One FSP Playbook





The One FSP Playbook: Our Cultural DNA

It is a privilege to introduce the latest iteration of the One FSP Playbook. Since its creation, the playbook has been central to how we define and strengthen our culture. It brings together our purpose, values, performance drivers and the winning behaviours that guide how we work together and how we show up for each other, our clients and our community.



This playbook doesn't just describe our culture, it codifies it. It's a living expression of what makes FSP unique and will continue to evolve with us, ensuring it reflects who we are today and who we aspire to be tomorrow.

For those new to FSP, I hope you find clarity, inspiration and a sense of belonging in these pages. For those who have been part of its earlier iterations, I hope you see how your contributions and lived experiences have shaped this updated edition.

The impact of the playbook has already been remarkable, creating a shared language across the organisation, a strengthening of accountability and the building of deeper trust with our clients and community.

Above all, it has become a reminder of what makes FSP special - our people, values, and collective commitment to excellence. We remain immensely grateful for the passion, commitment and diligence of

those people across FSP who have helped this organisation become what it is today.

Over the years, I'm proud to say that FSP has become synonymous with excellence and for having people and culture at its heart. We know we won't always be perfect, but what matters is that we stay true to our intent, continue to learn and keep raising the bar together.

Whether this is your first time exploring the One FSP Playbook, or you've been part of this since inception, I hope that this playbook resonates, connects you to our story and inspires you to keep shaping it with us.

Thank you for being part of FSP. I truly love being a part of this business and our journey together.

Best wishes,



We make the culture.

Our Purpose

Our Purpose



Thrive & Succeed



Always Human

Enable people and organisations to thrive for a successful future

Role model human and responsible leadership



Future Impact



Unite & Inspire

Actively contribute to a sustainable future

Unite people and inspire future generations

Our Values

Our Values



Demonstrating fairness, compassion and empathy

Ensuring a supportive and inclusive environment

Respecting everyone for being themselves



Excellence Everywhere

Operating with pace and consistent high standards

Driving continuous improvement and innovation

Delivering remarkable experiences and interactions



Creating Opportunity

Prioritising mutual success, growth and win-win for everyone

Engaging and impacting our communities

Committing to continuous learning and challenging ourselves

Performance Drivers

Clarity

Knowing what is expected of us

Control

The appropriate level of empowerment, autonomy and support

Challenge

Tasks that are neither too easy nor overwhelming

Confidence

Having the skills, tools and team to succeed

Connectedness

A sense of shared purpose

Excellence in everything we do.

The Performance Drivers (aka the 5Cs) are key elements that impact our ability to perform and our motivation to do so.

We use these concepts to help us better understand our motivation and how we can support ourselves and others to deliver excellence.



The FSP Winning Behaviours address a variety of topics and themes. These key areas are described in turn, outlining why they matter and what actions and behaviours we can expect from each other.

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Show Up

Professional, prepared and ready to provide a high-quality contribution, we bring energy, ambition and a positive attitude.

Our preparation and commitment deliver high standards of output which fuel confidence and momentum.

Proactive

We are proactive, engaging within our teams and beyond.

Ambitious

We are ambitious about making a positive difference to FSP.



Ready

We are always on time and ready to start.

Constructive

We provide constructive input and insight.

Focused

We are focused and attentive in our interactions, not multitasking.



























One Team

Working together towards a shared purpose, within FSP and with our customers, means everyone contributes. There is never any 'us and them'.

Our cohesive teams value and respect diversity of input, we will make better decisions and perform to a higher level as a result.

Unity

We operate as one team across FSP, regardless of role or location.

Respect

We treat everyone with respect.

Collective

We are driven by collective success, not personal credit.

Accountable

We maintain a no blame culture, focused on learning and growth.



Purposeful

We utilise our strengths to achieve a shared purpose.

Reflect

When things go wrong, we reflect on what we could do better.

Celebrate

We recognise and celebrate the contribution of others.

Support

We look out for and rally to support our teammates where required.



























9s & 10s

World class experiences that our colleagues and customers love, bringing to life the value of human interactions. We avoid complacency, homogenous thinking or accepting substandard work or approaches.

Consistent world class experiences will build trust and advocacy, resulting in long-term engagements and support our ongoing success.

Excellence

Together we agree what a world class experience means in context.

Overcome

We address barriers that get in the way of us doing exceptional work.



Proactive

We proactively ask how we are doing, recognising that perception and reality can be different.

Balance

We recognise that world class experience is not just doing extra work for free.

Ownership

We take personal responsibility to bring maximum value, aligned to our win-win ethos.























What we mean and why it matters

On It

Operating with pace and focus, without impacting quality, we demonstrate exceptional teamwork, initiative and proactivity.

Our relentless pace and commitment to excellence will give us an edge on our competitors.

Focus

We prioritise and focus on the work that matters.

Evolve

When required, we pivot quickly and keep moving forward.



Momentum

We deliver high quality work through rapid iteration.

Ownership

We own the outcomes and make things happen.

Agility

We work as a team with agility and pace.

Strength

We build high-performing teams by engaging the right people and playing to their strengths.























Crystal Clear

Establishing clarity, we manage expectations and remove ambiguity, ensuring ownership and accountability.

We will be better informed and equipped to deliver successfully, not by luck or chance.

Be clear

We are clear on what is expected of ourselves and others.

Stay agile

If unable to meet a commitment, we communicate early and reset expectations.



Make space

We create space for others to ask questions and validate their understanding.

Commit

We aim high and do what we say we will do.

Own it

We take responsibility for a shared, clear 'Picture of Success' and adapt when required.



















Meetings Count

High-performing teams respect each other's time, we come prepared and ready to provide high quality contributions.

Improved productivity, with faster decision making and a focus on outcomes, will deliver a valuable, professional experience for everyone.

Accountable

We are clear on actions and ownership.

Purposeful

Meetings have a clear purpose, defined agenda and desired outcome.

Prepared

We are punctual, prepared and ready to contribute.

Positive

We highlight opportunities and solutions, not just problems.



Clarity

We are clear about who needs to attend meetings and why.

Present

We are fully present and avoid distractions.

Visible

For virtual meetings, wherever possible, we switch on cameras.

Efficient

We keep meetings concise and ensure space for breaks.

















No Surprises

Clear, proactive and transparent communications. This demonstrates reliability, openness and responsiveness that is respected by others.

Challenges, changes or errors will occur from time to time; how we react and respond to them is what will separate us as a high-performing organisation.

Clarity

Our communications are concise and specific.

Action

We don't shy away from difficult conversations. We approach them with respect.



Candour

We communicate quickly and candidly.

Responsive

We acknowledge important messages promptly, just what matters.















Stay Composed

Maintaining a positive and optimistic mindset, we always respond in a calm and considered manner. We nurture psychological safety, knowing that in times of adversity it can restore calmness.

When faced with change or challenge, we will be confident in our preparation and capability to resolve situations together, enhancing our adaptability and resilience.

Anticipate

We identify relevant opportunities and risks to allow us to be more confident should they arise.

Respond

When something unexpected happens, we assess the situation and respond professionally and thoughtfully.



Adapt

We seek perspectives and input from others and are open to reframe or adapt our approach for a better outcome if required.

Empower

We provide help, guidance or support to others to empower them and strengthen their confidence.













Always Learning

Demonstrating a growth mindset by seeking and providing well-intended, constructive feedback. We are curious and committed to develop skills and competence.

Our culture of innovation, self-awareness and growth will remove complacency, encourage improvement and maintain our competitive advantage.

Discover

We have a hunger for new perspectives and building knowledge.

Share

We share our lessons to support the education and understanding of others.



Engage

We receive feedback with a positive attitude, demonstrating active listening.

Feedback

We are specific about the situation, behaviour and impact when giving timely feedback.

Grow

We take responsibility for personal learning.

Reflect

We learn why we win, why we lose, and we act on those lessons.











Lead The Way

Embracing the shared responsibility to actively role model our purpose, values and winning behaviours, internally and externally. Our environment enables people to lead and thrive.

The FSP culture is a huge differentiator for our people and our clients. Everyone is empowered to step up, taking personal and collective responsibility for the future.

Purpose

We can clearly articulate what FSP does and why.

Pride

Everyone takes pride and responsibility for excelling in their role.



Everyone feels a personal responsibility for achieving our strategic priorities and goals.



Share

We support and develop those around us by sharing knowledge and being generous with our time.

Role Model

We cherish FSP's culture, living by the values and Winning Behaviours.



We provide opportunities and empowerment for others to step up and lead.









Speak Up

Every voice is valued and protected. We challenge unconscious bias and have a zerotolerance approach to harassment and bullying.

We will always operate in line with our values and continue to educate ourselves to improve and develop a fully inclusive organisation.

Safe

We work to create a safe space for everybody to speak up.

Include

We champion inclusion by being visible, vocal and respectful allies.



Aware

We are thoughtful about the language we use and its potential impact on others.

Educate

We act on unacceptable behaviour, educating those who make genuine mistakes.

Challenge

We call out unacceptable behaviour including harassment, bullying or inappropriate conduct.







Share The Love

Celebrating collective and individual successes, providing deserved and impactful recognition, encouragement and support.

We will recognise meaningful achievements, building confidence and motivation. This will promote collaboration and mutual respect, reinforcing the behaviours that drive our successes.

Strive

We set the bar high and never settle for mediocrity.

Connect

We share FSP's successes to our network and wider community.



Celebrate

We recognise excellence in individual and team performances.

Recognise

We show appreciation for those around us.

Build Confidence

We build confidence in others by celebrating their development and progress.

Unite

We celebrate diverse ideas, contributions and experiences.





Enjoy The Journey

Fostering a positive and fulfilling experience for everyone as we continue to build something we can all be proud of. Success is the journey, not the destination.

Our passionate and talented people working together will achieve remarkable things.

Evolve

We step outside our comfort zones to embrace change, new methods and ideas.

Belong

We celebrate being part of FSP.



Pause

We embrace the present moment and recognise how far we have come.

Share

We work together to make a difference and share special moments.

Be Mindful

We keep perspective in the face of challenges to maintain a positive outlook.



Glossary

Common Terms

Growth Mindset

Believing that abilities and intelligence can be developed through effort, learning and practice.

Mediocrity

Merely adequate, or of ordinary quality, as opposed to good, great or excellent.

No Blame Culture

An environment where people are not blamed or punished for mistakes. Instead, everyone works together to learn from errors and find solutions without fear of repercussion.

Picture of Success

A clear and motivating vision of what we are aspiring to achieve.

Glossary

Unconscious Bias

Automatic, unintentional mental associations and judgments about people or groups based on stereotypes, which influence how we think and act without us realising it.

Win-Win

A result that is good for all parties, not just one side. Everyone involved benefits and feels pleased with the outcome.





Notes

A blank page is just an idea waiting to happen.

Sincere Thanks

Sir Clive Woodward

Your close support, insights and challenge in creating our Winning Behaviours has been extremely valuable and much appreciated.

René Carayol MBE

A leadership coach and inspiration. Thank you for helping us better understand the true power of inclusion and belonging.

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A huge influence in helping us to develop high-performing teams. Your expertise has been invaluable in allowing us to thrive in challenging times.

Chris Atkinson

For believing in us and developing leaders and teams across our business since the start. You helped us to understand the power of purpose and values.

Everybody in, nobody out.

Inspired by René Carayol MBE

FSP.