

# Heptagon HR - Website Copy

For Jo Clifton

Home page

[h1]:

## **Set New Standards and Reap Greater Rewards**

[supporting line]:

**Helping your business to transform and thrive through effective HR direction and support.**

[h2]:

### **How you work with your people can transform your business**

[body text]:

Your staff could be your business's greatest asset. They have their skills and aptitudes, but can equally be your guardians and ambassadors, looking after your interests, your property and your customers.

Your business is unique, and so will be the advice we give you. We help you to achieve excellent working practices and closer relationships with your employees, so your entire company cares about your vision, future and success.

[insert testimonial]

[h2]:

### **Resources and Expertise**

[body text]:

You'll benefit from our years of experience in all aspects of HR, working with everyone from major international organisations to brand-new start-ups. We can offer you constructive help with:

[the following possibly in a 3x3 grid, maybe each with an icon or a tick box pic?]

[each of these is basically a heading with a one-liner]:

- **Recruitment Processes**

Job design, expectations and onboarding

- **Company Handbooks**

Staff guides, rules and procedures

- **Systems & Safeguards**

Frameworks for support, data management and more

- **Business Culture**

A clear line of sight to your shared values and goals

- **Contracts of Employment**

Ensuring compliance and clarity for employees

- **Organisational Design**

Making corporate structures fit for purpose

- **Staff Relations & Communication**

Building loyalty among all your stakeholders

- **Tools & Resources**

Helping your people to perform at their best

- **Legal Issues & Liabilities**

Keeping up with your obligations and safeguards

[could be a small inserted box or section]:

[h2]:

## **How effective is your HR?**

[body text]:

There's only one way to find out. Get in touch now to book a free audit.

[button]:

**Show me where we can improve**

[opens or links to contact form]

[h2]:

## **Which are you?**

[next 3 items in boxes or sections with image]

[h3]:

### **Larger Organisation**

[text]:

In a sizeable company, structures can become obsolete, individuals can be forgotten and your corporate vision can get lost. We enable new ways of working and a more productive culture.

(or: Do you need a new way of working and a more productive culture?)

**Find out more...** [link to page]

[h3]:

### **Established SME**

[text]:

Success can bring its own issues, and your business may have outgrown its original structure.

We can help to ensure compliance, promote loyalty and give your HR staff some superpowers.

(or: Do you need help ensuring compliance, promoting loyalty and supercharging your HR staff?)

**Find out more...** [link to page]

[h3]:

### **Dynamic Start-up**

[text]:

Employing and motivating staff is a challenge when you're still developing your business. We help you to understand the law and best practices as they relate to your stage of the journey. (or: Do you need customised resources and advice about employment law and best practices?)

**Find out more...** [link to page]

[h2]:

## **Want to know more?**

[insert photo of Jo]

[body text]:

Hello, I'm Jo Clifton and I head up Heptagon HR. We're passionate about enabling people to be fantastic managers and transforming companies' outcomes through excellent employee relations and engaged, motivated staff.

[button]:

**Learn more about us**

[link to About page]

[insert testimonial (could be another, I just grabbed this one)]:

*"Heptagon HR has been extremely supportive and professional in terms of helping my company with devising and creating employment contracts and company handbooks. Jo is really organized, friendly and easy to work with. I would highly recommend Heptagon HR and will definitely be using their services again in the future."*

- **Faiza Choudhury**, Director, [mybrink.com](http://mybrink.com)

[if you can include a small photo or company logo, then all the better]

[h2]:

## **Get in touch**

[body text]:

Is something on your mind? We're ready to offer advice and take the first steps towards a constructive HR strategy for your business. Start the conversation by dropping us a line today.

[button]:

**Talk it over today**

[link to Contact page or brings up a form]

[h2]:

## **What's new?**

[body text]:

Read our latest insights into the world of Human Resources.

[insert thumbnails/links to 3 or 4 most recent blog posts]

[insert page footers, social media links, T&C links, etc.]

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## About page

[h1]:

# **Intuitive – Supportive – Pragmatic**

[secondary line]:

**Heptagon HR is about developing business cultures to drive greater productivity and success.**

[h2]:

## **“There is no set roadmap to culture change”**

[insert photo of Jo]

[body text]:

Hello, I'm Jo Clifton, an HR professional with over 30 years' comprehensive experience in helping organisations to transform and succeed. From fresh start-ups to public companies and multinational concerns, I've created processes and structures to ensure effective management and a positive, engaged workforce.

There are no templates in this job - every business is unique, and you have to get inside to study the people, the service and the company goals to find the best ways forward.

[h3]:

### **You'll want an HR consultant who knows precisely what steps to take.**

[body text]:

Someone with a deep knowledge of all aspects of Human Resources - how best to support your managers, empower your staff and streamline your processes - as well as all the legal requirements that need to be in place to ensure compliance and protection for both parties.

**We take actions that can save companies millions, and also employees their self-respect.**

[h2]:

## **You'll come to Heptagon HR if you like:**

[these below might work better in a row, perhaps with a simple icon with each]

[h3]:

### **Quick responses**

We're easy to talk to and will respond promptly with constructive input and actionable advice on your issues.

[h3]:

### **Understanding and support**

We value a close, trusting relationship with our clients while we set them up for increased performance.

[h3]:

### **Vast experience**

We have in-depth knowledge of all aspects of HR, from contracts to role design, employee voice and more.

[h3]:

### **Supreme organisation**

With so many facts, systems and personalities to consider, we are efficient, pragmatic and precise.

[h2]:

## **Our Mission: To enable people to be confident and effective managers**

[insert testimonial (again, this is one I just grabbed)]:

*"As a busy SME we have found the services of Heptagon HR to be invaluable. From updating employment contracts to creating a staff handbook and supplying us with time-saving HR software, Jo has made sure that we are compliant, organised and efficient. We can get on with what we do best, safe in the knowledge that Heptagon HR is doing the same for us."*

- **Kate Everett**, Managing Partner, [thewriteimpression.co.uk](http://thewriteimpression.co.uk)

[h2]:

## **Meet the mind behind Heptagon HR**

[insert a different photo of Jo]

[body text]:

**Jo Clifton** has led a distinguished and fascinating career. Taking on her first HR role in 1989, she rapidly progressed to hold several director-level positions within the NHS and high-profile third sector organisations before setting up her own consultancy in 2007.

Since then, she has worked extensively with international organisations (Amnesty International, London Olympics), government bodies (the Home Office, the Equality & Human Rights Commission) and large-scale private companies (Bloomsbury Publishing, Clipper Retail/Secura Global), as well as many businesses of all sizes in her current base of Colchester.

During her career, she has successfully handled and delivered on a wide range of crucial issues, not limited to:

- Leadership, coaching, mentoring and development of in-house HR teams and line managers to build confidence and capability for effective people management
- Creation of global 'people management' standards and an international reward framework
- Creation of culture-aligned employee handbooks, policies and people management systems
- Leading in the development and deployment of progressive three-year People Strategies
- Advising on employee relations cases and conflict resolution
- Resolving complex performance management situations
- Organisational restructuring - relocations, redundancies, consultations, outplacement and settlements
- Post-merger pay-harmonisation and creation/negotiation of new employment terms
- High profile, complex trade union negotiations
- Successfully re-negotiating a legacy recognition/employee relations framework, despite considerable workforce and union resistance
- Advising on GDPR risks and actions for handling workforce data
- Mobilisation of multi-million-pound contracts, including international recruitment and management of complex secondment agreements
- Professional lead for workforce element of new service bidding, including comprehensive tender preparation and presentations to Department of Health

**Jo's pragmatic and business-focused approach, combined with her friendly and collaborative outlook, has resulted in positive outcomes to seemingly impossible situations.**

Passionate about networking and offering support to grassroots businesses, Jo founded the Colchester branch of **Business Biscotti**, a monthly group for business owners to meet up, exchange knowledge and discuss collaborations. She also joined the board of **Colbea**, an organisation offering valuable support and training to local enterprises, and is the sole HR expert partner to **Farillio**, an online legal resources platform for small businesses.

Jo has many tales to tell (and others she cannot). Call her for a chat, and to see how Heptagon HR can bring your business greater unity, productivity and success.

[h3]:

**You can make better use of your company's time, money and human resources**

[body text]:

Contact us today to talk over your situation informally, or to arrange a free audit of your business.

[button]:

**Tell me more**

[insert footers]

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## Segment: Larger Business

[intro line, h2 size]:

**How we help...**

[h1]:

# Larger Businesses

[h2]

## Enabling a more inclusive, productive culture

[intro para]:

A larger organisation comes with its own unique set of problems. No longer dealing with the workforce on a personal level, staff relationships may be sidelined, the company vision can become lost, and productivity suffers as a result. We can help to turn this around with new systems for communication and engagement with all your staff and stakeholders.

[h2]:

## You may need help with:

[h3]:

### Employees not engaged, motivated or performing

[body text]:

If effective internal communication between executives, managers and staff is has been forgotten or ignored, then those at the ground level, working at the sharp end of your company, may not feel motivated to do the best job they can. We can help by finding ways to make your employees care about your business again, to feel invested in it and have an interest in its success.

### Managers don't know who or how to manage

It's often said, people don't leave their jobs, they leave their managers. This may not be entirely the manager's fault. They might be world-class engineers and highly proficient technically, but

are they actually good at managing people and suited to leadership positions? We can help to restructure your team, and give managers the resources to become great at their job.

### **High staff turnover**

As a result of disengagement, or an ongoing frustration with their line managers, you might see a high rate of attrition among your staff. This in turn will lead to a fall in profitability while you spend time, money and resources on the recruitment and induction process, a period during which the team or department will also be operating below par. We help to keep your staff motivated and on board.

### **Structures not fit for purpose**

A company that has grown and established itself nationally or internationally over a period of many years may still be operating under legacy management systems or corporate structures that were created as needed but may not now be suitable for a large, modern organisation. We can help to rationalise your corporate structures for maximum efficiency and compliance.

### **Pay gaps**

It is not acceptable for people in the same job to be paid differently because of their sex or race. If a legal case against you is successful then your liability could be substantial, and some organisations have been forced to sell multi-million pound assets to cover the settlement bill resulting from a gender pay gap action. We can work with you to ensure your staff have no grounds for discontent.

[h2]:

## **Strategic people projects support positive change**

[body text]:

Whether implementing an employee voice programme, creating a survey and assessing feedback, supporting a change programme or assisting an internal HR team, our interventions will ensure you are properly placed to make your business more efficient, productive and profitable through creating a culture to succeed.

[h2]:

## **We have been brought in on:**

[h3]:

### **Mergers and acquisitions**

[body text]:

These can be times where staff might see changes to their roles, their priorities and perhaps also their work premises. It's particularly important to maintain engagement and morale during a transition, to ensure the company's culture and purpose are promoted, and all staff feel they have a stake in the business's success.

### **Changes of direction and philosophy**

When the landscape in your sector has changed, working practices from years gone by are no longer relevant, or your service users expect a different approach, then you may need to pivot your offerings and adapt your staff behaviours and interactions to meet new demands. We can assess the market and recommend positive steps forward.

## **Reviews of working methods and structure**

Middle management is where the magic (and many of the issues) can happen in any company. Strategic people projects to study your staff's roles, routines and duties, which promote communication and obtain first-hand feedback, can reveal priceless insights into how your business can be optimised and improved.

## **HR team coaching and mentoring**

Heptagon HR is adept at working with your internal HR team as an experienced consultant or additional resource, and also as a mentor or coach. We can ensure your people management, recruitment, communication and information processes promote a dynamic, inclusive culture within your business.

## **Reporting**

Corporate governance regulations require by law a greater level of reporting into many aspects of leadership, effectiveness, remuneration and accountability. Is your gender pay gap embarrassing? Shortcomings in staff treatment that may have been accepted up til now, but you may no longer feel comfortable when they are mentioned in your report.

## **Reward packages**

The only thing as influential to staff morale and motivation as a positive, engaged company culture is your reward and remuneration packages. Do you need someone to advise on structuring the ideal reward package for your staff? We know experts who can help.

**This is a non-exhaustive list. For advice on how we can tailor our service to help *your* business to succeed, email or call us today.**

[insert testimonial]:

*"Always available, is thorough in providing a clear outline of all potential options. Provided concise updates for our staff contracts while ensuring our company's ethos was maintained. Brings a wealth of experience and knowledge at excellent value."*

- **Piers Baker**

[possible side bar or box]

[h2]:

## **Did you know?**

[body text]:

Companies with greater race and gender diversity on their boards out-perform less-diverse competitors by up to 30%, and are less likely to be involved with scandals and cover-ups.

[h2]:

## **Want to know more?**

[body text]:

Contact us today for a quick initial discussion, or to arrange a free HR audit.

[button]:

**Get the advice you need**  
(links to contact page)

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