

LEAD FORENSICS

New Starter Welcome Pack

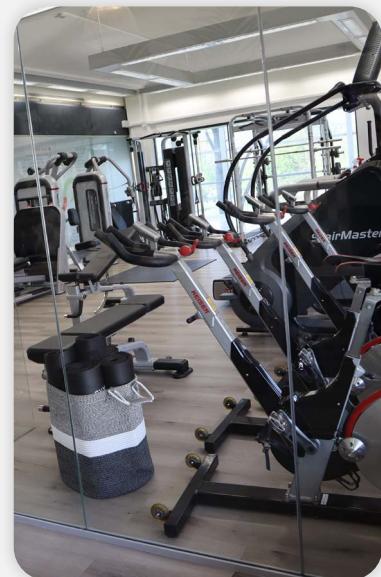
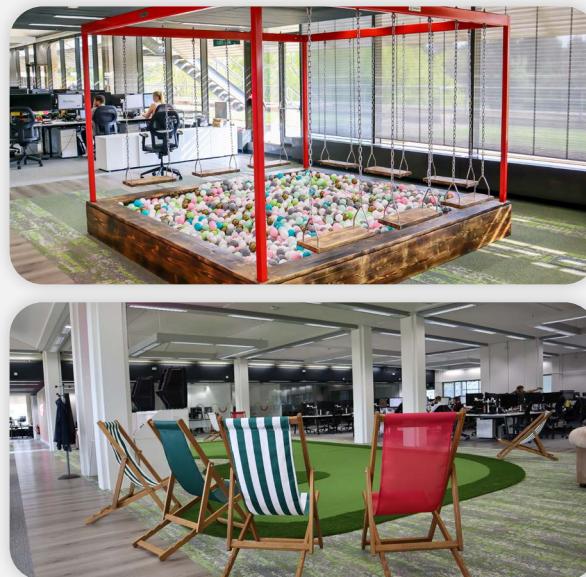




Welcome to Lead Forensics

It's great to have you in the team, and we hope you have a fun and rewarding career with us! As you settle in, you'll be surrounded by a supportive and collaborative environment. Our team is always ready to lend a helping hand, share their knowledge, and work together to 'overcome challenges. We encourage you to ask questions, share your ideas, and bring your authentic self to the table, which strengthens us as a team.

To help you on your journey, we have pulled together some useful information and tips.



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Useful Contacts

- HR - hr@leadforensics.com
- Learning & Development - learning@leadforensics.com
- Health & Safety - healthandsafety@leadforensics.com
- IT Help Desk - itsupport@leadforensics.com
- Operations - operations@leadforensics.com
- Payroll (UK) - payroll@leadforensics.com
- Payroll (US) - uspayroll@leadforensics.com

Introduction from Paul Thomas, CEO



Welcome to the Lead Forensics Group,

First off, let me congratulate you on joining one of the best and most rewarding teams in SaaS.

For every single hire we make, that person needs to excite us and show that they can bring something unique to our business. So congratulations, you have impressed our hiring team and already shown us that you are an exceptional person and cannot wait to see how you help us grow!

A quick bit of background for you. We started the business as we identified a real and unmet need in providing actionable insights to other companies visiting websites. Before Lead Forensics, our clients just sat back and waited for the phone to ring or for enquiries to come from the contact forms on their website. Our products lift the veil and show our clients exactly who is visiting their site and enables them to proactively reach out to those businesses in real-time. The result, every single year, our clients generate more than \$100m in revenue from the opportunities identified by Lead Forensics!

Whilst Lead Forensics was our first product, we now have multiple products within the Group including website personalisation, conversion rate optimisation, automated online chat and we help power some of the world's leading online advertising campaigns. The Group continues to grow, and with growth comes opportunity for everyone in the business.

Everyone here is on the same team and it's important we approach every day remembering this. Every single person in the business regardless of role, seniority, or tenure, must always provide the respect and support to all their colleagues that they would like to receive themselves. It's also important to know that we have a doors wide open policy in our business. Every team member, no matter how senior, is as accessible as you want them to be. If you ever need anything, please approach any person in the business including me. We are all on the same team and we are all striving for the same goal.

Best of luck on your journey within the Lead Forensics Group and if I haven't met with you yet, I look forward to meeting you soon. If you see me, please stop me, and introduce yourself so I can introduce myself to you too.

Paul Thomas, CEO

Introduction from Henry Braithwaite, COO



Welcome to the Lead Forensics Group,

Hello and welcome to Lead Forensics!

I am sure that the introduction you have just read from Paul has resonated with you and that this sounds like a company you would like to build a career in.

Over the coming days and weeks, you will learn a lot more about this business as we bring you up to speed. I know that you will find the team here approachable and eager to help you with this. At some point in the coming days and weeks I look forward myself to having the opportunity to meet you. In the meantime, I wanted to share some information upfront that I think you will find helpful in your first few days.

A key question I am often asked, particularly by people who are just joining the business, is: What can I do here to be successful? Well, the good news is that we have some really clear guidance on this. We have spent a lot of time identifying the key behaviours that top performers in the business demonstrate, and we have distilled these down to six company values (or as we call them our 'DNA's'). These are Care, One Team, Challenge, Accountability, True Grit, and Growth. There is a little more information on our DNA's later in this guide, and we'll also cover these off in more detail during your company induction. The most successful people in this business, whose careers grow fastest, demonstrate these behaviours every day.

Another question I often get asked, generally during our interview process, is What do people most value about working at Lead Forensics? Having spoken to many of the team here on this, the answers are quite consistent. People do value the guiding pillars mentioned above; the focus on Customers, a genuine sense of being part of a team, and all the good work with do for charity. In addition to these, people also say that they see Lead Forensics as a place where if they work hard, then they can move their careers forward. There is training available to help build skills, and as a growing business we always have new job opportunities becoming available. Another point that people like about the business is our fast-paced environment (we do like to move quickly!) and that the hard work is balanced out with a lot of fun also.

I hope that this guide gives you some useful information to kick start your career here. Enjoy your onboarding, and I look forward to working with you soon!

Henry Braithwaite, COO

Our Company's DNAs



Grow

We continually stretch ourselves to learn new things, to help grow personally and develop our careers.

We support others to be their best and relentlessly focus on helping our customers grow and succeed.



One Team

We are a strong united team working together as individuals, teams, and departments.

We have fun and celebrate success. We win together and only together.



True Grit

It's easy to give up, but we never take the easy option. We're focused determined and we never quit, there is always a way to win. We are a heat-seeking missile!



Challenge

We never settle for the status quo. We positively challenge to keep improving our processes, sales revenue, our products and to drive customer loyalty.



Care

We are a strong united team working together as individuals, teams, and departments.

We have fun and celebrate success. We win together and only together.



Accountable

We always take responsibility for our actions and performance, and we identify how to improve next time. We focus on things in our circle of influence and always act with integrity.

Our six DNA's are at the very heart of what we do. We are passionate about recognising our teams achievements and encourage employees to nominate their colleagues on a monthly basis when they demonstrate any of the DNA values at work. Further details are shared by our Operations Team each month,

Quarterly winners are entered into an annual draw with the opportunity to receive a £500 Payment via payroll (subject to usual deductions).

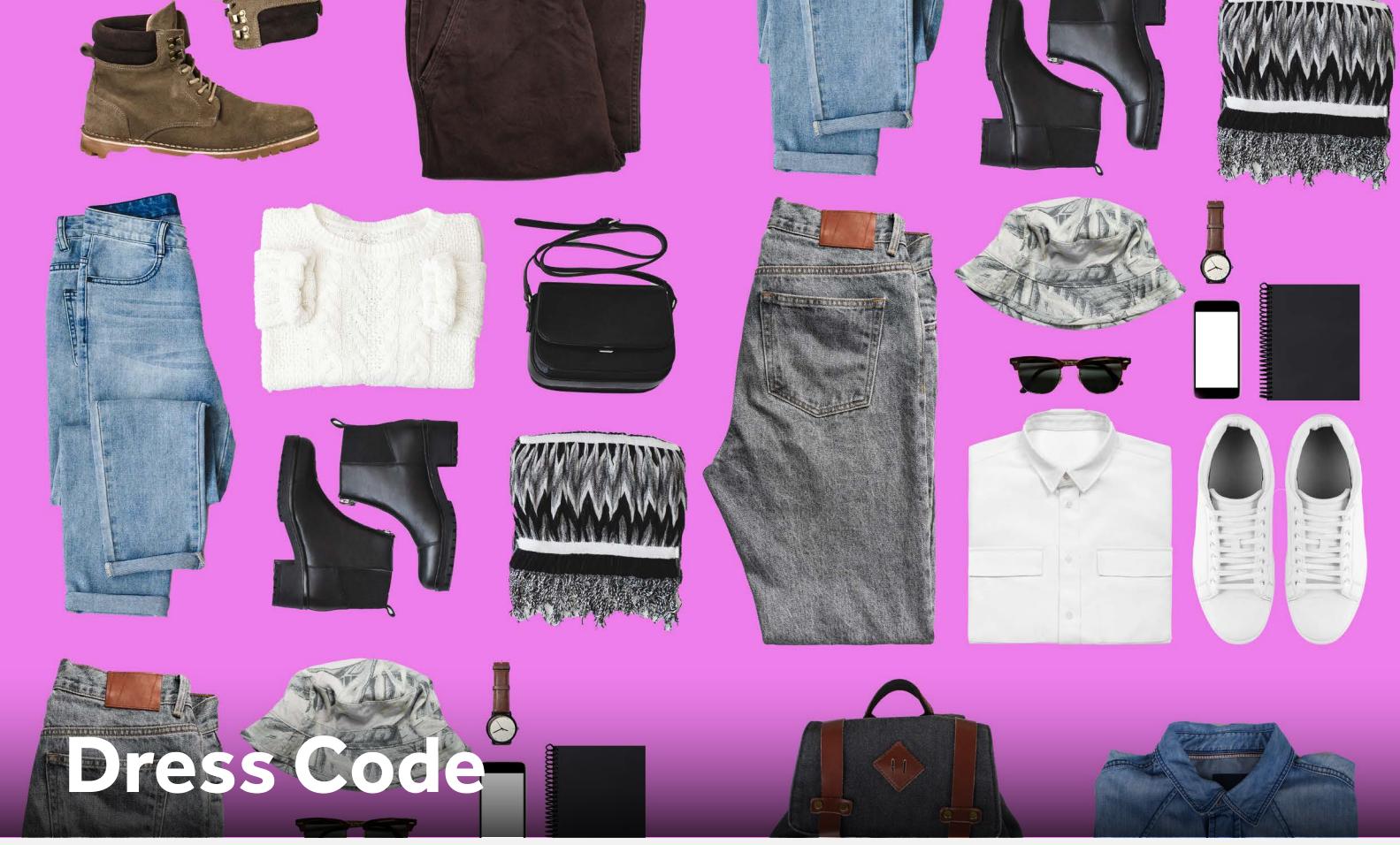
Social Events

At Lead Forensics, we believe that work is more than just deadlines and meetings – it's about building connections that last a lifetime.

Our exciting line-up of company social events is designed to reward your hard work and create unforgettable memories. From high-energy team-building adventures that'll have you conquering challenges together, to elegant soirées where you can put on your finest attire and dance the night away, we've got something for everyone.

More details of upcoming events will be shared by your line manager or our Operations team - we can't wait to see you there!





Dress Code

We tend towards a more casual approach however we expect all employees maintain high standards of personal hygiene and dress. Further details on acceptable and unsuitable clothing can be found within our Employee Handbook.

The following are the minimum standards of appearance we expect during work hours:

- Maintain a professional image suitable for your role at all times, regardless of your work location.
- Keep good personal hygiene and ensure your clothes are clean. Good grooming habits are expected, such as regular bathing and neat hairstyles.
- If you need to use perfumes, sprays, and antiperspirants in the office, please do so in well-ventilated areas and preferably outside the office space.
- Employees in customer-facing roles should avoid unconventional hair colours. If in doubt, consult your manager.
- Clothing should be well-fitting and in good condition.
- Please cover tattoos that could be offensive. If you're unsure, ask your manager.
- Respect cultural and religious diversity in your choice of attire.
- Keep jewellery minimal and safe.
- Footwear should be clean, in good condition, and safe.
- Please exercise common sense when choosing your outfit.

What to Expect

Before First Day

- You're almost there! Before you start with us, we require you to return your signed employment contract and complete your starter documents. This is to ensure we get you off to a flying start!
- Provide documentation of your right to work in the UK.
- Members of the L&D and Recruitment teams will be in touch to confirm what the first day of your new job will look like! This is where you'll hear more about your onboarding and what to look forward to on your first day. Depending on your start date, you will be invited to our Company Induction or report to your specific office location for your department induction.
- We will also start preparing your equipment and logins to welcome you into the business.

Day 1 / Week 1

- You'll receive a full tour of your office, with an opportunity to meet your new team members and colleagues across the office.
- L&D / Department Heads will start your department induction, where you'll learn about Lead Forensics, your role and how you will contribute to the business's success.
- You'll receive information on your progression opportunities, what support you'll receive during your employment with us and how to perform your duties.
- There will be required training on our e-learning platform for you to complete as part of your onboarding; this includes security, DSE, Health and safety and any role-specific content.
- You will also be assigned a buddy who will be on hand to make your transition as smooth as possible.
- As part of your initial week, you'll also learn what opportunities exist to support your development; this includes having access to:
- My Learning – our learning management system, with 400 other courses designed to aid you with personal and ongoing professional development, ranging from role-specific training, soft skills, well-being content and access to Podcasts, videos and interactive courses.
- Have an overview of our quarterly group-wide training courses, which you will be able to take part in

Month 1-3

- Throughout your initial probationary period, the following will take place;
- You will receive regular one-to-one catch-ups with your line manager, who will provide feedback on your performance and coaching support.
- Goal setting! Your manager will work with you to establish your professional and personal goals and how Lead Forensics can help you achieve your aspirations!
- All department-related training will have been completed, opening up access to broader training opportunities to help you be successful in the role.
- Your probation outcome will be confirmed.
- Your manager will provide a performance review meeting, where you will discuss how you have performed during your initial three months with us.
- Following this review, you will be invited to complete a Personal Development Plan to support you for the following 3-month's.

Learning & Development

You can access My Learning, our in-house learning and development platform from day one. This is designed with the ambition for all employees to take charge of their self-development and become the very best version of themselves.

Power sessions are available to all team members and have been developed with customer-centricity in mind. Whether you join us in Customer Success, Sales, Marketing, Data or Finance, these courses will support your development and enable you to consider how to become more customer-focused.

Courses include but are not limited to:

- Emotional Intelligence
- Delivering a World Class Customer Experience
- Professional Communication Skills
- Presence & Authority

Our exciting Success in Management Programme is available to employees in management roles or those who aspire to be a successful team manager.



Tom Furber
Senior Learning & Development Manager



Rebecca Ward
CS Global Learning & Development Manager



Nadine Snoswell
CS Global Learning & Development Manager



Tom Crilly-McKean
Sales Enablement Manager

Recommended Reads

You are eligible for a personal development allowance, which can include the reimbursement of books relevant to your job role. Your manager can provide more details on this upon joining. Here are some recommended reads from our L&D experts!

- Eat That Frog by Brian Tracy
- Atomic Habits by James Clear
- You Coach You by Helen Tupper
- The Challenger Sale by Matthew Dixon and Brent Adamson

Volunteering & Giving Back



Here at Lead Forensics, not only do we want to work together as one team, but we also want to join forces with the local community and offer support.

Giving back is one of our core strategic pillars, and we want to emphasise this in our charity work. With Care being a Company DNA, we expect our employees to work together to increase the fundraising, volunteering, and financial support for local charities.



All employees are given two paid volunteering days per year, and we encourage you to use these to make a difference.

As part of our commitment to support charities, we have a Give as You Earn scheme where you can contribute directly from your salary to our chosen charity, Zambia's Child. More details can be found here or by contacting the Operations team at operations@leadforensics.com.

Referrals

Internal referrals are one of our best ways to hire new people into our business, and we know that good people know good people. You can receive a minimum of £1000 for a successful referral, which you will be paid in instalments via payroll. If you have anyone in mind or to find out more information, don't hesitate to get in touch with the Recruitment team at salesrecruitment@leadforensics.com.

Office Locations



Portsmouth

3000 Lakeside
North Harbour
Portsmouth
Hampshire, PO6 3EN
020 7206 7293



Useful Tip!

Want to satisfy your caffeine needs? Onsite at Lakeside you can find a Starbucks, Co-Op and Costa.



Bournemouth

Granville Chambers, First Floor
21 Richmond Hill
Bournemouth
Dorset, BH2 6BJ
020 7206 7293



Useful Tip!

Where is the best coffee shop in Bournemouth? Head over to South Coast Coffee which is less than one minute away from the office.



Bristol

Suites 25 & 26
Whitefriars Business Centre
Lewins Mead
Bristol, BS1 2NT
020 7206 7293



Atlanta

2970 Clairmont Rd NE
Suite 450
Atlanta, GA 30329
888 399 0695



Scottsdale

9414 E San Salvador Dr
Scottsdale
AZ 85258

We can't wait to meet you!

If you have any questions prior to your first day, please
do not hesitate to contact the HR department via
hr@leadforensics.com

LEAD FORENSICS

Identify your
B2B website
visitors