



INTRODUCTION

Brookes Bell is an established and well renowned marine consultancy which employs a strong and committed workforce. Their global business works together with connectivity that other companies would find enviable. The team morale and inter-office communication are well established, and they have a great sense of ownership in their roles.

CHALLENGE

With no defined way of collecting, collating and sharing success outside of their own business. Their commitment to charitable giving was not being recognised, and they didn't promote the benefits of having an established and unified team. For a business which naturally gives back to their global communities, it was not clear the impact this was having on the people employed in the business and how the communities in which it operated were benefiting.

SOLUTION

Engaging with each head of department, we defined the dynamics of each department, the skillset within and understood further their commitment to their local communities. This research then went on to inform future publications, press content and awards submissions from a business and responsibility perspective.



BENEFIT

In outlining the development that was taking place, a number of people came forward to support the research. They took ownership of the process and contributed towards the outcomes, which included interviews, content creation, charitable partnership development, volunteering and event planning and management.

RESULT

Over a 2 period during 2014-2017, the business developed a suite of branded materials and content that informed their stakeholders of the way they do business and how they contribute positively and effectively within their global communities. It went on to assist them in winning a number of highly regarded awards in their industry. It also highlighted to their future owners, when sold in 2017, the benefits of having a leadership team who rate responsible activity, high on their agenda.



"Caroline worked in a consultancy capacity with Brookes Bell for over two years, helping develop its brand communications. These activities assisted the business in reaching a wider audience through positive PR and award recognition.

Brookes Bell is a business that prides itself on being people-focused, and the projects Caroline was involved in created better engagement throughout our company and with our key stakeholders. Caroline brings with her great enthusiasm and positivity, and I would highly recommend the support services she offers."



Colin Kershaw, Managing Partner, Brookes Bell

