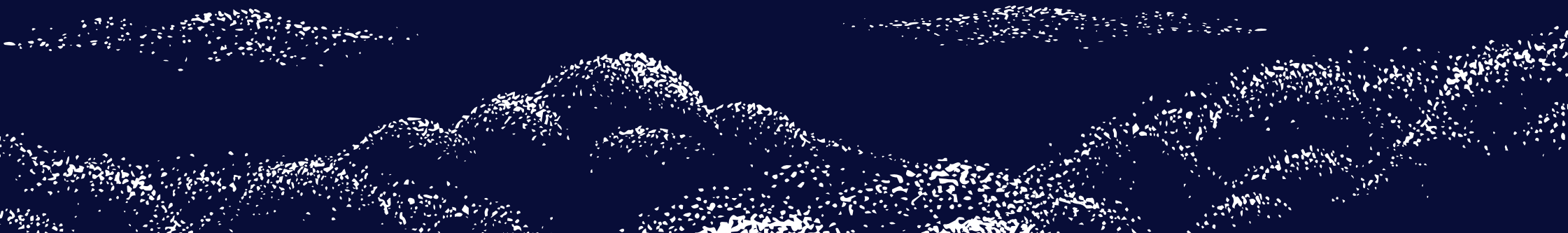




The
shuttlefish

GUIDE TO THE GALAXY





Greetings Starlets,

We're living in a time of hyperconnectivity, in which attention spans have been whittled and competition for attention is intense. Knowledge is centralised and hard to ratify.

Our 21st Century obsession with recording everything pushes us towards looking rather than seeing, gazing rather than observing. Strong, polarised opinions on everything from gender norms to political persuasion sit uncomfortably next to growing political apathy and acceptance of the chaotic norm.

Swimming about in that cosmic soup of hopelessness, there are constellations of companies and people pursuing adventurous dreams driven by hopes of better for themselves and for others.

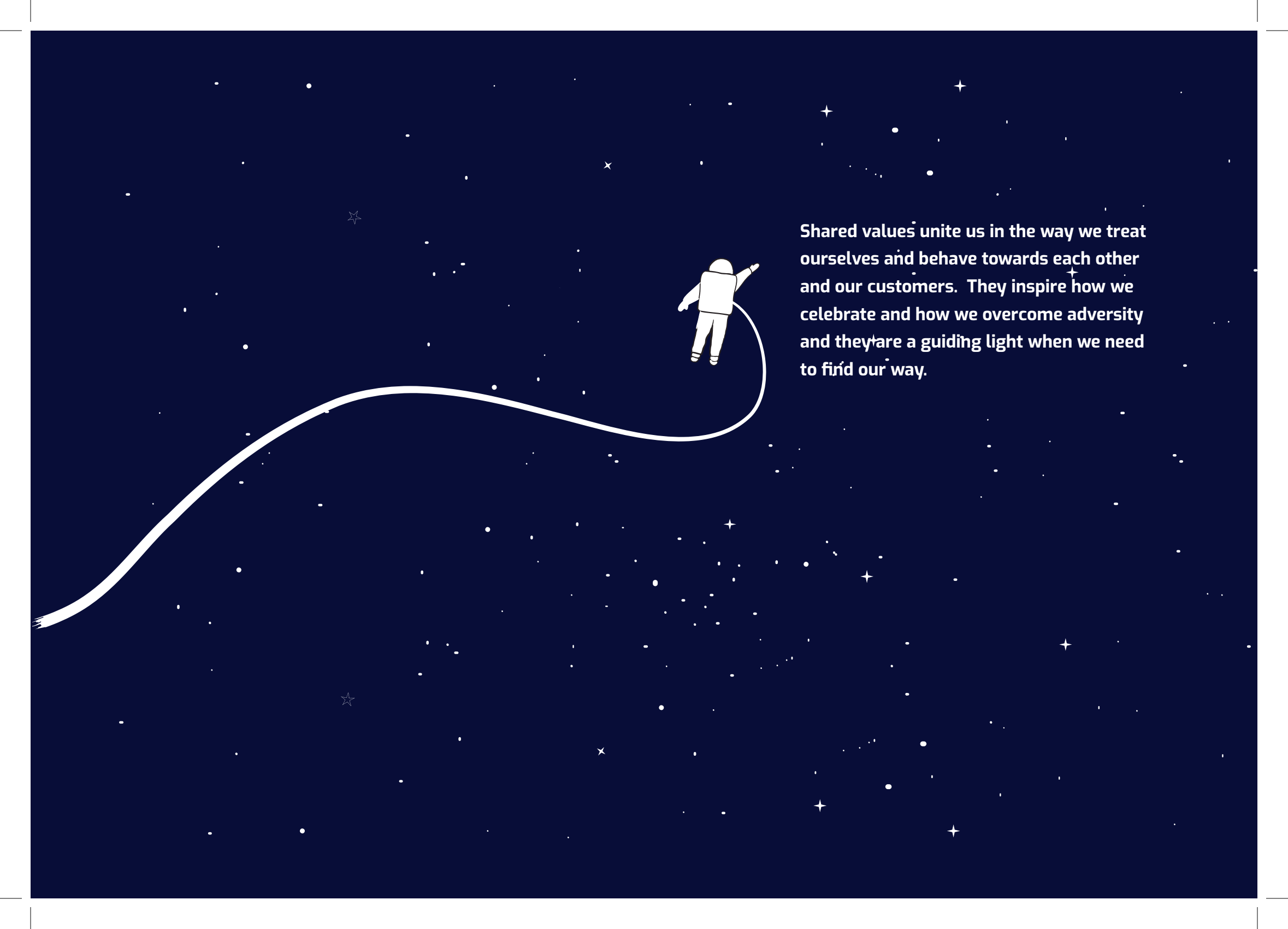
These are our people.

We're here to fly those dreamers there, by unearthing, incubating and showcasing their inherent, authentic brilliance. Branding from the inside out does away with the ordinary, it questions perceptions and leans into positive change through open conversation.

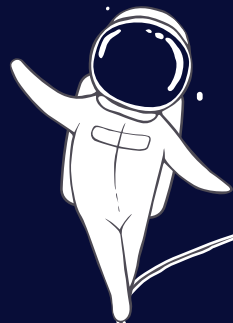


Tom

Shuttlefish Founder
& Dreamer-in-chief

A white line graph on a dark blue background with stars and an astronaut. The graph starts from the left edge, curves upwards, then downwards, and then upwards again. An astronaut is positioned at the peak of the second upward curve, holding onto the line. The background is filled with various sizes of white stars and dots.

Shared values unite us in the way we treat ourselves and behave towards each other and our customers. They inspire how we celebrate and how we overcome adversity and they are a guiding light when we need to find our way.



**Gratitudes
Reflection
Improvement
Positivity**



A stylized sunburst graphic with a central circle containing the text "GOOD GRIP. GREAT TRIP." The sunburst consists of a central dark blue circle with the text in white, surrounded by a white ring and several dark blue, teardrop-shaped rays pointing outwards. The entire graphic is set against a dark blue background.

**GOOD GRIP.
GREAT TRIP.**

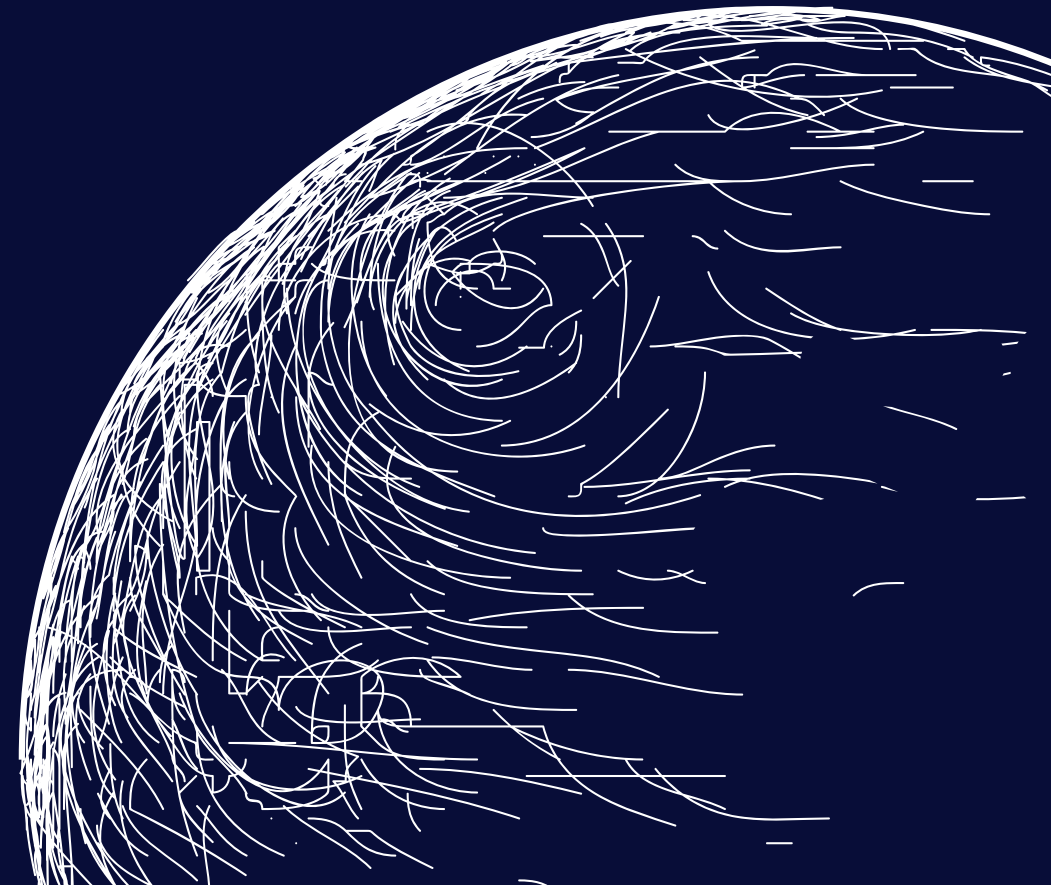
GRATITUDES

We demonstrate gratitude for our circumstances

We are thankful for our customers and approach customer conversations with this attitude. If we are not, we take action.

We are grateful for our team. Between us we will propel this ship onwards

The chances of us all being here is roughly one in 400 Trillion - you're more likely to win the lottery - thrice. We are grateful for the opportunity to play the game and give it our best shot.



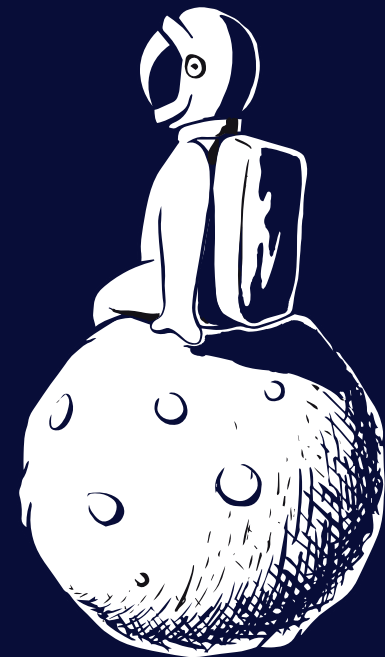
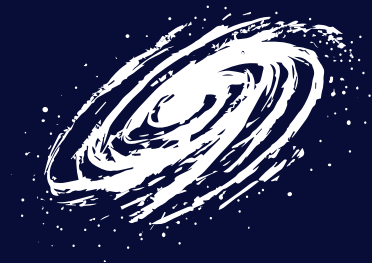
REFLECTION

Introspection as individuals and as a team enables us to create a culture in which the best ideas win on their merit, not on who's saying them.

We listen first, in order to understand.

We float above the *every-day* regularly and reflect on the bigger picture.

Did we enjoy it? If not, why not?



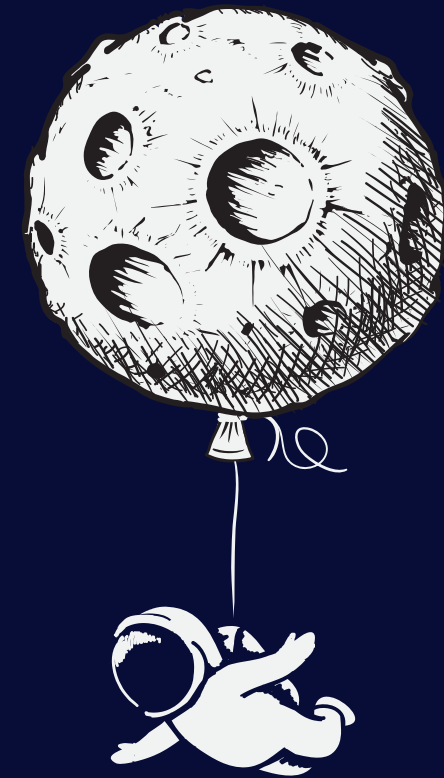
IMPROVEMENT

We expect ourselves and each other to do the best we can.

We disconnect properly, in order to re-charge, be better, and enjoy our lives.

Happiness and Productivity are not mutually exclusive

All the small stuff adds up. Make the small changes and the big improvements will happen. Good news takes time, while bad news happens overnight. We can only see the good news through regular retrospection.



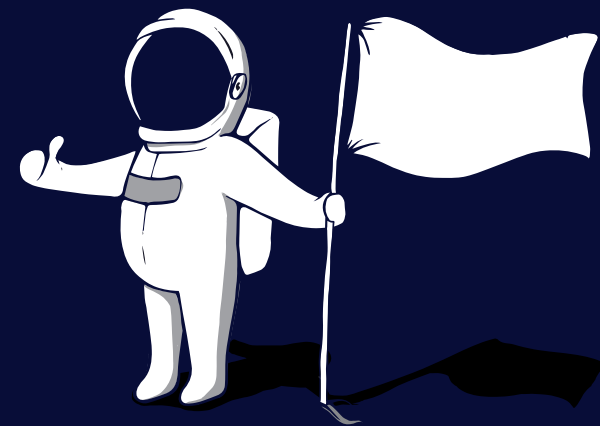
POSITIVITY

A positive approach doesn't mean being blindly optimistic. We can overcome adversity and achieve our goals through positive thought and decisive action.

Unconstructive criticism grinds everybody down.

We create an positive environment for each other and our customers by giving trust and valuing honesty.

There is always sunshine after rain and even the rain can be beautiful through the right lens.





shuttlefish.co.uk/culture

We are always looking out for the brightest stars to join in the mission. If that's you, talk to us, we love that.