

The *vibe*

If your *vibe* attracts
your tribe, you're
one of us now!



COLLABORATIVE
COMMS & COACHING

The Collaborative Comms (CoCo) story is one of
curiosity, caring, competency, and most of
all courage.

We are nosey parkers who want to know more,
we care sincerely about the people we work with
and for, we know what we're doing and stand by
our honest advice, and we always have the guts
to give it a try.

Our business has grown up on this nourishment.

There have been bumps and changes of
direction but having the right people around you
makes this part of the journey.

Welcome aboard. Buckle your seat belt,
it's one hell of a ride!

CSOs

“I like things to **join up**. I would literally wave my hand about in an **infinity** type shape to explain how PR, internal comms, stakeholder comms, marketing and branding should **come together**. ”

Karen

Founder



OUR FUTURE

Everything we do adds value.

If there is a better way of doing it that will make our life easier and/or adds value to our clients, our curiosity and courage encourages us to give it a try.

But we will not dabble in everything. We know what we're good at, and what we are not so hot on. That's where our associates come in. Kudos to them, and their enviable skills.

We don't need to be experts in everything with our network of outstandingly talented freelancers. We stick to our core competency: **communications**.

We enhance that through our work with our valued associates (for example photographers, videographers, copywriters, graphic designers, web developers) and we signpost people to our extended network for non-comms specific requests (for example HR support, accountancy, childcare!)

Our future is boundless; it will be where our curiosity and courage leads us. In the early days CoCo's focus was Northeast Scotland, specifically Aberdeen and #Fundee (never Dundee!). Over recent years we have expanded to have global reach. We work with the right client, not the right location. We will use technology to build a trusted relationship, and we will visit them when we can (especially if it's somewhere sunny!)

+ ASSOCIATES
= ADDED VALUE

*Our joined-up approach ensures we take
a holistic approach to communications.*

“Our internal structure means that clients always have the personal touch, with Karen leading the coaching and facilitation, and myself heading up all things comms and marketing.

These complementary services are not stand alone, we have a one team approach and are always ready to roll our sleeves up and get involved.”

*Hannah
Director*



Faking your enthusiasm is exhausting! Life is too short to not truly love what you do. Yes, there will be mornings when you peek from under your duvet and wish for another hour in bed, but it is important to CoCo and to your family that you get the right fit for your life. The good days must always outnumber the bad. If that's not the case, you're in the wrong job.

Who we are

We are happy,
cheerful, optimistic people.

We can be honest when things are crappy,
but we know that it will pass.

We don't cast judgment or hold grudges.

We are kind to ourselves and each other.

This is supported by our transparent approach to the work we do for clients, and a realistic expectation of what we can deliver as a team. If that feels off-kilter at times, we acknowledge the pain and we fix it.

Nothing is permanent, we can always fix it, so long as we are honest and compassionate.



OUR MISSION

To be a *breath* of fresh air.

OUR PURPOSE

When we enter a room people will feel glad that we are there – like when someone opens the window in a stuffy meeting.

When we are in a room people will feel supported – like using the treadmill under the aircon. It might be tough at times, but you know you're in the right place and it's good for you.

When we leave a room people will feel energised – like taking a big deep breath of fresh Stonehaven sea air.

A large, stylized graphic of an ice cream cone. The top part is a teal-colored scoop with a white highlight, and the bottom part is a dark grey cone. The graphic is positioned on the left side of the page, partially overlapping the text.

OUR ETHOS

Why have vanilla when you could have mint choc chip? Or better yet, caramel macchiato.

Everyone's preference is different when it comes to ice cream, and to communications.

We always offer an honest perspective – sometimes vanilla is OK, but we strive to provide a creative alternative – strawberry daiquiri sorbet anyone?

Our guiding principles

By now you are getting a sense of our vibe. This fun and enthusiastic approach is only possible if we make our decisions based on some pretty serious guiding principles. This creates the right balance of fun and professionalism, and that's why our clients love us!

•*We're in the business of communications, so we don't keep people in the dark. Start, middle, end – throughout a project we are proactive with our updates, realistic with our deadlines and crystal clear on our accountability.*

•Choose your words carefully for your audience.

Some clients can be quite swearly, whereas others are most definitely not. That extends to what we post on social media too (personally and professionally.)

Are you happy for Granny to see that?!

•Mean what you say and say what you mean.

We don't leave room for ambiguity.

*Communication is not what is intended,
it is what is received.*



OUR CULTURE

CULTURE isn't something you can put into words. It is what you feel, see, experience and know to be true.

What is Collaborative Comms culture?

We'd love to hear your truth.

OUR VALUES

drive our behaviours, all day and every day. At home and at work:

be curious...

be caring...

be competent...

BE CURIOUS enough to consider

what would happen if...?,

be caring and helpful to your colleagues, clients and your community, and

be competent to know what you're good at and when to ask for help.

If you're truly living these values you really can't go wrong.



Diagnose Design Deliver

People don't know what they don't know. And people want what they don't need.

We never assume to know. We put the time in to really understand our clients so that we can diagnose the challenge, design a solution and deliver value.

Simple.

So, what are you waiting for?

We're thrilled to have you on this journey with us.

Welcome to the tribe.

Karen  Hannah

“Surround yourself with
people who add value to
your life.

Who challenge you to be greater
than you were yesterday.

Who sprinkle magic into
your existence, just like
you do to theirs.

Life isn't meant to be done alone.

Find your tribe, and
journey freely
and loyally together.”

Alex Elle