



enRich Guiding Principles

I founded enRich in 2014 to deliver exceptional people strategies, cultivate strong organisational cultures, and build high levels of employee engagement. In summary I help organisations build cultures that attract, retain, and engage employees to perform at their best.

My purpose

My purpose is to help and support organisations create high performing teams through having a positive, engaging and inspiring culture. This will enable them to be a force for good – for people, planet and profit.

My aim

My aim is to help organisations create working environments in which employees.

- Enjoy what they do at work.
- Have a sense of purpose and meaning in their roles.
- Feel trusted and can work autonomously.
- Feel a sense of connection and feel they belong to their organisation.
- Are treated with dignity and respect.
- Can give something back and do good for the planet.

My work

My aim is that at least 20% of my work is in the not-for-profit sector. My services to this sector will be offered at a discounted rate.

My aim is to spend 5% (100 hours) of my time on volunteering and pro bono work annually.

I am committed to being socially and environmentally aware. I will publish an annual social and environmental report.

Charitable donations

My aim is to donate 5% of enRich's annual revenue to local charitable causes. I will liaise with the Quartet Foundation <https://quartetcf.org.uk/> and Crowdfunder <https://www.crowdfunder.co.uk/> to select which funds to donate to.

Suppliers

I will give preference to local suppliers and where possible those with ownership from underrepresented populations. I do not work with clients that I consider operate in an unethical industry.

Travel Policy

I recognise that business travel is a necessary tool to operate and grow my business, and at the same time business travel is a contributor to the company's carbon footprint. My goal is to minimise my impact on the environment. For example, whenever feasible, business travel will be replaced with video meetings. If this is not possible, I will always use public transport where practical.

I will keep a track of business travel carbon emissions (using a calculator site such as <https://zero.giki.earth/>), and I will offset my annual business travel carbon emissions by purchasing carbon offsets, which deliver financing toward renewable energy, forestry and resource conservation.

Our Code of Ethics

Human Rights and Modern Slavery

I am committed to respecting and upholding internationally recognised human rights. I also strongly promote the UN Global Compact and Sustainable Development Goals.

Competition

I am dedicated to ethical, fair and vigorous competition. I will sell enRich services based on their merit, superior quality, functionality and competitive pricing. I will make independent pricing and marketing decisions and will not improperly cooperate or coordinate our activities with our competitors. I will not offer or solicit improper payments or gratuities in connection with the purchase of goods or services for enRich or the sales of its services, nor will I engage or assist in unlawful boycotts of particular customers.

Ethical marketing

I believe in being authentic in my marketing and transparent about what I do and how I work. I will build relationships with customers based on trust and integrity, so I believe in honest marketing – no hard sell or hidden costs.

Our marketing principles:

- no hard sell
- no hidden costs or dodgy deals – just honest, clear pricing

- no spam – we don't send unsolicited marketing emails
- no buying custom – we don't buy marketing lists

Proprietary Information

It is important that I respect the property rights of others. I will not acquire or seek to acquire improper means of a competitor's trade secrets or other proprietary or confidential information. I will not engage in unauthorized use, copying, distribution or alteration of software or other intellectual property.

Selective Disclosure

I will not selectively disclose (whether in one-on-one or small discussions, meetings, presentations, proposals or otherwise) any material nonpublic information with respect to enRich, its securities, business operations, plans, financial condition, results of operations or any development plan. I will be particularly vigilant when making presentations or proposals to customers to ensure that our presentations do not contain material nonpublic information.

Conflicts of Interest

I will avoid any relationship or activity that might impair, or even appear to impair, our ability to make objective and fair decisions when performing my role. I owe a duty to enRich to advance its legitimate interests when the opportunity to do so arises. I must never use enRich property or information for personal gain.

Gifts, Gratuities, and Business Courtesies

enRich is committed to competing solely on a merit of our products and services. I should avoid any actions that create a perception that favorable treatment of outside entities by enRich was sought, received or given in exchange for personal business courtesies. Business courtesies include gifts, gratuities, meals, refreshments, entertainment or other benefits from people or companies with whom enRich does or may do business. I will neither give nor accept business courtesies that constitute, or could reasonably be perceived as constituting, unfair business inducements that would violate law, regulation or policies of enRich or customers, or would cause embarrassment or reflect negatively on enRich's reputation.

Accepting Business Courtesies

Most business courtesies offered to us in the course of our employment are offered because of our positions at enRich. We should not feel any entitlement to accept and keep a business courtesy. Although we may not use our position at EnRich to obtain business courtesies, and we must never ask for them, we may accept unsolicited business courtesies that promote successful working relationships and goodwill with the firms that EnRich maintains or may establish a business relationship with.

Refreshments and Entertainment

I may accept occasional refreshments, entertainment and similar business courtesies that are shared with the person who has offered to pay, provided that:

- They are not inappropriately lavish or excessive.
- The courtesies are not frequent and do not reflect a pattern of frequent acceptance of courtesies from the same person or entity.
- The courtesy does not create the appearance of an attempt to influence business decisions, such as accepting courtesies or entertainment from a supplier whose contract is expiring in the near future.
- The employee accepting the business courtesy would not feel uncomfortable discussing the courtesy with his or her manager or co-worker or having the courtesies known by the public.

Accurate Public Disclosures

I will make certain that all disclosures made in financial reports and public documents are full, fair, accurate, timely and understandable.

Corporate Recordkeeping

I will create, retain and dispose of my company records as part of our normal course of business in compliance with all enRich policies and guidelines, as well as all regulatory and legal requirements.

All corporate records must be true, accurate and complete, and company data must be promptly and accurately entered in our books in accordance with enRich's and other applicable accounting principles.

I must not improperly influence, manipulate or mislead any unauthorised audit, nor interfere with any auditor engaged to perform an internal independent audit of enRich books, records, processes or internal controls.

Confidential and Proprietary Information

Integral to enRich's business success is the protection of clients' confidential company information, as well as nonpublic information entrusted to us by customers and other business partners. Confidential and proprietary information includes such things as pricing and financial data, customer names/addresses or nonpublic information about other companies, including current or potential supplier and vendors. I do not disclose confidential and nonpublic information without a valid business purpose and proper authorization.