
Association  
Tesco  
University of Surrey  
Walsall Housing Group  
Wolseley UK

### Technology

Amazon  
BT  
Enva  
Nokia  
Openreach  
Telent  
Uber

