

PLATFORM

*First we established the creative platform for their global rebrand...



The great ones don't need to tell you how great they are.

No one's ever written the future by living in the past.

It's why we're shaping a legacy that pays it forward instead.

Empowering everyone with the freedom to move comfortably.

To move together.

Because the truth is, the world's a wild place these days.

And the goal shouldn't be to make it through,
it should be to make a difference.

If 200 years of shoemaking has taught us anything,
it's that unless you're keeping up,
you're going to get left behind.

You have to originate, not imitate.

You have to behave courageously.

Act responsibly.

You have to stay true to your roots while staying true to tomorrow.

Because the world's going to keep moving.

And the future will be brighter if we stay out in front of it...

Clarks®

**FOR THE
WORLD
AHEAD.**

*Then we reimagined it for internal audiences
who needed to feel ownership, too.

Clarks. *MOVE* THE WORLD AHEAD.

If we've learned anything over the past 200 years, it's that confidence, comfort and creativity are the common threads in our iconic footwear and the people who wear them.

They say your past is only as powerful as your future.

And while our track record gives us the credibility to behave courageously, it's the work we do today that will create a more comfortable, inclusive tomorrow.

We're proud of the team we continue to build, and the shoes we continue to innovate.

Proud of the freethinkers, mountain-movers, lovers, protectors, agents of better, and everyone dedicated to our mission.

And with every small step we take together, we build momentum so that when we pause to glance in the rearview, we see a movement already underway.

So we ask...how will you
MOVE THE WORLD AHEAD.

HR/PEOPLE COMMS

PPT/SLIDES TEMPLATES

Clarks_FTWA_Template

Search in Presentation

Share

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Subhead of presentation goes here

INSERT IMAGE HERE

Clarks.
MOVE THE WORLD AHEAD.

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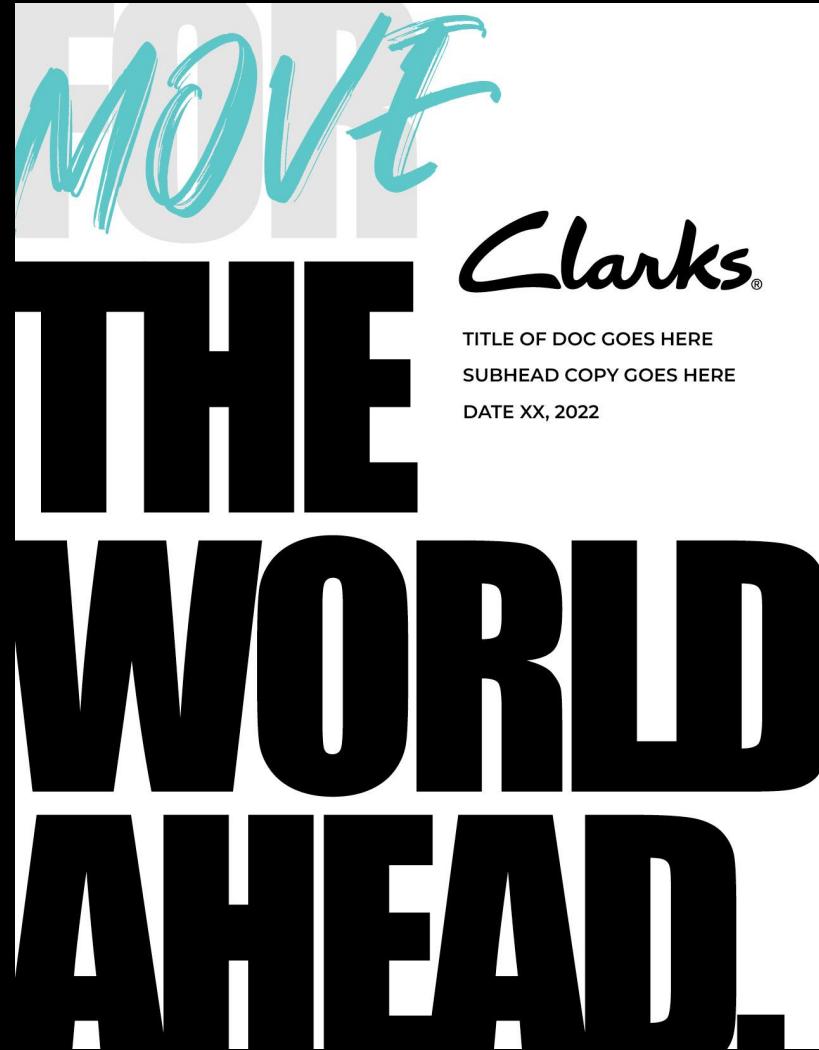
WELCOME TO CLARKS

New Hire Orientation

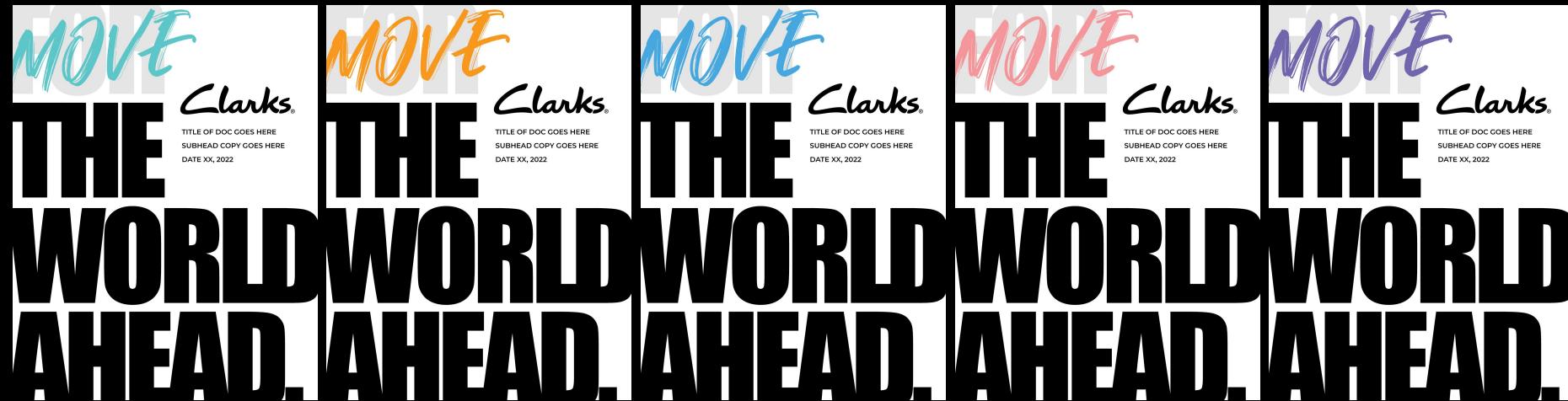


Clarks.
MOVE THE WORLD AHEAD.

BOOKLET COVERS



HR BOOKLET COVERS | GRAPHIC SUITE



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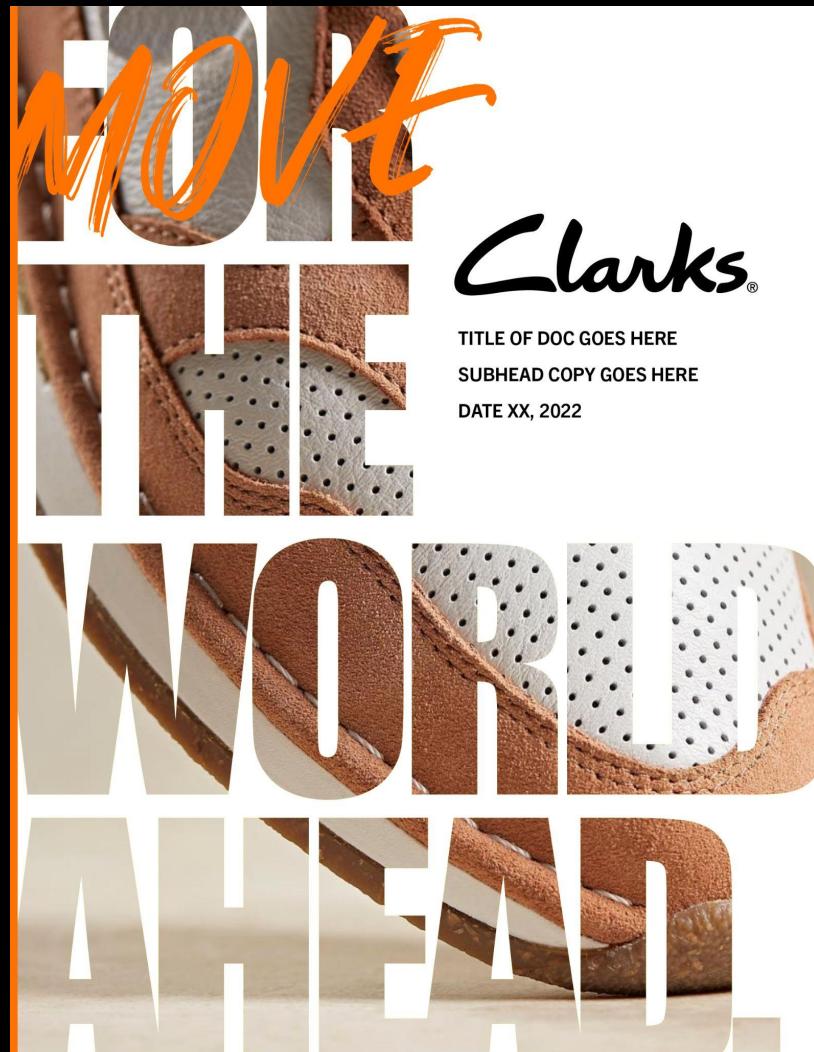
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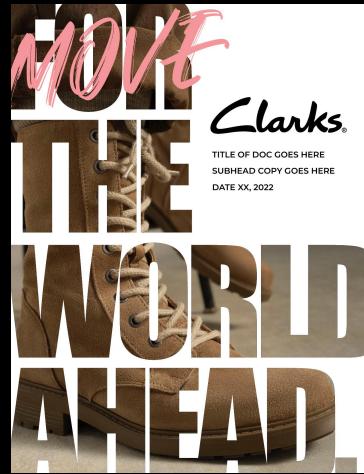
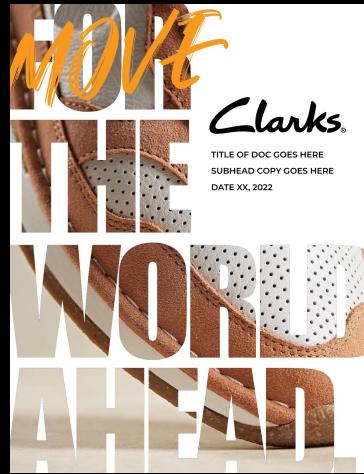
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HR BOOKLET COVERS



HR BOOKLET COVERS



ONBOARDING MATERIALS

PREBOARDING INFOGRAPHIC

WELCOME TO CLARKS

First, thank you for being part of the Clarks team. We want to do everything we can to help you find success here, and in how you help shape the world. Here are some of the things you can expect during your first day. See ya soon!

DAY 1

Just like getting brand new pair of shoes the first day with any new company is exciting and can feel a little strange. Don't worry we've all been there before and we will help you settle in quickly.

Your manager or someone from your team will be there to meet you when you arrive and show you around. Most first days involve getting set up with IT equipment, finishing off any final new joiner paperwork and meeting a whole host of new people – and doing your best to remember their names.

Your Onboarding will also be discussed early on which will include learning about your role, building your understanding of the Clarks Business and Heritage.

Your Onboarding will combine some things already in place for you and the chance to personalise your experience to fit your own needs. Here are some examples of what will feature in your Onboarding...

Clarks.
MOVE THE WORLD AHEAD.



ON-BOARDING CHECKLIST FOR HIRING MANAGERS

DATE XX, 2023

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Clarks.

MOVE THE WORLD AHEAD.

EMPLOYEE SHOE DISCOUNT

EMPLOYEE SHOE DISCOUNT



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Clarks®

MOVE THE WORLD AHEAD.

BENEFITS AT A GLANCE DOC



Our success depends on our people's ability to be healthy and happy. By ensuring that each individual voice is heard, we're fostering an environment that is as respectful as it is rewarding. And a big part of that is giving our employees benefits and perks to live well outside of their career. Take a look at what we have to offer.

HEALTH BENEFITS

Clarks is committed to supporting the health and well-being of all our employees and their families by offering a diverse range of options carefully designed with you in mind. Our benefits are a reflection of our culture that provides our people with the tools and knowledge to succeed in their personal and professional choices. We hope that you will be a part of the future of Clarks and our continued growth for years to come so we are committed to investing in your health, well-being and financial future now.

Medical and Prescription Drug

Clarks offers three medical plan options through Blue Cross Blue Shield. All three plans provide comprehensive medical and prescription drug coverage and cover in-network preventive care at 100%.

	HMO/HWHSA	EPO	PPO PLUS
Cost Per Paycheck	\$	\$\$	\$\$\$
Cost When Receiving Care	\$\$\$	\$\$	\$
Tax-Advantaged Accounts	Clarks automatically contributes to your Health Savings Account (HSA) annually. You can also contribute up to the IRS limit for eligible health care expenses.		
These accounts allow you to save tax-free for eligible expenses to help your benefits dollars go further.			

Dental

Dental coverage is offered through Guardian and covers a range of services. From routine cleanings to oral surgery, Guardian has you covered.

Vision

Clarks offers vision coverage through VSP. This plan covers eye exams, eyeglasses, contact lenses, and more for you and your eligible dependents.

Voluntary Benefits

You can purchase supplemental insurance such as critical illness, accident and hospital indemnity to help protect you from out-of-pocket expenses not covered by your primary medical plan.

INCOME PROTECTION

Clarks understands how important it is to prepare for a financially-secure future. That's why we offer financial benefits that help you make the most of your money and prepare for the unexpected.

Life, Accident and Disability Insurance

Clarks is proud to provide Basic Life, Accidental Death & Dismemberment and Disability Insurance — at no cost to you.

Benefit	Coverage
Basic Life Insurance	Full term: 1x annual base salary

You also have the option to purchase additional life insurance for yourself and your eligible dependents. Evidence of insurability may be required.

401(k)

When you set aside money for your retirement, the company does, too. Clarks will match your deferral at 100% up to 5%. The Clark matching contribution will be immediately 100% vested. Both traditional pre-tax and Roth after-tax options are offered.

REFRESH & RELAX

Clarks recognizes the importance of a work-life balance. You occasionally need time away from work to refresh and renew. That's why we provide employees with competitive time off benefits and other programs.

15 Vacation Days

Full-time employees will start to earn PTO immediately. You are eligible to use it after 90 days.

Paid Holidays

Employees are paid for 11 holidays each calendar year. Additionally, you get your Birthday off!



ADDITIONAL PERKS AT CLARKS

Real Estate Assistance Program

Clarks partners with Coldwell Banker for real estate assistance.

Employee Assistance Program (EAP)

Free confidential counseling services and resources through LifeWorks.

Shoe Discount

As a Clarks employee you will receive generous discounts on our stores.

Computer Purchase Program

Clarks provides assistance with computer purchases.

Perks at Work

Clarks has a dedicated website that offers exclusive employee discounts on items such as tickets, travel, automobile, insurance, travel and more.

Tuition Reimbursement

Clarks support continuing education and provides financial assistance.

Additional Benefits at Work

Clarks offers Student Loan Benefits through CommonBond.

Clarks.

MOVE THE WORLD AHEAD.

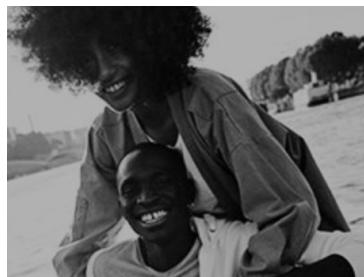
EMPLOYEE WELCOME EMAIL HEADER + BOILERPLATE COPY



WELCOME TO CLARKS!

While our history of innovation and progress give us the credibility to behave courageously, it's the work we do today that creates a more comfortable and inclusive tomorrow.

We're proud of the team we've built, and excited to add you to it.



Because with every step we take together, we build momentum, so that when we glance in the rearview, we see a movement already underway.

So we ask...how will you MOVE THE WORLD AHEAD?

JOBs/RECRUITMENT SITE

JOB WEBSITE

The screenshot shows the Clarks Jobs website with a dark header featuring the brand name and a navigation bar with links to About Us, Our Stores, Business Areas, Working With Us, and Search Jobs. Below the header is a large banner with the slogan "MOVE THE WORLD AHEAD." in white and teal text. The main content area is divided into several sections: "SHAPING A LEGACY" (about the company's history), "CREATING AN EXPERIENCE" (describing retail roles), "WORK TO MAKE A DIFFERENCE" (highlighting various career paths), and "EMPOWERING EVERYONE" (focusing on employee well-being). Each section includes descriptive text and a "LEARN MORE" or "APPLY" button. The background of the sections features black and white photographs of people at work.

ABOUT US

OUR STORES

BUSINESS AREAS

WORKING WITH US

SEARCH JOBS

MOVE THE WORLD AHEAD.

ABOUT US

SHAPING A LEGACY

For 200 years, we've been innovating footwear and our industry by making people more comfortable with every step they take.

LEARN MORE

RETAIL

CREATING AN EXPERIENCE

Retail is the point of connection between customer, product, and brand. By putting stores where our customers are, and staffing those stores with inspired teams, we bring the brand to the people.

APPLY

POSITIONS

WORK TO MAKE A DIFFERENCE

Bring your skill, experience, and passion to a dozen different departments from product design and marketing, to operations and human resources. Build a career that moves the world ahead.

SEARCH JOBS

WORKING WITH US

EMPOWERING EVERYONE

We believe that working for the world ahead starts from within. By offering personal development opportunities for growth, we're giving our employees resources to thrive in more ways than one.

LOOK INSIDE

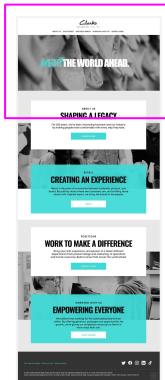
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JOB WEBSITE | ABOVE THE FOLD

Clarks.
SHOEMAKERS SINCE 1825

ABOUT US OUR STORES BUSINESS AREAS WORKING WITH US SEARCH JOBS



ABOUT US

SHAPING A LEGACY

For 200 years, we've been innovating footwear and our industry by making people more comfortable with every step they take.

JOB WEBSITE | ABOUT US

Headline

Shaping a Legacy

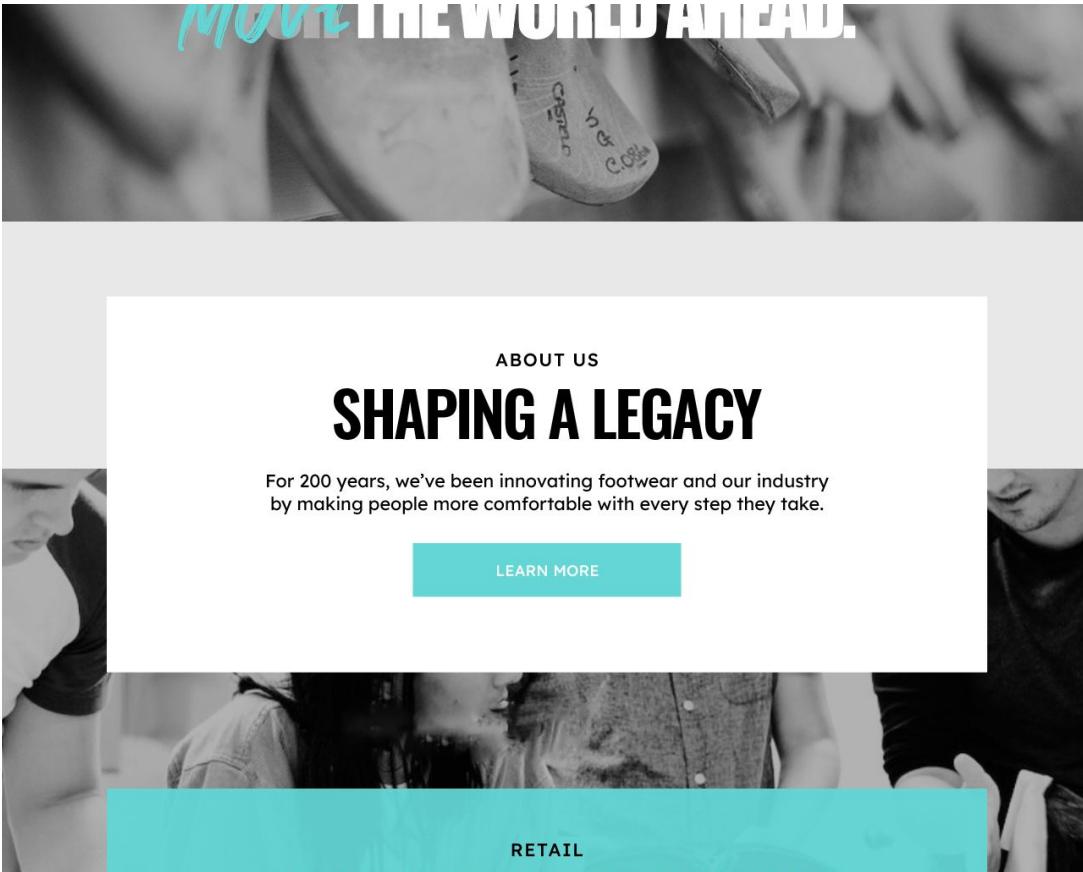
Copy

For 200 years, we've been innovating footwear and our industry by making people more comfortable with every step they take.

Button

Learn More

The full About Us page should focus content on the Position, Mission, Values, Actions, etc of the company to better define what For The World Ahead means for prospective employees.



MOVE THE WORLD AHEAD.

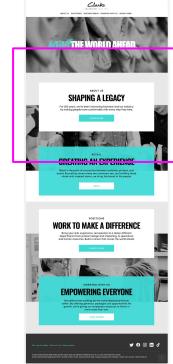
ABOUT US

SHAPING A LEGACY

For 200 years, we've been innovating footwear and our industry by making people more comfortable with every step they take.

LEARN MORE

RETAIL



JOB WEBSITE | RETAIL

Headline

Creating an Experience

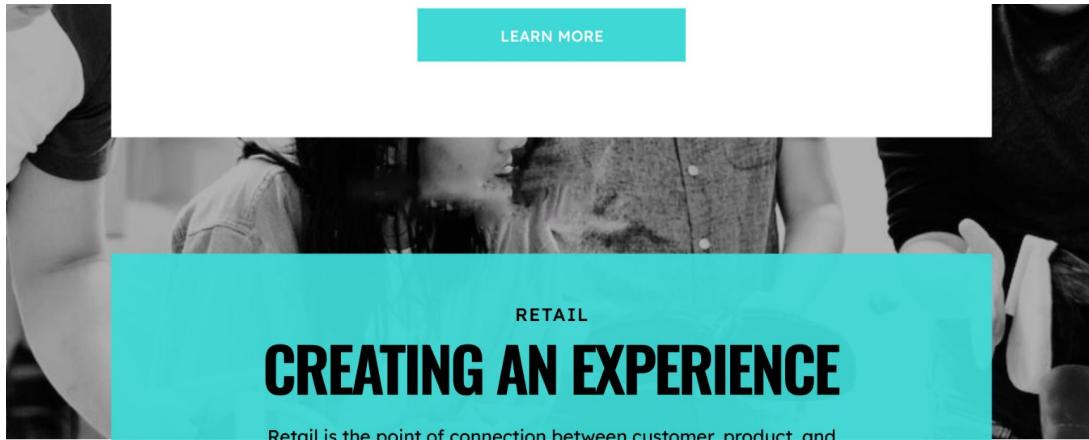
Copy

Retail is the point of connection between customer, product, and brand. By putting stores where our customers are, and staffing those stores with inspired teams, we bring the brand to the people.

Button

Apply

Linking to full retail/seasonal jobs page



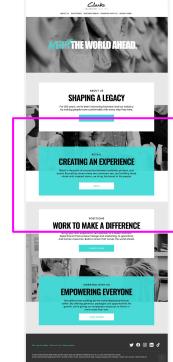
LEARN MORE

RETAIL

CREATING AN EXPERIENCE

Retail is the point of connection between customer, product, and brand. By putting stores where our customers are, and staffing those stores with inspired teams, we bring the brand to the people.

APPLY



POSITIONS

WORK TO MAKE A DIFFERENCE

JOB WEBSITE | POSITIONS

stores with inspired teams, we bring the brand to the people.

APPLY

Headline

Work to Make a Difference

Copy

Bring your skill, experience, and passion to a dozen different departments from product design and marketing, to operations and human resources. Build a career that moves the world ahead.

Button

Search Jobs

Linking to full Business Areas page, but we suggest renaming that page to "Positions" or "Careers" indicating involvement from the person viewing that page.

The job website interface features a teal header with the text "stores with inspired teams, we bring the brand to the people." and an "APPLY" button. Below the header is a large central image showing two people in an office setting, one wearing glasses and a cap. The main content area has a white background with the word "POSITIONS" in small caps above a large, bold, black headline "WORK TO MAKE A DIFFERENCE". Below the headline is a paragraph of text: "Bring your skill, experience, and passion to a dozen different departments from product design and marketing, to operations and human resources. Build a career that moves the world ahead." At the bottom of this section is a teal button labeled "SEARCH JOBS". The footer is a solid teal bar with the text "WORKING WITH US" in white.



JOB WEBSITE | WORKING WITH US

Headline

Empowering Everyone

Copy

We believe that working for the world ahead starts from within. By offering generous packages and opportunities for growth, we're giving our employees resources to thrive in more ways than one.

Button

Look Inside

Linking to full Working With Us page.

WORKING WITH US

EMPOWERING EVERYONE

We believe that working for the world ahead starts from within. By offering generous packages and opportunities for growth, we're giving our employees resources to thrive in more ways than one.

LOOK INSIDE

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TOWN HALL SCRIPT

TOWN HALL INTRODUCTION | The Intention

We see an opportunity here to enhance an emotive human-to-human introduction of the Internal Brand, instead of solely unveiling new tangible tools for employees to utilize (e.g. templates, onboarding materials, etc.).

At an employee Town Hall, could member of the management team “introduce” the idea that Clarks employees are the ones who drive “For The World Ahead,” and unveil the calling of “Move The World Ahead”? By providing context behind the campaign, we can bolster employee understanding of the call to action and inspire them to get behind it.

TOWN HALL SCRIPT

Last year was a big one here at Clarks as we launched a new global brand campaign that will lead us to the company's 200th birthday.

By now I'm sure you've seen the work. **For The World Ahead** is our new tagline and the Clarks Collective is representative of all of us.

But before we move forward, we wanted to rewind a bit and bring you along the journey of how we got there.

It all started with a new mission statement built off our storied history: TO EMPOWER EVERYONE WITH THE FREEDOM TO MOVE COMFORTABLY.

It's a big thought. Clarks, you see, is more than a footwear company, we're a global and cultural icon. And because of this, we owe it to our customers, and our team, to leave the world in a better place than when we found it.

*ON SCREEN: *Flash the Mission on screen**

And we're able to pursue this mission by having a foundational set of values that guide us along the way. We call *them* the 5 Cs. They're what we believe in, and what we hold ourselves to each and every day...

*ON SCREEN: Flash the 5 Cs on screen**

1. Commit to COMMUNITY: Putting communities, and their needs, at the heart of everything we do.
2. Prioritize CURIOSITY: We are constantly discovering innovative ways to design shoes, and connect with our consumers.
3. Behave CONSCIENTIOUSLY: We have a circular approach to shoemaking that minimizes our environmental footprint and supports global communities.
4. Pursue CLARITY: From how we speak, to how we act, we are always transparent.
5. Foster COURAGE: We consistently encourage and support positive change, beyond the walls of our industry. Because at the heart of moving comfortably is self-expression.

Continued...

TOWN HALL SCRIPT

...continued.

These values of ours aren't new. The truth is we've been making strides for nearly 200 years. Our history and heritage give us license to originate, not imitate, behave courageously, act responsibility, and create the future informed by the past, but always of the present. And it's that spirit and attitude that landed us on **For The World Ahead** as our new path forward.

*ON SCREEN: *Play FTWA manifesto video**

We're originators here at Clarks, not imitators. It's who we are, who we've always been. When we move together, small steps become big strides. And to change the world of tomorrow, we're doing things differently today. Our path to 200 started by collaborating with some incredible change-makers and ambassadors championing racial equality, mental health awareness, LGBTQIA+ advocacy, and family rights activism.

*ON SCREEN: Play Clarks Collective sizzle video**

With diverse backgrounds, careers and lifestyles, the Clarks Collective share a key passion: the determination to create authentic social change and make a difference today and for the world ahead. The Clarks Collective isn't just 5 people, though, it's all of us. Everyone here is part of the collective.

Continued...

TOWN HALL SCRIPT

...continued.

And in order for us at Clarks to continue bringing our **For The World Ahead** platform to life, we're establishing our own internal rallying cry...

ON SCREEN: *Flash *For The World Ahead* lock-up on screen, click to next slide so it changes to *Move The World Ahead**

Because if Clarks as a brand is all about being *For The World Ahead*, then each and every one of us working here today has a responsibility to help *Move The World Ahead* so we can reach that goal.

Get involved in your communities, here at work and at home. Be curious, don't settle, find different paths. Speak out and speak loud for causes that are important to you, your neighbors, the world. And trust that small steps lead to big change that can last generations.

You'll start to see more of our internal communications infused with the *Move The World Ahead* spirit—keeping our mission always close to heart.

ON SCREEN: *collage of updated internal docs, ie pamphlets, ppt slides, websites, etc.*

We're the spark. We're the instigators. And when we're all focused on the same objective, we can continue accomplishing great things.

We're proud of the team we continue to build, and the shoes we continue to innovate.

Proud of the freethinkers, mountain-movers, lovers, protectors, agents of better, and everyone dedicated to our mission.

And with every small step we take together, we build momentum so that when we pause to glance in the rearview, we see a movement already underway.

Let's continue making this company great *together*. Thank you.

INTERNAL COMMS

INTRANET

INTRANET | HEADER + BRANDING

The image shows a screenshot of the Clarks intranet homepage. At the top, there's a banner with the text "MOVE THE WORLD AHEAD." and a "Clarks." logo. Below the banner is a navigation menu with links: ABOUT US, NEWS, WORKING AT CLARKS, REGIONS, FUNCTIONS, OUR LOCATIONS, and WELLBEING. To the right of the menu, there's a sketch of a shoe.

Below the banner, there's a large image of four diverse people smiling. Overlaid on this image is a white box containing the text "OUR BRAND MANIFESTO" and a short paragraph of placeholder text: "Net quatem harum faccuss amendit quis ea a que et officidem doluptae. Ut omnis".

On the left side, there's a "MY NEWS" section featuring a news message card. The card has a blue boot icon, the title "NEWS MESSAGE GOES HERE", the date "28 September 2022", and the subtitle "OGSP Global Town Hall – Recording Available".

In the center, there's a "YAMMER FEED" section showing a post from "Eleanor Sired" (@eleanor.sired) in the "Clarks HQ - Street" group. The post reads: "Morning book lovers just a quick update, I was able to send a donation of £11 to the Friends of Street Library last week so thank you very much for all those wh... see more". There's also a "Share something with your colleagues" input field.

On the right side, there's a "CLARKS ON INSTAGRAM" section showing a post from the Instagram account "vandythepink and clarks". The post features a black-and-white photo of a shoe and includes a play button icon.



ABOUT US



**“Net maxim
usae nis sumet
ma atque corro
mos nulla.”**

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HEADERS & HERO IMAGES

MESSAGE FROM TARA



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GLOBAL MESSAGE

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CTA BUTTON

CLARKS UK

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CTA BUTTON

LOCATION SPECIFIC MESSAGE

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CTA BUTTON

MARKETING MESSAGE



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CTA BUTTON

OGSP

OUR MISSION TO EMPOWER EVERYONE
WITH THE FREEDOM TO MOVE COMFORTABLY

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laborernam nos et eles antiae volupta tibust facea verum quiatur aut
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What is an OGSP?

O - OBJECTIVES
G - GOALS
S - STRATEGIES
P - PLANS

Why do we need one?

CTA BUTTON



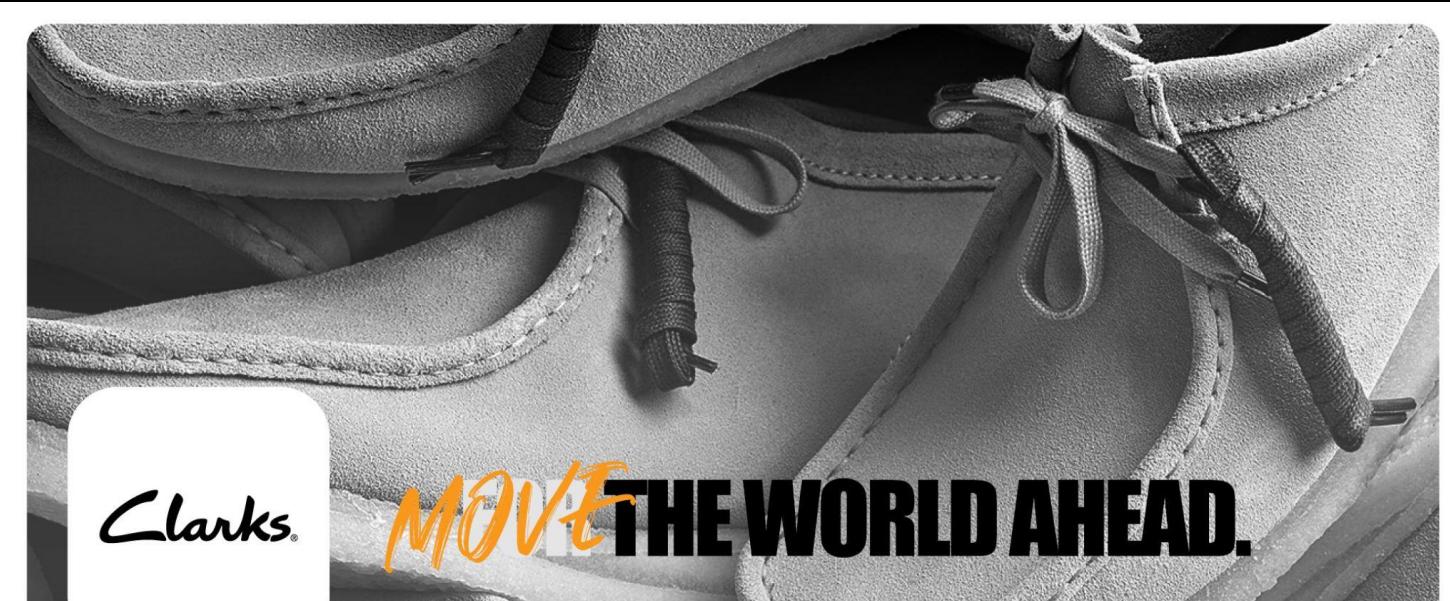
MOVE
**THE
WORLD
AHEAD.**

All Company

Conversations About Files Events

Heart icon

More options icon



Clarks MOVE THE WORLD AHEAD.

Clarks HQ - Street

Conversations About Files Events

Clarks.

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YOUR NEWS

Stay in touch with all that's going on across Clarks | 22/07/2022



My first three months
Jon shared his thoughts and observations as he celebrated his three-month anniversary.
[Read more](#)



TOP YAMMER CONVERSATIONS
Clarks Finance Future Steps
We're looking for Finance Graduate/Interns to train with our experts and work towards a career in Finance at a world-leading retailer.
[Find out more](#)



A thank you from UNICEF
Ewan McGregor, UNICEF UK Ambassador, delivered a video message to say thank you.
[Read more](#)

USEFUL LINKS AND INFO

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YOUR NEWS

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GLOBAL NEWS

Most Popular

- ▶ OGSP Global Town Hall – Recording Available
- ▶ Clarks strikes a pose
- ▶ Li Yan Chua
- ▶ Staying true to our roots, while staying true to tomorrow.

OFFICE TV SCREENS

OFFICE SCREENS



THE
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TO KEEP
MOVING.
AND THE
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WILL BE
BRIGHTER
IF WE
STAY OUT
IN FRONT
OF IT.

MOVE
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OFFICE SCREENS



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OFFICE SCREENS

THE WORLD'S GOING TO KEEP MOVING. AND THE FUTURE WILL BE BRIGHTER IF WE STAY OUT IN FRONT OF IT.

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THE
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AHEAD.



OFFICE SCREENS | ANIMATION BOARDS

OPTION 1



FOR
THE
WORLD
AHEAD.

FRAME 1

Open on “For The World Ahead” on a black and white photo/video.

Manifesto line begins to slowly fade in.



MOVE
THE
WORLD
AHEAD.

FRAME 2

“For” fades out as “Move” animates on screen as if it’s being written.

Manifesto line continues to fade in.

On the far right, the vertical blue line moves up the screen (timed with “Move”).



MOVE
THE
WORLD
AHEAD.

FRAME 3

Animation ends once “Move” and vertical blue line have animated on screen.

OFFICE SCREENS | ANIMATION BOARDS

OPTION 2



FRAME 1

We employ a 'wipe' of color to get to our bumper content. The cyan bars would move from left to right over a black and white image.



FRAME 2

As the cyan bars settle on the right, our FTWA and manifesto line fades in as "Move" gets written on screen.



FRAME 3

Animation ends once "Move" is fully written.

OFFICE POSTERS

OFFICE POSTERS

Clarks.

THE FUTURE WILL BE BRIGHTER
IF WE STAY OUT IN FRONT OF IT.

MOVE THE WORLD AHEAD.

Clarks.

CONFIDENCE, COMFORT AND CREATIVITY
ARE OUR COMMON THREADS.

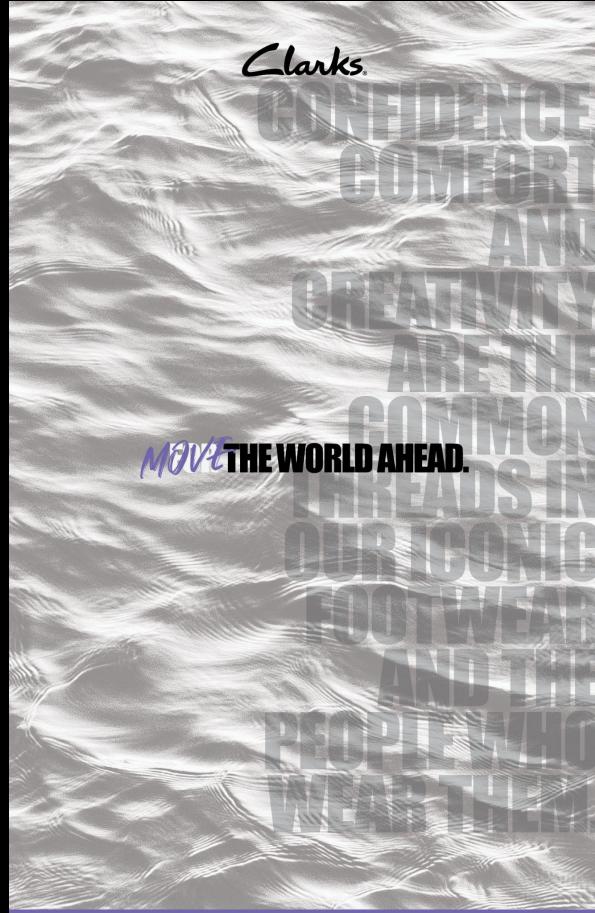
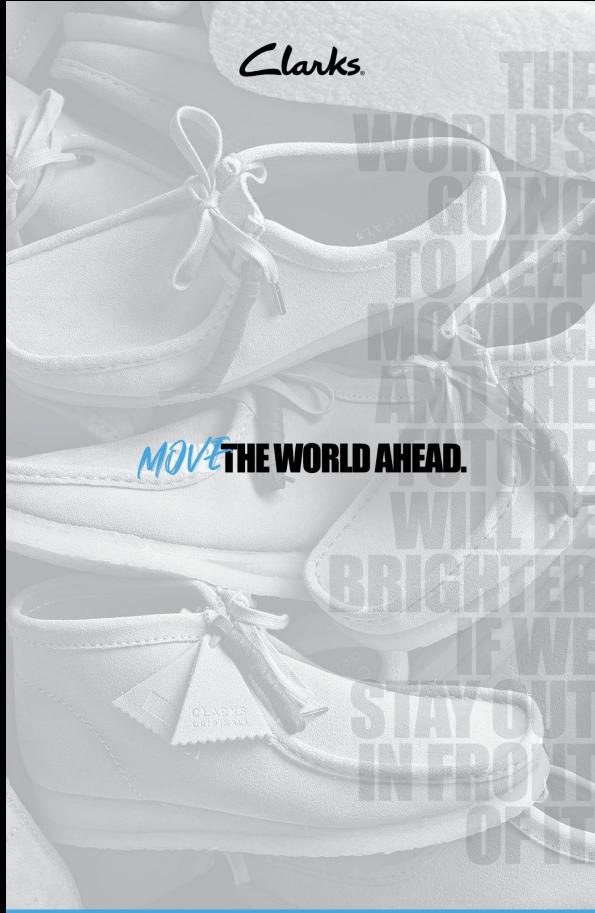
MOVE THE WORLD AHEAD.

Clarks.

THE WORK WE DO TODAY
CREATES A MORE INCLUSIVE TOMORROW.

MOVE THE WORLD AHEAD.

OFFICE POSTERS



OFFICE POSTERS

Clarks.

**THE FUTURE
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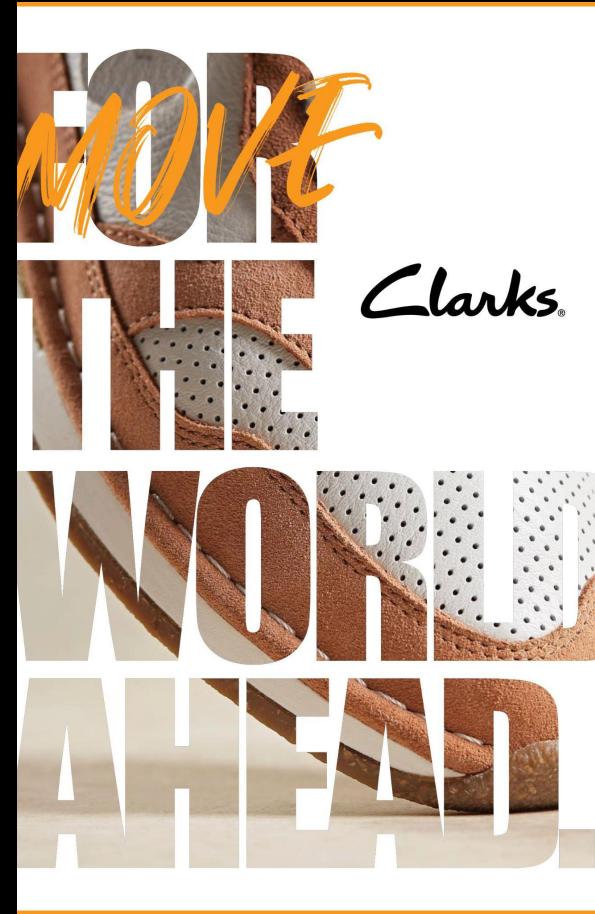
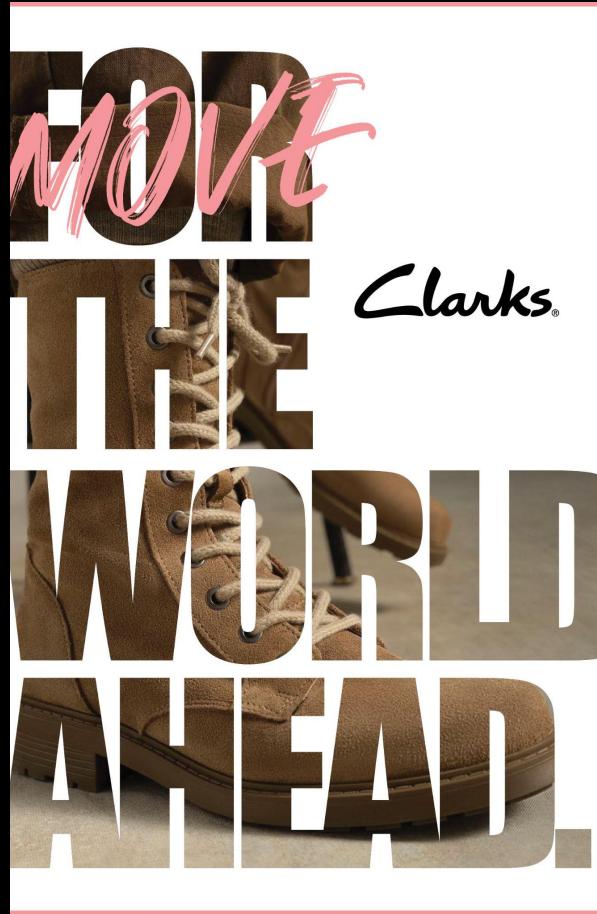
MOVE THE WORLD AHEAD.

Clarks.

**THE WORK
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MOVE THE WORLD AHEAD.

OFFICE POSTERS



OFFICE POSTERS

CONFIDENCE.

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MOVE THE WORLD AHEAD.

COMFORT.

Clarks.
MOVE THE WORLD AHEAD.

CREATIVITY.

Clarks.
MOVE THE WORLD AHEAD.

OFFICE POSTERS

MOVE THE WORLD AHEAD.



OFFICE NOTICE BOARD

NOTICE TEMPLATES

NOTICE BOARD SUBJECT

Quae nos arit es valor aut.

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Clarks.

MOVE THE WORLD AHEAD.

NOTICE TEMPLATES

NOTICE BOARD SUBJECT

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MOVE THE WORLD AHEAD.

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MOVE THE WORLD AHEAD.

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Clarks.

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HQ/PHYSICAL SPACES

HQ | COWSHED WALLPAPER



RECAP

MOVE THE WORLD AHEAD.

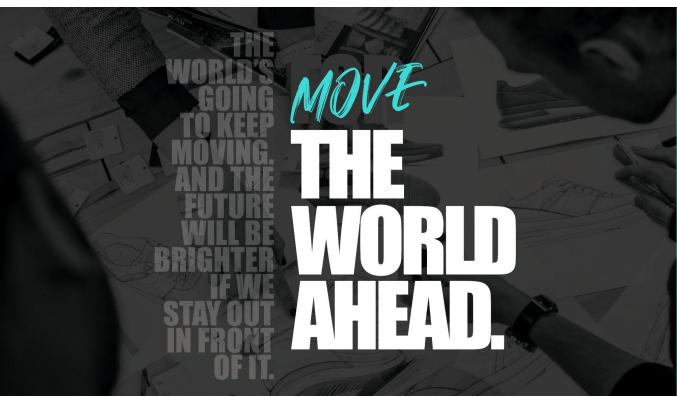
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SUBHEAD COPY GOES HERE
DATE XX, 2022



All Company

Conversations About Files Events



ABOUT US



"Net maxim
usa nis sumet
ma atque coro
mos nulla."



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MOVE THE WORLD AHEAD.

WELCOME TO CLARKS

SHAPING A LEGACY
For 200 years, we've been innovating, learning, and creating...
by making people more comfortable with every step they take.

CREATING AN EXPERIENCE
Based on the point of connection between customer, product, and brand, we're creating experiences that make people's lives better. When we move with them, we bring the world to the people.

WORK TO MAKE A DIFFERENCE
Bring your will, experience, skills, passion to a better tomorrow.
We're looking for people who want to make a difference.
And when you do, we'll help you make a difference.

EMPLOYEE SHOE DISCOUNT

MOVE THE WORLD AHEAD.

MOVE THE WORLD AHEAD.

MOVE THE WORLD AHEAD.



FOR MOVE THE WORLD AHEAD.

Clarks.



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CTA BUTTON



Clarks.

YOUR NEWS

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