

# [company name] - Brand Propositions

## 1. Business Overview

### **We provide solutions for every construction problem**

We do this by applying our team's resources, knowledge and experience using a creative, yet practical, approach. We are focused on our clients and the results they need. We are willing to move beyond preconceived ideas, to come up with alternatives to the usual methods or systems, and to look for answers outside of the box.

Through looking at issues from other angles and sometimes going outside the brief, we enable projects to progress and reach completion successfully, saving our clients time and frustration.

And we communicate with our clients, colleagues, contacts and prospects in a clear, friendly, straightforward manner. We're humanising the process, to build relationships as well as solve problems.

### **We make sure a constructor or architect can always get their project built.**

## 2. Getting Structures Built

### **In everything we do, the key is Buildability**

There is more than one way to get something right. We don't believe in preconceived ideas, or patterns that issues should fall into. We know how to get things done, and are experts in all kinds of structures and construction methods, both above ground and below. No problem is beyond us.

People come to us needing help to bring their project to completion, or to solve a question they can't answer. Whether dealing with a crack in a building, drainage for a housing estate, or the foundations for a 10-storey block, we feel connected to what we do and will always find a way to make our client's structure work.

The value of what we do goes far beyond what we charge for it. We design for 100 years, knowing that people will need those homes, offices, roads and workplaces not just today, but next month, next year, and onwards into the future.

### **We're not just planning for tomorrow; we are designing solutions to last lifetimes.**

### 3. All Kinds of Environments

#### **The challenge is not just in the building, but also in the setting**

Our scope of expertise covers the technical and practical aspects of construction engineering for the full spectrum of buildings, whatever their size or use.

As well as commercial structures and residential projects, we have the breadth of knowledge to handle construction challenges everywhere people live and work: in schools, hospitals, libraries, basements, theatres, places of worship, and more.

Our work keeps people safe, gets traffic moving and means people can get together. It ensures homes, workplaces and facilities are sound, prevents flooding and damage, and allows businesses, residencies, amenities, and public facilities to function properly.

**We take pride in the completion of every structure, and the impact our work has on people's lives.**

### 4. Experience & Knowledge

#### **We know what to do when, where and how**

We know the codes of practice inside out, and we know how to work with and around them. We're more senior, mature and confident in our approach, and find solutions where other engineers might have reached a dead end, or not even tried.

Our knowledge makes collaborations easy. We add value for our clients by offering informed opinions and suggestions from a new perspective. And we have enough confidence in our abilities to be flexible and non-precious if people need or offer different advice.

Although we possess all this knowledge, we don't need to shout about it - clients want to see problems solved by intelligent people getting creative and making things work. We believe in success, and show it.

**We strike the perfect balance in combining the art and science in engineering.**

## 5. Strong Client Relationships

**Clients know we will deliver for them now, not next week.**

We love working with receptive, knowledgeable people who know they have a problem requiring outside help, and trust us to deliver a solution that gets their project back on track.

They need ideas, insights and resources to work around whatever issue is holding them up. We're proactive, interested, flexible and creative, and will always see a way to turn an awkward scenario into a success.

Our clients are outcome-driven, and don't come to us wondering about cost. They ask only when their project can be done, and how quickly. We can give them the answers they need, and put a human face on the process.

**In every project we work on, clients always come away happy.**

## 6. Outward Thinking

**We only do solutions**

We take a mental sideways step to find a new angle on any situation, and provide creative solutions to problems in construction every day. We're distinctive in the size of our business and the service we're offering, which means we can be agile in our response and are equally at home with single residential projects or large-scale construction schemes.

No meeting is pointless. We often see things that many other parties miss, which is why clients like us to be involved. At every stage, we can make a useful contribution and have a positive impact on a project's outcome.

Even if the project aspect under discussion might seem unrelated to our field, we are able to go outside the brief to advise clients on the practicalities in all kinds of scenarios.

**Where others see problems and frustration, we see opportunities and progress.**

## 7. Careers

### **Home to knowledge, experience and teamwork**

JMS is a place where intelligent, innovative, experienced and knowledgeable engineers want to work. People can come here to have an impact, share in our growth and know they are backed up by our team and resources.

We know every engineer has their field of speciality, and we spread work around according to who will be the best fit. We have the versatility to deploy one or two individuals to a project, or a whole team of 20, and know who to send for each particular project part, and which team will work well to deliver the best result for the client.

We don't have competitors. Clients come to us because they can't get the same level of attention and service from any other engineering firm. With more team members, we'll be able to help even more projects to reach completion, as well as expand our range and reputation.

**When it comes to staff, as well as clients, we love working with people who love working with us.**

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