



WR
Partners
Protecting your future.

Culture Code



“My number one priority is our company culture. My belief is that if we get our culture right, then we will achieve our ultimate goal of building a strong, sustainable and relevant business which is also a great place to work.

Our culture is what makes people want to come into work every day and gives them the best chance of being their very best.”

Helen Spencer




Our Story

We are a leading firm of Accountants, Business Advisors and Tax Specialists.


We have been helping businesses for over 120 years and can trace our roots as far back as 1899. The company as we know it today came into being following the joining of a number of local firms.



We are immensely proud of our heritage, and the legacy which this carries, and we feel that our long and storied history is testament to the fact that we do business in the right way....



We want to hold true to our history, but we believe it's time to move beyond the role of a traditional accountancy firm by embracing new technologies and pushing towards more advisory services.

An aerial photograph of a winding river flowing through a lush green landscape. The river curves from the top left towards the bottom right. The surrounding land is covered in dense green vegetation, likely crops, with some distinct rows visible. In the lower right quadrant, there is a large field of bright yellow rapeseed flowers. The image is partially overlaid by a large, semi-transparent pink triangle on the left side, which contains the text.

“The best way
to predict the future
is to create it.”

Our Ambition

Our vision is to be the 'go-to' strategic partners for accountancy solutions and professional advice, regionally and beyond.

We embrace technology and seek to remain on the cutting edge of innovation.



The Evolution of Business

"Here; I was trying to show how we as a business have changed from the old ways of paper files and inefficient systems to embracing new technology. It also portrays teamwork and happy staff in a nice modern environment. The dinosaur section is there to emphasise, in each layer, how the world of business and us as a firm is changing. The data links show how everything is connected and how we can be connected globally to our clients from The Cloud."



Josh Williams

Winner of WR Partners
Art Competition




Our Mission

We maximise the profit and wealth of our clients.

Our Core Values

Our values define who we are as an organisation and we truly believe that they set us apart. They are the behaviours and skills that are valued in our employees.

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1. Drive For Success

We believe in being entrepreneurial, so we think like business owners in order to drive business success.

“We have regular catch-ups with our Managers where we all agree our accountabilities and targets for the year. This helps to keep us all focused on the bigger picture and to keep us motivated towards building a successful future.”

Heather Corbett



Our Future

“People want direction on where they are going, not micro directions on how to get there.”

Simon Sinek



We believe:

Smart well motivated people

+ Clear compelling vision

= Sustainable and sizable
business growth

We share:

- WR Roadmap: our 12 month goals
- Our 90 day plan
- Progress against business & team priorities via regular briefings

We have recently been awarded the Best Companies 'One to Watch' status recognising good levels of employee engagement.

Best Companies have been producing the accreditation standard since 2006 to acknowledge excellence in the workplace.



2. Do What You Say

We believe in integrity because doing what you say ensures trust and honesty.



Achieving Results

What matters most is the results.

We are success focused and motivated to achieve optimum results for our clients and each other.


Ask yourself...

Am I having a positive impact?

Results matter more
than the number of
hours we work.



Our measures that matter include:

- **Clients** Client advocacy
 - **People** Employee engagement. Retention
 - **Financial** Fee income. Profitability
 - **Operations** Client delivery times. Quality. Efficiency.
- 

“The audit whiteboard is a great visual way for us to work together as a team. It makes everyone aware of upcoming deadlines, urgent unallocated tasks and, more recently, billing progress ahead of the financial year end.”

Bethan Thomas



3. Be Flexible and Courageous


We believe in agility, so we can innovate and embrace change.

Embrace Change

“The secret of change is to focus all of your energy not on fighting the old but on building the new.”



We embrace change by:

- Communicating our 90 day plan to include “why”
 - Regular change roadshows to build resilience
 - Ongoing support from Partners and Manager
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We Innovate


To build something great, we
will have to challenge ourselves.

Nothing worth doing is easy.

Technology is shaping our industry and we are embracing the opportunities that this will create.

The wealth of financial data now at our fingertips has transformed our business and is of enormous benefit to our clients.

We encourage innovation by:


- Setting big, ambitious goals
 - Raising the bar in our expectations of our teams and each other
 - Encouraging your ideas and feedback
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Pushing Progression

“I can accept failure;
everyone fails at
something. But I
can't accept not
trying.”

Michael Jordan



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We recognise that to encourage innovation we want our teams to believe that failure is acceptable and not to be feared. The key is to recognise it fast, pick yourself up and learn from it.

4. Own It

We believe in accountability to ensure we take personal and collective responsibility for delivery.

“Leadership is about taking your team on a journey because they want to come, rather than because they have to”

Paul Brown




Leadership

“If your actions inspire others to dream more, learn more, do more and become more you are a leader.”

John Quincy Adams







Leadership is not a job title and everyone is encouraged to lead by enabling others to contribute at their best.

Our leadership commitment defines great leadership:

- We will speak the truth always with positive intent
- We will be open to challenge and respect your opinions
- We will recognise your contribution and say thank you
- We will play to everyone's strengths
- We are here to enable and empower you

- 
- We see failure as an opportunity to learn
 - We need you to tell us when we are in the way
 - We want you to have fun at work
 - We will help you achieve your full potential
 - We will always listen

You have the opportunity to feedback on our leadership effectiveness via:


- 1:1s with your manager
 - Best Companies
 - 360 feedback
- 

Enabling Great Performance

“If you don’t back it up with performance and hard work, talking doesn’t mean a thing.”


Michael Jordan





Great performance is never luck. We believe it takes a lot of focus, heart and hard work. We ensure everyone understands how their individual performance contributes to the overall success of the business.

We enable great performance by:

- Clear accountability profiles
 - 1:1s with your manager
 - Individual 90 day goals
 - Coaching, mentoring and appropriate development
- 

5. Be Understood

We believe in communicating clearly because clarity and openness ensure understanding.


“As a team, we make sure we always communicate. If anyone needs help we make sure to find the time for one another.”

Adam Williams



Sharing Company Information


We are open and transparent with company information so you have the context to make great decisions.

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We believe that power is gained by sharing knowledge, not hoarding it.

Transparency is not democracy, it is about being open, with everyone having a voice, not making decision by consensus.

How we share information:

- Firm wide communication events
 - Quarterly managing partner breakfast briefings
 - Monthly team meetings
 - Business updates
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"I believe my Manager talks openly with us, we are always asked for our opinion on updates during team meetings."

Harriet Maddox





Providing Feedback

Feedback is essential for growth and improvement.


We value giving and accepting direct, honest and timely feedback in a way that's thoughtful, productive and solution focused.

“The trouble with most of us is that we would rather be ruined by praise than saved by criticism.”

Norman Vincent Peale



Feedback will be real time in:

- 1:1s with your Manager
 - Annual performance reviews
 - Assignment feedback
 - Client and company meetings
- 

“I feel my manager is very approachable. We have regular feedback that is given in a relaxed, friendly environment.”

George Thomas



6. No Excuses

We believe in excellence, no excuses just strive to get better and be the best we can be.

“We have regular team updates on deadlines and status of where jobs are at ahead of deadlines. We get regular updates on work in progress and fees and where our team are in terms of performance.”

Tom Davies




Achieving Excellence

“Excellence is the gradual result of always striving to do better.”

Pat Riley





We believe that excellence and continuous improvement are intrinsically linked. It is created through practice and discipline. We strive to get better in everything we do.

7. Solve The Problems

We believe in being solution focused because a can do attitude achieves results.

“We utilise the expertise within our team to find results and solutions for all our client’s business plans.”

**Charlie Thompson
and Emma Williams**




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Protecting Your Future

We work collaboratively with our clients to provide tailored solutions that generate profit and protect wealth.

We are driven by the burning desire to help our clients, as their trusted advisor and elevate their business success, now and in the future.



When presented with a challenge,
we suggest possible solutions and
ask clarifying questions to make sure
we are solving the underlying issue.

Facing Challenging Problems

You are encouraged to solve the right problems, not just the ones in front of you.



8. Do It Together

We believe in teamwork because we are stronger together.

"I encourage my team to help other teams whenever we have capacity, after all, we are one great team. It is important we help one another and share resource whenever needed and possible. This enables the team to provide the best client service and provides the individuals with more opportunities to develop their skills and expand their knowledge."

Graham Worton



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Teamwork

The more great people we have, the more we can accomplish, so we assist and support each other. We will only be successful if we work together.

“Personal agendas” or “sink or swim” behaviour is rare and not tolerated.



"Teamwork is used by everyone, everyday in our office, I don't think we would function without it.

I'm proud of our ability to work together to adapt to any challenges."


Holly Bayliss





We encourage teamwork via:

- Team 'rules' which respect our core values
- Team meetings
- Regular social events
- Cross team projects



“We all understand the value of teamwork, striving to get the best from each other.”

Tracey Hayward



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We work collaboratively with our clients and know how valuable it can be for clients to build long lasting, trusting relationships.

By working alongside them we aim to grow great businesses together.





We work collaboratively with our clients by:

- Taking the time to understand their issues and seeking out solutions
- Helping them achieve their goals

9. Be Fair and Inclusive

We believe in mutual respect because we value everyone's contribution and want to be treated fairly.

“There is a great culture in the firm. They invest time and listen to you. A wide range of opportunities are provided for progression or to explore new areas and there is flexibility to allow you to learn new things, develop and grow.”

Jane Rasquinha





We Care

“People don’t care how much you know until they know how much you care.”

Theodore Roosevelt

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We truly care about people. This is woven into our fabric as a business.

We seek to help our staff and clients alike thrive and build better futures.

Reward and Recognise

We want to see reward and recognition aligned with individual and business performance.


Our current reward package includes:

- Financial reward
 - Benefits
 - Learning and Development
 - Quality of our working environment
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Learning and Development


“Give a man a fish and
you feed him for a day.
Teach a man to fish and
you feed him for a lifetime.”



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We wholeheartedly believe in our people. We champion their ability and invest in their personal and professional development. We encourage that we all “play to our strengths”.

Development activity includes:

- Professional study
 - Ongoing CPD
 - Leadership and management programmes
 - Aspiring talent programme
 - Coaching and mentoring
- 



Promotions

Promotions happen with a shift in responsibility and as soon as an employee deserves it. We do not wait for a certain time of year.

10. Create The Buzz

We believe in enjoyment to ensure we have enthusiasm and create a real buzz.

“Together we always encourage a friendly and upbeat atmosphere throughout the whole organisation, we value taking time for everyone.”

Sharon Foster



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Wellbeing

We want you to use your time wisely. Work hard while you're at work and live when you're not.

If you aren't your best self you won't do your best work, so we want you to prioritise your own wellbeing.



How we encourage wellbeing:

- Flexi time
- 7pm – 7am email curfew
- Regular mental and physical health update
- Medicash

We embrace our position of responsibility within the wider business community.



Examples of how we give back include:


- Company sponsorships
- Fundraising events
- Client education events
- Careers fairs
- Work experience





We recognise that our culture is not right for everyone.

We are attempting to build a great company, not an average company, and this will lead us to do some things differently.

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**We want you to join us
on our journey.**

We are moving the accountancy profession forwards. If you are looking to work for a progressive, caring, results driven team of expert advisors then WR Partners is the firm for you.



Accountants and Business Advisors

wrpartners.com

