



chazbrookscommunications

For immediate Release
23rd July 2008

Chaz Brooks Communications recognised as one of most successful achievers of work/life balance

Guildford PR/marketing firm commended by Investors in People for delivering quality, cost effective service to its clients

Chazbrooks Communications (CBC), one of Surrey's leading public relations and marketing agencies, has today announced a third successful Investors in People Assessment. As well as continuing to meet all the requirements of the Investors in People (IIP) standard, it has been highly commended for its impressive work/life balance policy and open culture.

Jim Illingworth, IIP Assessor South East reiterated this notion adding... "CBC's work/life balance culture is the best I've ever seen,"

The Company was initially encouraged to apply for the Investors in People accreditation in 2002 by its bank manager, who was impressed by the high levels of service, professional systems and standards already in place. Since 2002 Chazbrooks Communications has consistently developed its people and its service. Today, directors involve the whole team in decision making, enhancing communication and motivation and enabling the Company to offer a business focussed and measurable service to its clients.

"I am delighted that CBC has been awarded the Investors in People accreditation for the third time. It's an excellent achievement for the whole team. We are committed to offering the best service to our clients. Investors in People is an effective tool, encouraging improved business performance through its people. Comments Mandy Brooks, Managing Director, CBC

In order to retain recognition, the IIP requires that you have reassessment reviews no more than three years apart. Six years on and the Investor In People programme has been an invaluable benchmark for CBC in terms of measuring how the company and the staff benefit from a commitment to developing its people. During the recent reassessment, CBC was particularly commended on the impressive degree to which Directors involve people in decision making, the open culture where mistakes are seen as an opportunity to learn and the careful targeting of training events and disseminating relevant information to ensure people gain appropriate knowledge and skills.

The IIP accreditation further reinforces CBC's position as one of the most successful PR agencies in its field, and highlights the time and energy put into the welfare of the team and its ongoing philosophy to provide a better service and add more value to its clients' businesses. The IIP reassessment is a rigorous process that involves one-to-one interviews, telephone interviews, informal discussions while walking about the site and examination of company documentation such as its business plans, appraisal documentation, training plans and training evaluation reports. With a team of six employees, where two team members live and work abroad and one works flexible hours, this reaccreditation is an excellent achievement.

All of the areas of best practise highlighted during the IIP assessments have led to people to having higher levels of motivation, high levels of loyalty and staff retention, and high levels of performance. Which has had a significant impact on the quality of service that CBC provides to their clients, the efficiency that they aim for in running the business and the fun that they all have working together.

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About Investors in People

The standard set by the IIP is based on four main principles:

- Commitment - an organisation is completely dedicated to developing and enabling its people to achieve aims and objectives
- Planning - an organisation sets targets and understands what individuals need to do to accomplish them
- Action - an organisation develops employees successfully in order to better the company
- Evaluation - an organisation can see how developing its people leads to benefits for the business.

Within these four principles, lie set indicators that have to be met and backed up with evidence for the accreditation to be awarded.

About Chazbrooks Communications

Chazbrooks Communications (www.chazb.com) is a Surrey-based PR and marketing communications agency. By offering a targeted service to companies spread across a wide variety of industries, CBC's innovative, creative and highly personalised approach ensures that its clients' interests are promoted through strategic planning, highly effective PR campaigns, and consistent press coverage within their target media.

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