



OUR BRAND

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OUR PERSONALITY

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Why a persona?

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# OUR PERSONALITY AS A MENTOR

Our personality is how our customers experience our brand. It applies to how we come across visually and how we communicate - in person and on the page.

## Compassionate

Compassion is about being empathetic. It means standing in our customers' shoes and seeing things from their point of view. We are never judgemental.

## Straightforward

We speak simply and to the point. No matter how complex the subject, we are easy to understand. We are direct and respectful, not long-winded or insensitive.

## Positive

We are optimistic, enthusiastic and focused on opportunity. We project an infectious sense of energy while staying grounded, practical and realistic.

## Confident

Confidence means feeling proud of our long-standing history and unrivalled expertise. We are knowledgeable without being arrogant or showing off.

## Encouraging

Encouraging means being gently supportive, instilling confidence and positivity in our customers. We are never harsh or too directive. We seek to encourage a 'can do' mentality.

## Motivating

Motivation is about being inspiring. We lead by example, always showing, not telling, and providing evidence wherever we can.

## Guiding

Guiding means indicating a way forward, exercising a subtle influence and providing options. We are instructive but not prescriptive.

## On your side

On your side means championing the causes that matter to our customers. It means being inclusive, accepting and celebrating individuals, not alienating them.