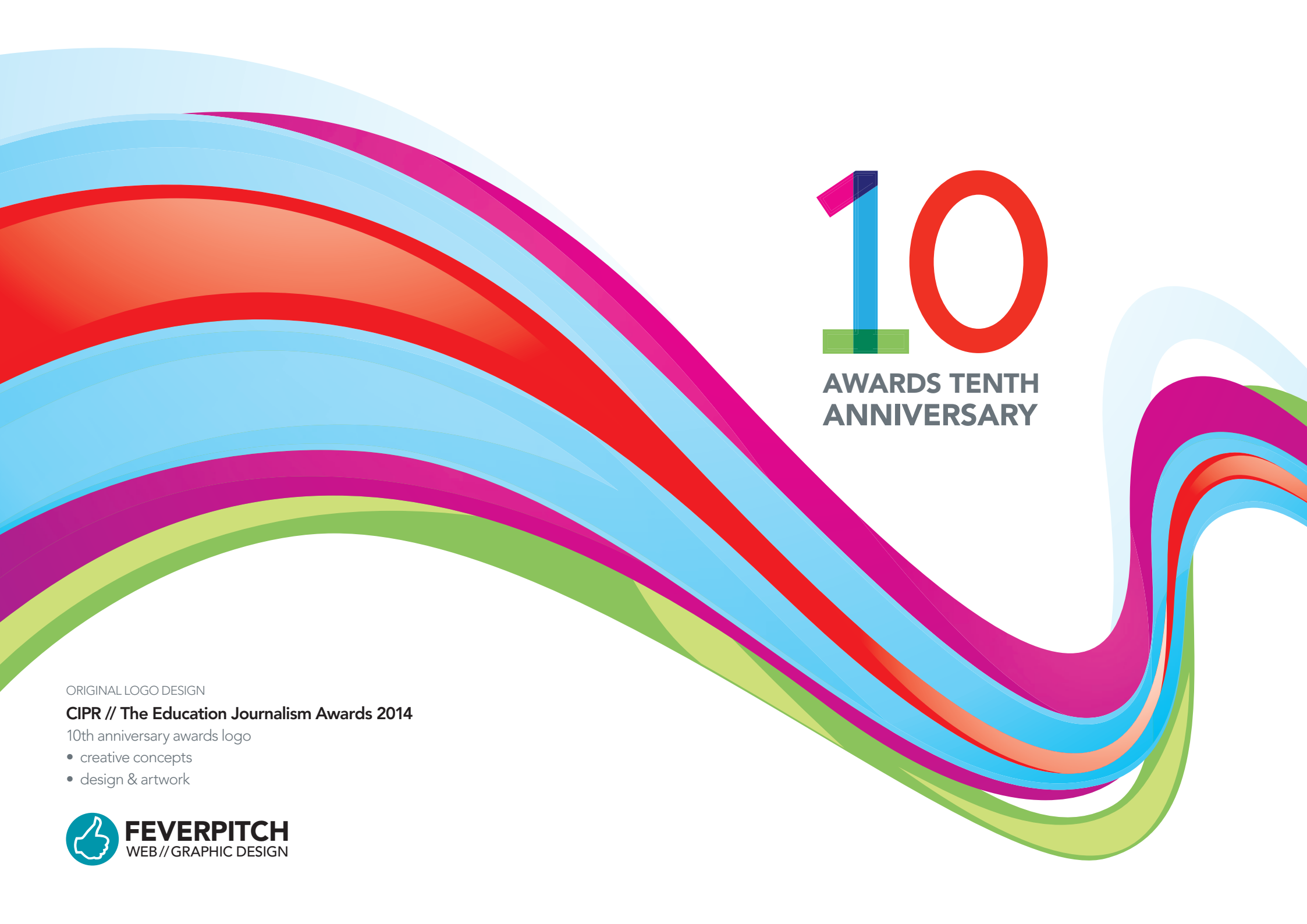




FEVERPITCH
WEB//GRAPHIC DESIGN

DESIGN PORTFOLIO
...in no particular order!



10

AWARDS TENTH
ANNIVERSARY

ORIGINAL LOGO DESIGN

CIPR // The Education Journalism Awards 2014

10th anniversary awards logo

- creative concepts
- design & artwork



FEVERPITCH
WEB//GRAPHIC DESIGN



Essential learning—the employee perspective

A global study into employee attitudes towards learning and development



DESIGN FOR PRINT

SkillSoft // Annual Research Survey 2008

36 page A4 landscape report

- creative concepts
- design & artwork and print



FEVERPITCH
WEB//GRAPHIC DESIGN

prepared to invest their own time in training. The same holds true for US attorneys and for UK legal experts too; although the percentage willing to give up their personal time is not quite as high (88.9% and 87.5% respectively). This may be due to the fact that these respondents generally appear to be more satisfied with the level of training they are already receiving from their employers. In the US and the UK 100% of employees working in advertising, PR or corporate affairs think it is essential for their employers to allocate specific time for learning and development during working hours. This figure drops only nominally to 96.9% of those working in this job function in Europe.

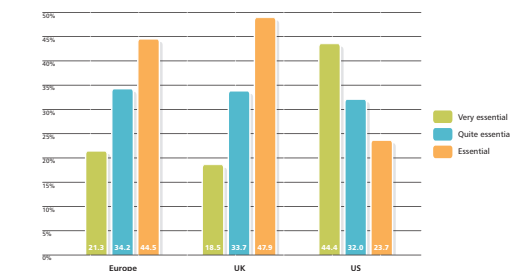
Putting learning into practice

Interestingly, US employees don't think it is particularly essential to be given the opportunity to put into practice what they have learned as soon as possible afterwards (55.7%), whereas 81.6% of their colleagues in the UK and 78.7% of workers in Europe

describe this as either 'essential' or 'very essential' (see figure 5). Both managers (80.6%) and non-managers (83.2%) in the UK want to put their learning into practice as soon as possible afterwards.

The picture amongst European non-managers is similar (79.5%) although this drops for European managers (76.5%) but not as far as for managers (53.8%) and non-managers (56.4%) in the US.

5 How essential do you think it is to be given the opportunity to put into practice what you have learned as soon as possible afterwards?



However, despite the relatively low US average, there are some marked differences in attitude within certain job functions, with 80% of US advertising/PR and corporate affairs personnel for example, claiming that it is essential and very essential to practice new skills as soon as possible. Next as a group are those working in facilities (70.6%); purchasing/contracting (61.9%) and distribution/logistics (66.7%).

In the UK it is security workers who are most keen to put their new knowledge into practice as soon as possible (91.7%) – as are those working in sales and marketing (85.5%); production (85.5%); and law (84.4%). Those least likely to be concerned about this are employees working in facilities and distribution/logistics.



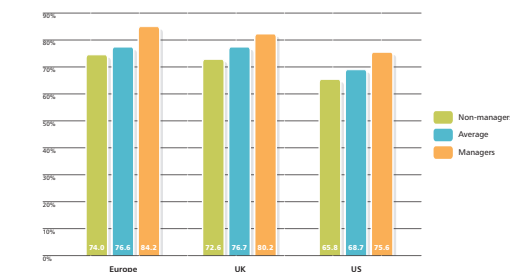
In Europe, it is a similar story at the lower end of the spectrum, but a significant 92.7% of those working in purchasing/contracting think it is essential and very essential to put new knowledge into practice. Other areas sharing this view are customer services (84.5%); advertising/PR/corporate affairs (84.4%); production (82.2%) and IT (82.1%).

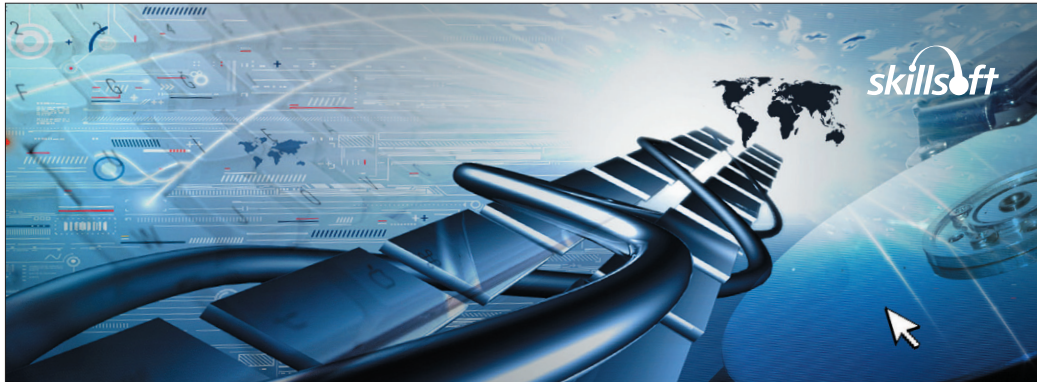
Skills gaps and shortages

Employees were asked whether they had ever been required to do things at work that they feel they should have received some training for beforehand. Worryingly,

more than three-quarters of UK and European employees surveyed have been asked to perform tasks that they felt ill-equipped to take on without receiving prior training (see figure 6). Whilst this figure drops to

6 Have you ever been asked to do things at work that you feel you should have received some training for beforehand? Those who said yes...





The Future of Learning

Benchmark Study 2007

DESIGN FOR PRINT

SkillSoft // Annual Research Survey 2007

36 page A4 landscape report

- creative concepts
- design & artwork and print



FEVERPITCH
WEB//GRAPHIC DESIGN

The Results

Employee engagement

In order to understand what might happen to training in the future, we began by trying to establish a baseline of the existing custom and practice prevalent in the learning arena at the moment. As a starting point we wanted to determine what the HR community was focusing on and the extent to which they felt their training initiatives were making a positive impact on their organisation. We also wanted to assess whether those who worked in organisations used the training available to them (if indeed there was training available) and what their views of it were.

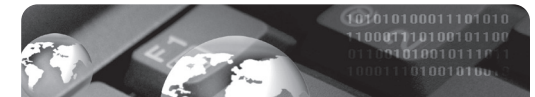
In this research, the HR professionals who participated were all from large, pan-European or global organisations across a number of industry sectors. As a result, their areas of focus were widespread and often company specific. However, in a number of areas there was some commonality of purpose. Most noticeable in this regard was the fact that many are striving to take a holistic view of the learning needs of their organisation, incorporate all the delivery methods

they can, and then successfully manage the increasing complexity that this involves. In spite of the difficulties this entails, many seem to be managing this with considerable skill, with evidence that the right training is getting through to the right people at the right time.

Equipped with the insight gained from the HR professionals we had interviewed, we then

implemented a large scale web-based survey with over 5,000 people, all of whom were working full time in a wide range of organisations, primarily based in the UK. Firstly, we asked them if their organisation had a training programme in place and if so, what level of involvement they had in it.

Encouragingly, the majority of employees (67.6%) were able to say that there was a comprehensive



"The complexity can be a nightmare and that's one of our challenges. But we are getting to grips with it in a number of different ways. We are trying to achieve greater consistency across our programmes whilst creating greater simplicity for our population of employees. The key thing to ensure when you have such a high degree of complexity is that the right training gets through to the right people at the right time."

Andrew Wright, GSK



"We had a big HR open day recently which showcased everything we have available. It was like a big open market

place where people just toured around all the different things. This really helped understanding and it's been really important to just re-energise the workforce every six months or so."

Rhian Langham, ING Direct

training programme in their company. However, over half of those (52.9%) said that they didn't feel actively involved in this programme.

As expected, this differed noticeably by job function. Predictably, those in HR management are the most engaged, with 70.5% saying they feel actively involved. However, this level of engagement doesn't occur amongst those in junior HR roles. This group are almost evenly split with 55.5% saying they feel engaged but the remainder saying that they don't (see figure 2).

Percentage of employees who feel actively involved in their organisation's training programme (figure 2)

Sales and/or Marketing – Junior role		44.7%
Sales and/or Marketing – Management role		62.9%
Operations – Junior role		45.2%
Operations – Management role		59.0%
Manufacturing and/or Production – Junior role		42.3%
Manufacturing and/or Production – Management role		61.5%
IT – Junior role		34.0%
IT – Management role		38.6%
Human Resources – Junior role		55.5%
Human Resources – Management role		70.5%
Finance – Junior role		38.2%
Finance – Management role		52.0%
Engineering/Technical – Junior role		37.7%
Engineering/Technical – Management role		61.5%
Customer Service – Junior role		37.2%
Customer Service – Management role		61.2%



Sustainability
communications

ORIGINAL LOGO DESIGN

Sustainability Communications

- creative concepts
- master logo artwork



Sustainability
communications

...closer to industry

DESIGN FOR PRINT

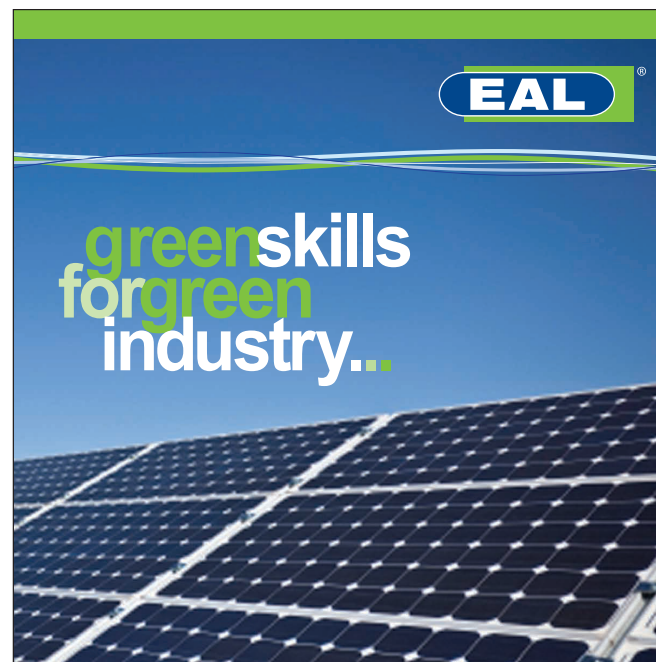
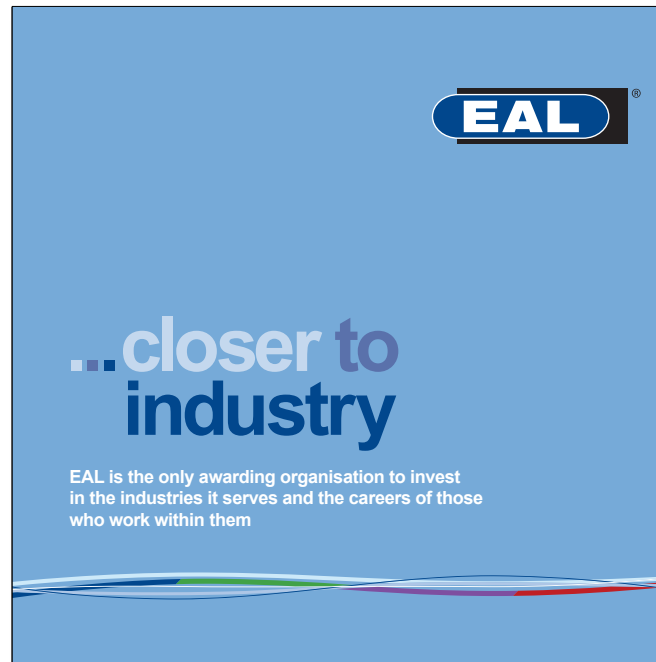
EAL // Industry Awarding Organisation

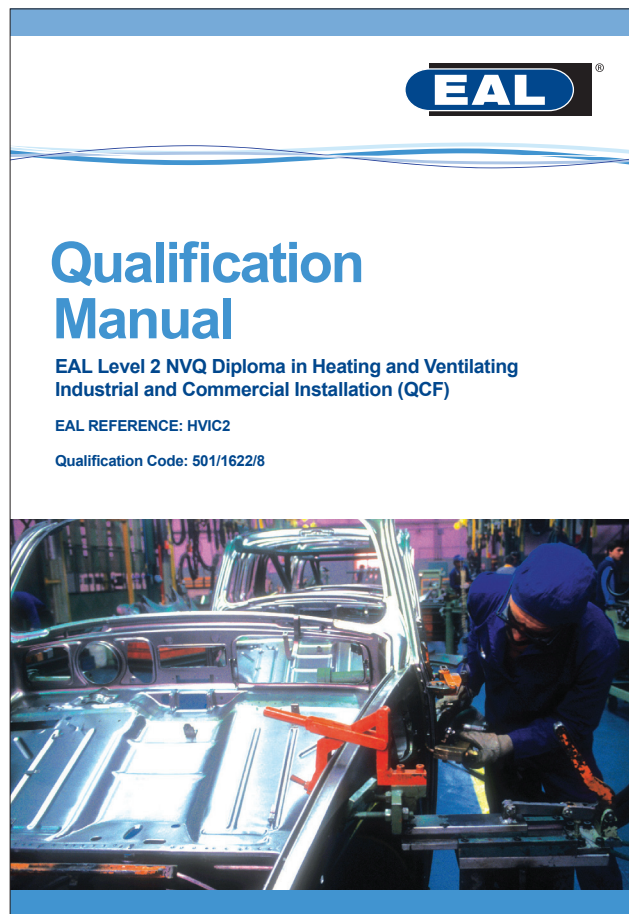
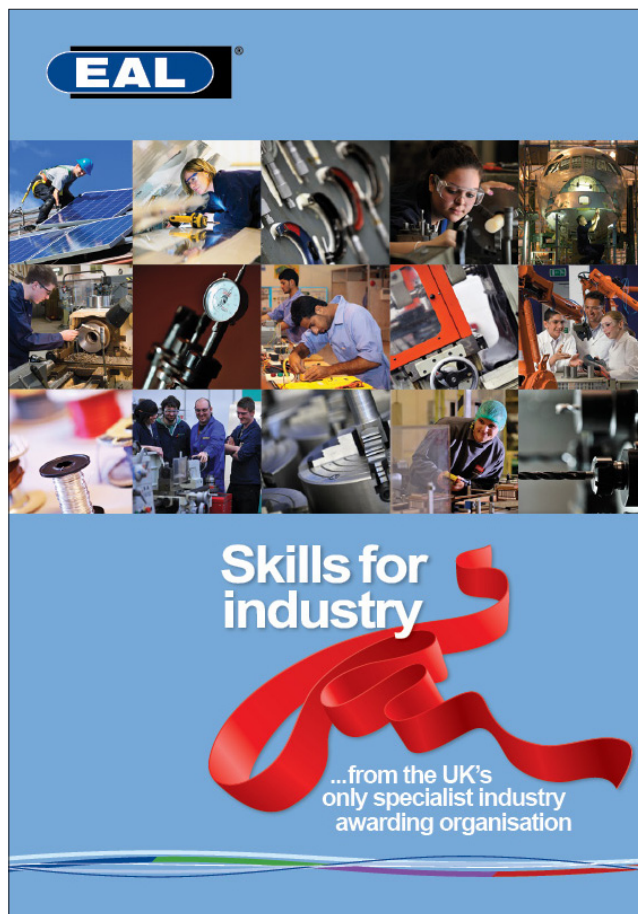
corporate & core product brochure re-design

- creative concepts
- design & artwork and print



FEVERPITCH
WEB//GRAPHIC DESIGN





DESIGN FOR PRINT

EAL // Industry Awarding Organisation

multi format marketing collateral, newsletters

- creative concepts
- design & artwork and print





the voice of industry apprentices

ORIGINAL LOGO DESIGN

Industry Apprentice Council

- creative concepts
- master logo artwork



Endaba Trust Research – Executive Summary



DESIGN FOR PRINT

Endaba Trust Research // Executive Summary

16 page A4 landscape report

- creative concepts
- design & artwork and print



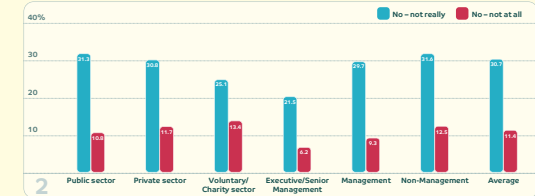
The Reality

How trusted are chief executives and other senior management? (Figures 2 and 3)
Alarming, over a third of employees answered 'no – not really' or 'no – not at all' when asked if they trusted their organisation's chief executive. The same applied when respondents were asked a similar question relating to senior management.

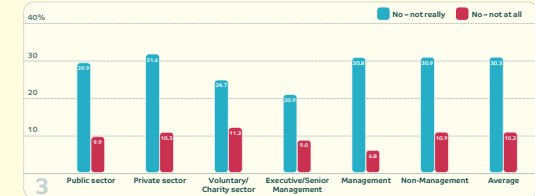
Taking the average across the public, private and voluntary sectors, levels of trust in senior executives are similar. However, some differences emerge when specific industries are examined. Chief executives and senior managers working in Fast Moving Consumer Goods (FMCG), the Fire Service and Education are the most trusted by employees working in those sectors – by 69.6%, 64.8% and 61.9% of employees respectively. Worryingly, least trusted are executives working in Defence (59%), Government/Government Agencies (51%) and Property (46.4%).

In general, female employees appear to be more likely to trust their bosses than their male colleagues. The research also indicates that the higher up the organisation an employee is, the more their trust level increases. Only 27% of senior managers don't trust their CEO, compared to 39% of other managers and 44% of employees working in non-management roles.

Do you trust your organisation's chief executive?



Do you trust the senior management within your organisation?



What creates a lack of trust in chief executives and senior management?

We wanted to find out why those employees claiming a lack of trust for those at the top of the organisation felt that way.

The top three answers were:

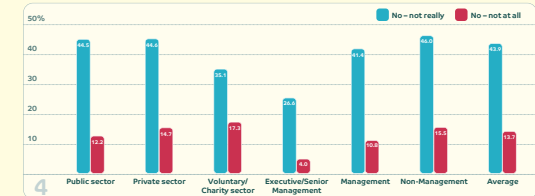
- "I don't believe he/she cares about the employees"
- "I don't believe he/she says what he/she actually means"
- "I don't believe he/she values the contribution made by employees"

Do executives actually care whether or not they are trusted? (Figure 4)

Having established this amongst the employee sample claiming not to trust senior executives, we then asked all respondents whether they thought this group actually cared whether they were trusted or not. Disturbingly, the consensus is that employees don't think they do care, with over half (57.6%) saying 'no – not really' or 'no – not at all'. This figure drops slightly to 51.7% amongst employees working in management roles.

Not surprisingly, senior managers themselves tend to disagree, with only 4% claiming not to care at all and 26.6% admitting to not caring very much.

Do you think that senior managers care whether their employees trust them or not?



Employees working in Government/Government Agencies, Manufacturing and the Police (70.5%, 66.7% and 63.4% respectively) are the most likely to believe that their senior managers don't care about whether or not they are trusted.

Do employees trust their line managers and colleagues? (Figures 5 and 6)

In contrast to employee perceptions about the trustworthiness of senior executives, almost three-quarters (72.6%) of employees trust their direct line managers 'mostly' or 'completely'. This figure rises

"If people know you care it brings out the best in them."

Richard Branson, Founder, The Virgin Group

to (78.8%) when employees are asked whether they trust their colleagues.

These findings are consistent across those working in senior executive, management or non-management roles, although a greater percentage of senior executives appear to have higher levels of

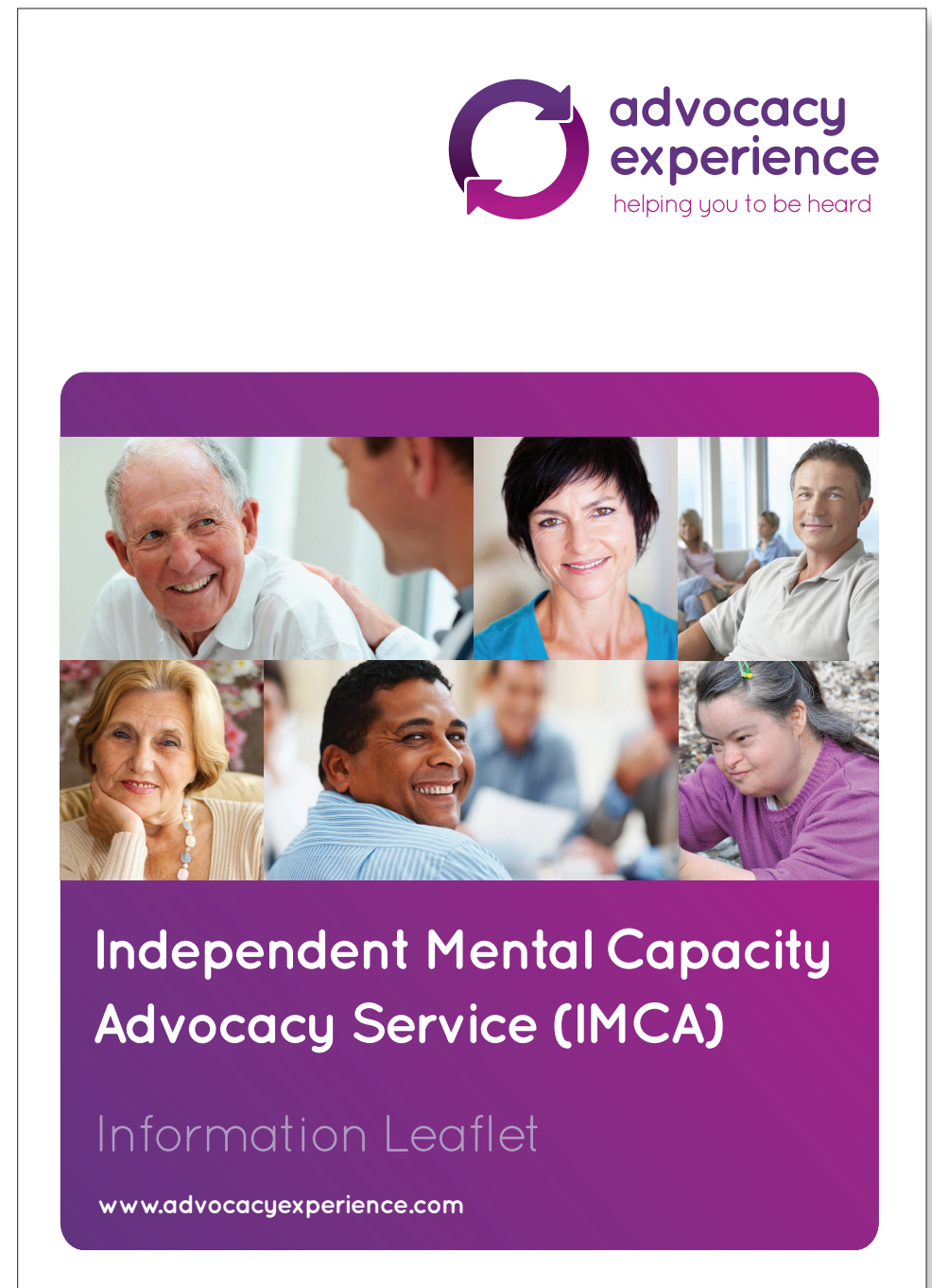


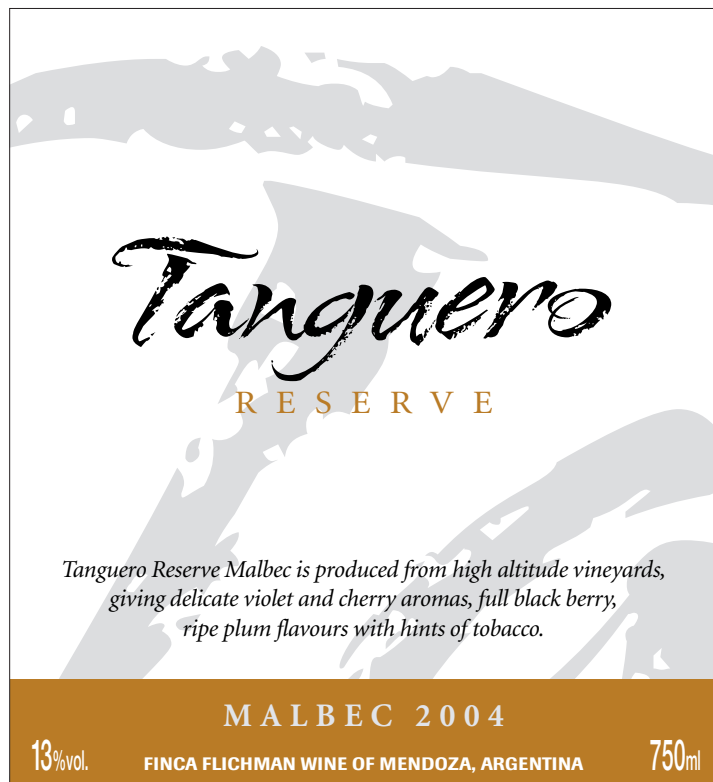
DESIGN FOR PRINT

Advocacy Experience // Re-design of Core Information Literature

various formats – leaflets, posters, reports

- creative concepts
- design & artwork and print





ORIGINAL LOGO // BRANDING DESIGN

Finca Flichman Wine of Mendoza

wine bottle label design

- creative concepts
- master logo artwork



FEVERPITCH
WEB // GRAPHIC DESIGN

amazing sp[]ce

amazing sp[]ce

ORIGINAL LOGO DESIGN

Amazing Space Interior Design

- creative concepts
- master logo artwork



FEVERPITCH
WEB//GRAPHIC DESIGN