

THE PLAY BOOK

LET'S BE FUN

AND FEARLESS

TOGETHER

Dear Colourworkers

As we embark on a new chapter in our journey, I am excited to share our renewed vision for the future. At the heart of this vision is a commitment to fostering a workplace where every individual is engaged, empowered, and encouraged to excel.

We recognise that our people are our greatest asset, and our success is intricately linked to their well-being and professional growth. Our new vision strongly emphasises being people-centric—creating an environment where each team member feels valued and supported.

As we proceed on this journey together, let our shared values and commitment to excellence guide us. Together, we will build a workplace that meets the highest customer service standards and nurtures the potential within each of you.



Nick Welsh

People & Culture Leader

My commitment to you as a leader is to...

ENGAGE

An engaged workforce is a productive one. I will actively seek your input, listen to your ideas, and provide opportunities for collaboration. Your engagement is crucial to our collective success.

EMPOWER

I am dedicated to empowering you to take ownership of your roles and responsibilities. We aim to equip you with the tools needed to excel and innovate through training, mentorship, and a supportive culture.

ENCOURAGE

Every achievement, big or small, deserves recognition. We will foster a culture of encouragement, celebrating individual and team accomplishments. Your dedication and hard work will be acknowledged and celebrated.

Thank you for being an integral part of Colourworks. Our success is a testament to your dedication and talent.



Our playbook reflects who we are and what we value.

Our Playbook is our daily guide to being a part of the Colourworks community. It helps us understand what's expected of us and what to watch out for so we can live up to our commitment.

TO DO IT BETTER

The Code isn't just a list of rules and regulations—it's based on our shared values. That's why we rely on everyone to follow it and make decisions that keep people's trust. We expect the same from our business partners, and we recognise our responsibility to communicate our high standards of integrity to them.

The Code is a great resource, but it will only cover some situations you face at work. So you can use your judgment and ask for help if you need help figuring out what to do.



How to use our playbook.

Stop and think...

- > DOES IT REFLECT OUR VALUES?
- > DOES IT HELP COWORKERS AND COLOURWORKS?
- > HOW WOULD I FEEL IF EVERYONE KNEW?

If you can say “yes” to all of these questions, you may be safe to move forward.

A “no” or “not sure” to any of them, on the other hand, should cause you to stop and reconsider.

Asking for help is always appropriate – in any situation, under any circumstances.



Our purpose.

We encourage every employee to reflect on one question...

How can I 'do it better'?



Using radical candour



Searching for best practice



Acting above the line



How does colourworks 'Do it Better'?

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to do it better

we are one team

we respect
and support
each other



we communicate

we do this directly
with empathy &
understanding

we get it done

we care
about our
team, our
clients and
our business



we have fun

we are
professional,
but don't take
ourselves too
seriously





We are all leaders.

We emphasise the importance of leadership qualities and behaviours not being limited to individuals with formal supervisory titles but rather encourage everyone to exhibit leadership qualities and contribute to the success of Colourworks.

This is achieved by:

- INCREASING TECHNICAL KNOWLEDGE
- DEVELOP PERSONAL SKILLS
- GOING THE EXTRA MILE

We challenge you to make your next interaction with a client, better than the last... **DO IT BETTER.**

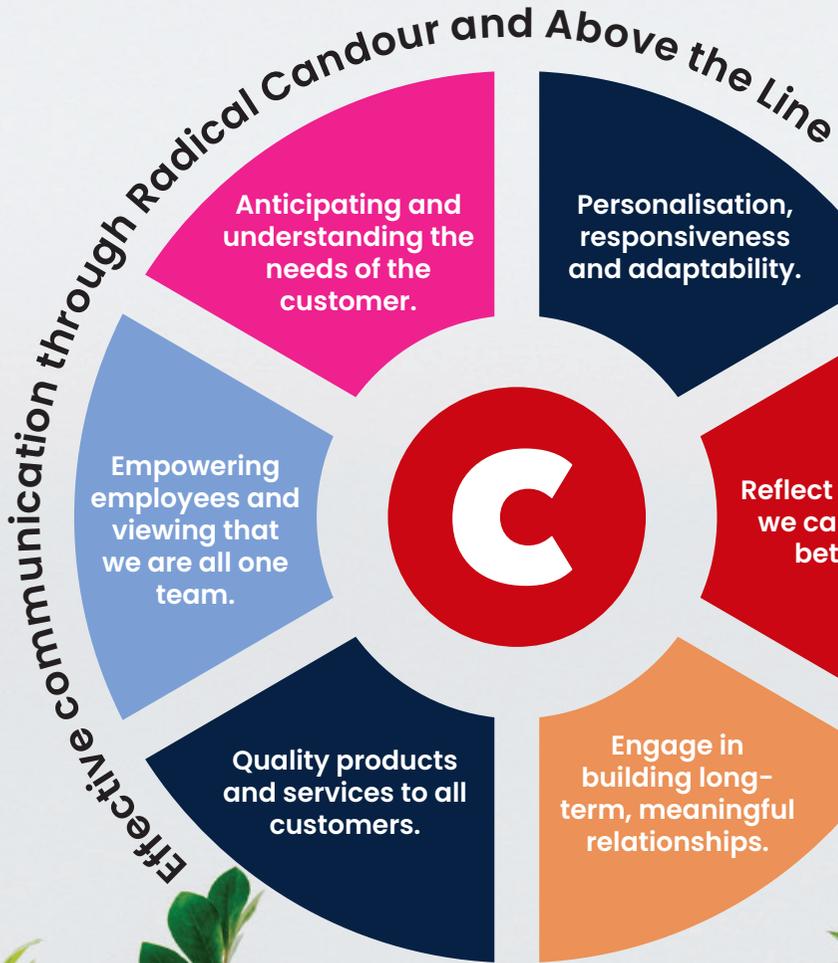


Prioritising customer centric engagement.

At Colourworks, every team member champions the essential principle of customer-centric engagement.

Our commitment is to evaluate the needs and satisfaction of our clients as the primary focus of our business, ensuring that each interaction reflects our dedication to superior customer service.





Effective communication.

Every employee of Colourworks is committed to a customer-centric relationship, which is a crucial value of Colourworks. This commitment reflects our dedication to prioritising the needs and satisfaction of our customers.



Our key goals.

> PRIORITISING CUSTOMER SATISFACTION

We achieve this by recognising that we are all **customers** and put genuine value in building relationships.

> FOCUSING ON PEOPLE FIRST

We achieve this by genuinely **valuing** people - both whom we serve and who we employ.

> A LEADER IN EVERY REGION

We achieve this by focusing on our people, building **meaningful** relationships with every customer.



Our commitment to you.



ENGAGE



Forming a genuine connection through relationship building.



ENCOURAGE



Developing knowledge and skill by providing you with resources and support.



EMPOWER



By giving you the freedom to complete your job as you choose.



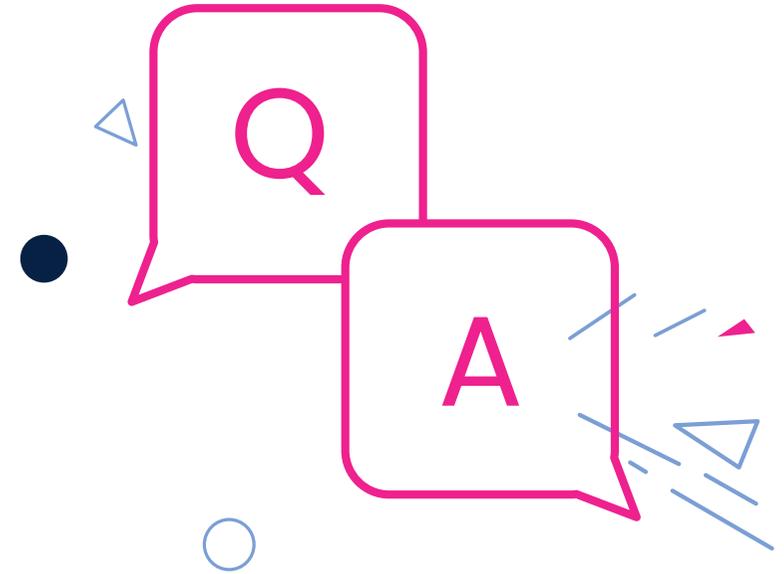
Our reputation is in your hands.

Colourworks is a community, and we all have a role in creating a positive and inclusive workplace.

We ask that everyone:

- **Think about our values in their daily interactions and make sure actions reflect those values.**
- **Speak up if they see something wrong.**
- **Lead by example, especially if they manage people.**

Colourworks will always welcome feedback regarding misconduct.



What should I do?

Q – I am unsure, but I suspect my coworker is violating our Code. What should I do?

A – If you suspect something, say something. Reporting in 'good faith' means you are adhering to our Values and our Name. We believe that it is better to raise a potential issue than risk it causing harm.



We promote a culture of respect.



We are successful because of YOU. We are one team, but we represent diverse ideas, experiences and backgrounds.

We celebrate one another's contributions and believe everyone should have an equal opportunity to succeed – essential in creating our People Centric workplace.

Do your part by promoting an inclusive, diverse and respectful environment and appreciate the strengths and talents of your coworkers.





Continuous improvement.

We encourage all employees to strive for continuous improvement. Continuous improvement is the systematic and ongoing approach to enhance and refine every task and process. This is achieved by making gradual and consistent changes to achieve better results, greater efficiency, higher quality and overall excellence over time.

VALUE

Each of us adds value by serving each other through knowledge and making a difference by... **DOING IT BETTER.**



Celebrate what makes us different.

Treat others as you would like to be treated.

- Celebrate our differences. Listen and be open to different points of view.
- Speak up if you witness or suspect discrimination or harassment.
- We encourage a work environment free of harassment, bullying, and abusive behaviour, whether physical, verbal, or visual.

You can express your concerns knowing that Colourworks will always welcome feedback regarding misconduct.



What should I do?

Q – I suspect a coworker has a drinking problem, and I am concerned about them. What should I do?

A- Never ignore your concerns and never compromise on your or their safety. Speak up and reach out to your manager or the HR department to give Colourworks the opportunity to direct them to our employee assistance program.

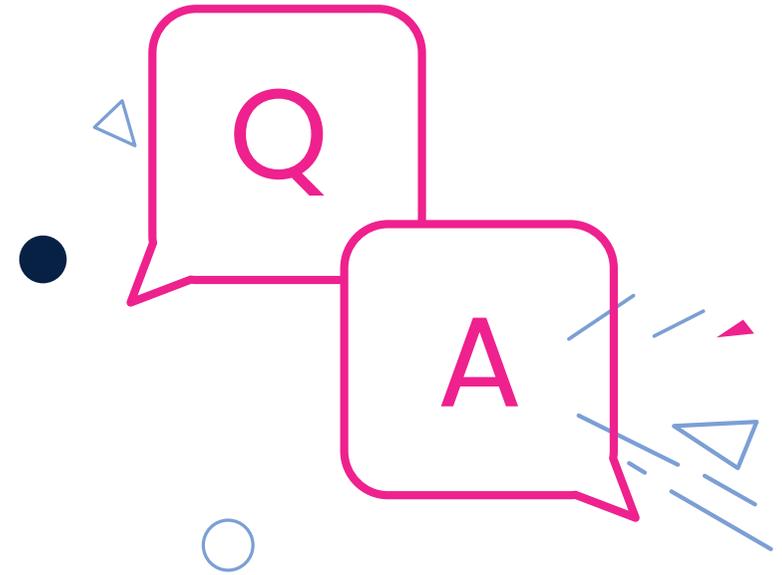


We promote a safe workplace culture.

We look out for one another.

We adhere to our safety standards and cultivate a safe culture because our employees are our most valuable asset.

Regardless of function, title, or responsibility, every employee is empowered to take quick action for people's safety. Act if you see a situation that could endanger others, and endeavour to always keep yourself and your coworkers safe in all places.



What should I do?

Q – One of our customers is making insulting comments whilst we are on site. Should I say something?

A- Yes. We empower people to use radical candour. The person may have yet to realise that the comments are not being received as intended. If, however, it continues, Colourworks does not tolerate any form of harassment, so speak up to your manager or the HR department.



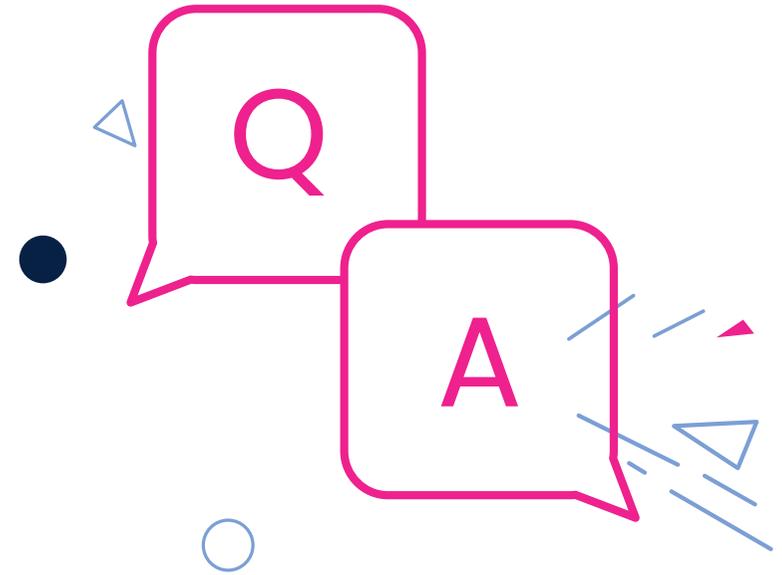
We're all customers.

Through our daily interactions, we are, at some point, a customer of someone.

It may be your coworker or a client, but we need to drive the expectation that we treat all customers equally.

When talking with the customer, we would like you to ask, am I acting in a Colourworks way? Are my actions contributing to Colourworks being the number 1 in all regions?

And once the interaction has been completed, we want you to ask yourself, how can I do it better?



What should I do?

Q: *What should I do if a coworker asks for help, but I'm overwhelmed with my own workload? Can I tell them I can't help them right now?*

A: Yes, but it is essential to handle the situation thoughtfully and with above-the-line communication. We encourage you to help your coworkers where feasible, but setting boundaries and managing your workload is crucial for your own productivity and mental well-being. It's important to balance helping others and managing your responsibilities effectively.



How do we be the best?

Every employee has a direct connection to making Colourworks the best, and we will achieve this by working together.

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Together, we can create a workplace where everyone can thrive and Colourworks is an employer of choice.



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