

A group of people are working at a long wooden table. In the foreground, a man in a red shirt is looking at a laptop. To his left, another person is working on a laptop. Further back, a woman in a blue shirt is also working. The table is cluttered with various items: a laptop, a notebook, a pen, a glass of water, and a small container. The background is slightly blurred, showing more people and a bright, open space.

GOLIN

MAKING FLEXIBLE WORKING WORK

BIBI HILTON, MANAGING DIRECTOR
@HILTONBIBI

A background image showing a person's hands writing in a notebook with a red pen. The notebook is open on a desk, and there are several pens and pencils scattered around it. A laptop is visible in the background, and the overall scene is dimly lit, suggesting a focused work environment.

BUSINESS CASE

**FEAR SURROUNDING FLEXIBLE
WORKING IS PREHISTORIC...**



**BUSINESSES THAT DON'T EMBRACE IT WILL
BECOME EXTINCT**

REACHING AN UNTAPPED POOL OF TALENT

Laura Weston, Golin Marketing Director came through our Back2Businessship course for return-to-work parents. She then won a 3 month returnship placement with us which turned permanent in March.



BUILDING A POWERFUL EMPLOYER BRAND

David Whitehead, Director

“As a new Dad, the ability to work nine days a fortnight was definitely a factor in choosing Golin. When your child is growing up that’s time that only comes once. My day off lets me spend more time with my daughter when she’s little, helping me achieve work life balance and giving me a fresh perspective on work.”



A photograph of three people standing in front of a brick building with large windows and a black metal fence. On the left is a woman with blonde hair wearing a purple patterned sweater and black pants. In the center is a man with short brown hair wearing a white button-down shirt and black pants. On the right is a woman with dark hair wearing a red and black striped dress. They are all smiling at the camera. The image has a semi-transparent dark overlay.

ENCOURAGING DIVERSITY

To build a diverse team you need to be flexible because you're not hiring people with the same life goals and perspectives



HOW GOLIN ADAPTED



WE PUT FLEXIBILITY AT THE CORE OF OUR CULTURE

- Created 'Happy, healthy, hot'
- Work from anywhere
- Unlimited holiday
- Enhanced parental policies
- Flexibility from the top down

A black and white photograph of a woman sitting on a concrete pier or ledge, with her arms outstretched to the sides. She is wearing sunglasses and a dark top. The background shows a body of water and a forested hillside under a cloudy sky.

WE CHANGED THE WAY WE HIRE

ALL TALENT

Found

new roles advertised
as open to flexible

in different places
with creative hiring





FLEXIBILITY IS GREAT FOR BUSINESS

50%

of the leadership
team work flexibly

12%

of our team currently
has formal part time
working

100%

of our mums returned
to us from maternity
leave in 2015

23%

employees
celebrating 5 years
or more

X2

Double digit growth
this year

34%

rise in
candidates