



WR
Partners
Protecting your future.

Accountants by profession, people by nature

With roots going back to 1899, WR Partners has built a reputation for helping ambitious businesses across the UK to grow.

We like to do things properly. Clear advice, given on time. Helping clients. Looking after what matters.

And behind the scenes, we take the same approach with each other. We back our people, invest in development, and make sure hard work doesn't go unnoticed.

Our aim is to be a partner our clients trust, as well as a place our people genuinely enjoy being part of.

Because the difference is usually in the little things. The quick reply. The extra bit of care. Knowing how someone takes their tea without asking.

This handbook is full of those little things. The habits, behaviours and ways of working that make WR Partners what it is, and what it feels like to be part of it.



Knowing how someone takes their tea without asking.

To build lasting success for our clients, develop our people and strengthen our community.

At WR Partners, we all work together for one united purpose.



Our values are what guide us to do right by our clients, our communities and each other.



Do what you say you will

(and not just what you think they want to hear)

Our clients trust us to do what we say we will, when we say we'll do it. This means:

- Always delivering the agreed service plan
- Following the agreed timeline
- Keeping clients updated throughout

Remember, honesty = happy client and **happy client = happy life**



Because you work at WR Partners, we already know you have integrity by the bucket load.

Teamwork makes
the dream work



**We believe that when we work as a team,
extraordinary things happen.**

WR Partners is packed with talented people who know their stuff and look out for one another. We're at our best when we collaborate, communicate and ask for help when we need it. No silos, no lone wolves - just one team pulling in the same direction.

Own it, own it
real good

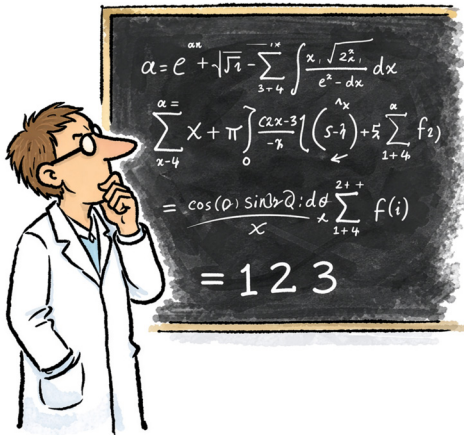
Accountability means taking
responsibility and owning our actions.



The good, the bad and yes, even the ugly.

Solving the problem equation

Clients come to us with challenges and we solve them with innovative, creative solutions.



This means:

- Asking the right questions
- Searching for the correct solution to the problem, not the first one
- Always having a positive, can-do attitude

Problem solving. It all adds up.

Embracing change

(not hiding from it)

Change needn't be scary. All of us at WR Partners are flexible, courageous human beings, able to learn from our mistakes and improve for the better.

We're not afraid of speaking up or asking the difficult questions, and we're certainly not spooked by changes in circumstances or direction.



In fact, it's where we thrive.

Will the real imposter please stand up?

**Ever felt like a fraud at work?
We'll let you in on a secret.**

Every single person you know has suffered from imposter syndrome at some point in their career. That super confident colleague who talks loudly in meetings, your boss, even your boss' boss. Quite literally everyone.



Imposter syndrome is the real deal. So the next time you doubt yourself, remember, you're not an imposter.

You're you. And you are brilliant.

Listen to understand

Understanding is the difference between hearing someone speak and truly listening to what they have to say.



The Accountability Ladder

Everything that happens to you in life will usually have something to do with you. The workplace is no different. Therefore it makes good sense to own your actions and take accountability. By staying at the top of the Accountability Ladder, you can enjoy your wins and learn from things that haven't quite worked out the way you hoped.

Accountable behaviours

- Taking ownership
- Communicating proactively
- Finding solutions, not problems
- Following through on commitments



Avoidant behaviours

- Blaming others for mistakes
- Avoiding decisions or passing the buck
- Complaining without action
- Excuses instead of delivery



It's good to be a know-it-all

The more interest you take in your work and what's going on in the world, the better you'll be at your job.



So spend some time finding out what's really going on in the industry and how it affects you and your clients.

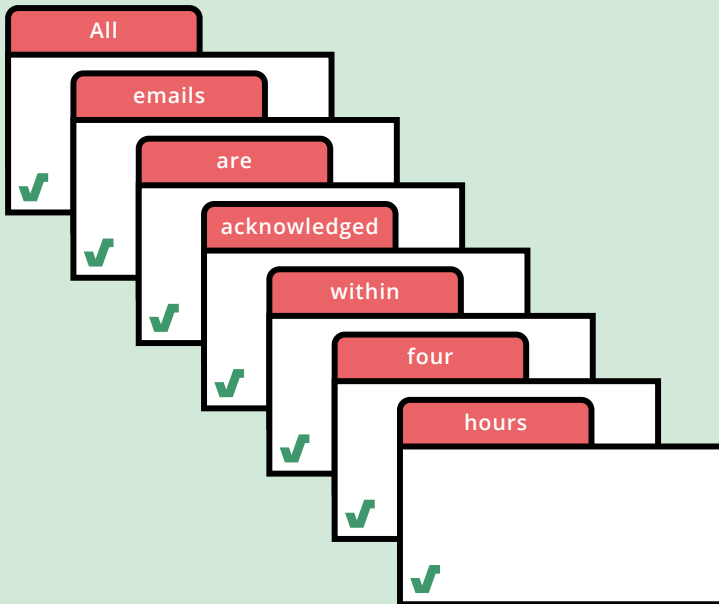
You'll thank yourself for it later.

The background of the slide features the word "WOW!" in a large, bold, white, stylized font. The letters are thick and have a slightly irregular, hand-drawn appearance. The exclamation point is also large and stylized, positioned to the right of the word. The text is set against a solid dark red background.

Client service...

but make it WOW

Providing an excellent client service, isn't optional here - it's just how things are done. The WOW experience blueprint is here to help everyone bring that standard to life.



Staying on top of emails keeps your inbox manageable and clients happy. Aim for under four hours: quick enough for a same-day or next-morning response.

Good things come to those who wait, but not too long.

All calls are returned on the same day

They say a watched phone never rings. So don't keep them hanging on. Aim to return calls on the same day wherever possible.



We stick to deadlines

Full stop.

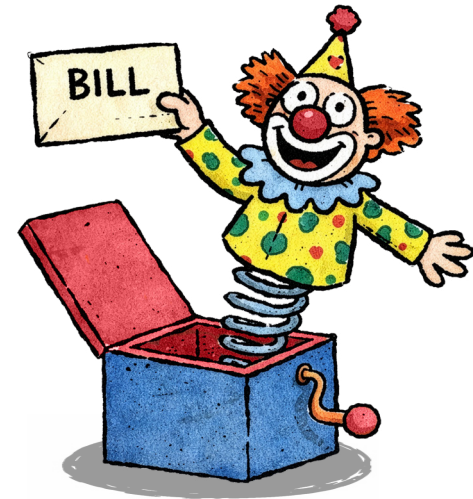
But, if a deadline is absolutely, totally, completely and unavoidably impossible, let the client know.

**Proper communication =
happier client relationships**

No surprise billing

No one in the history of the world has ever opened up a bill and gone, "wow, thanks!"

But while we may not be able to make our bills feel like birthday presents, we can avoid them feeling like a nasty surprise.



Making sure our clients always know exactly how much they are being charged, and what for, ensures there are no big shocks when it comes to billing time.

The WOW Experience

Everyone's creative

(no really).

Not everyone can paint like Van Gogh or sculpt like Michelangelo but we all have ideas and the ability to solve problems in innovative ways.



Remember, creativity comes in all forms.
Including you.

FUN FACT:

**Clients do not always
know what they want.**

But here's the fun part, you do.

Because you work at WR Partners, we know that you know what you're doing. And we trust you to understand the best thing for our clients and deliver it.

And at the end of day, that's all we
really need to know, you know.

Collaboration rules, ok?

No man is an island.

A problem shared is a problem halved. And success is better together.

So the next time you're in a pickle, or need some friendly advice, ask for help. The WR Partners workspace is built for communication and collaboration. And together is how we do our best work.



Careers are a bit like plants

Work hard, dream big, be responsible for your own personal growth, and you'll soon start to see it bloom.



The A-Z of life at WR Partners

Sometimes life is as easy as ABC.



And sometimes it's more like A-Z.

A-Z

A is for added value

We don't just do our job, we look for ways to do it better.

B is for believe in yourself

You've got this. It's why we hired you.

C is for communication

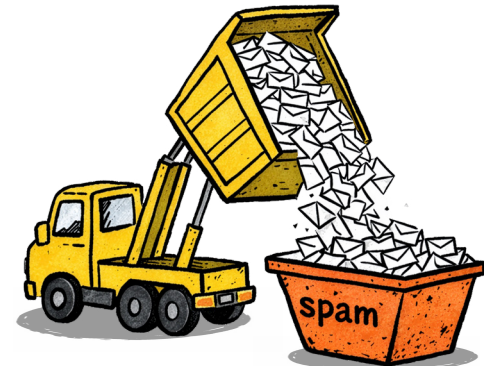
No workplace can survive without it.

D is for diversity

No two people are the same. And we are all the better for it.

E is for emails

Sort them into files. Save the important ones.
Delete the spam.



A-Z

F is for friends

People make friends for life at work. And you're in luck because the people who work at WR Partners are generally pretty great.

G is for get it done

Sometimes, you just have to eat the frog.

H is for holidays

One of life's great pleasures. Make sure you take yours.

I is for in it together

Shared wins, shared responsibility. That's how we work.

J is for jargon

See page 16.



A-Z

K is for knowledge

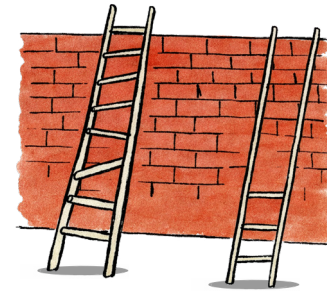
Knowledge is power. Your industry, your clients' businesses, your colleagues' names, it's all important.

L is for listening

There's a reason you have two ears and one mouth.

M is for moving forward

Progress over perfection. Learn, adapt, and keep things ticking in the right direction.



N is for numbers

But not just numbers. The right numbers.

O is for ownership

Own your mistakes, but make sure you own your wins too.

A-Z

P is for partnerships

We are trusted partners to our clients.
Their business is our business.

Q is for questions

If something doesn't look right, speak up.
Curiosity keeps our work sharp and our clients safe.

R is for respect

Respect your colleagues' priorities, deadlines and time.
And most importantly respect each other.

S is for smile

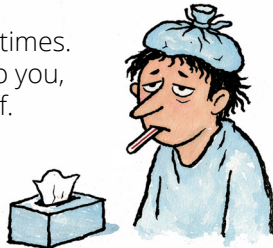
A positive attitude wins every time.

T is for timekeeping

Deadlines kept and meetings started on time
are small acts that build big trust.

U is for under the weather

Everyone gets ill sometimes.
So when it happens to you,
look after yourself.



A-Z

V is for very hard work

Sometimes there will be a deadline and
you'll have to knuckle-down to get it done.
But if it's Very Hard all of the time, ask for help.

W is for work-life balance

Work is important. But so are you.
Make time for the things you enjoy.

X is for remembering to save documents before closing the window

Doh.

Y is for you

Don't compare yourself to others.
You're you. And you are great.



Z is for zzz

Make sure you get some.

All the small things

We trust you implicitly. But...

the
Devil
is in the
Detail

Mistakes happen.

But by checking the small things, we can all help them to happen less.

Focus on one thing at a time



Doing one thing right at a time beats doing lots of things kind of right at the same time.

Dress code

All we ask is that you dress for your day.



Think smart, but casual. You should be relaxed and comfy enough to work, but not so relaxed that you end up falling asleep at your desk.

Feeling rough?



Stop the spread and stay at home.



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