

Lifeblood

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Welcome to Lifeblood

We're excited to announce the latest iteration of our High Performance Culture Guide. An internal handbook that brings our core principles and day-to-day culture to the forefront.

Here at Lifeblood, we are in the process of scaling up our consultancy to add many new faces over the next 18 months.

With new talent coming into our culture, it's critically important that our values, ethos and mission remain intact.

With this in mind, we've created the High Performance Guide, which acts as an expression of our brand, a guide for our way of thinking and a tool for onboarding new people and partners.

It includes details of the components for driving predictable, profitable growth for DTC and subscription brands, and a blueprint for getting the very most out of your days.

For a bit of fun, our team has also shared their favourite walking routes and local coffee shops at the back of this guide – ideal if you're new to the area, or simply looking for a couple of hidden gems on your lunch break.



LET'S GO

The reason why Lifeblood exists

Lifeblood's purpose is to help DTC and subscription brands scale more predictably and profitably by building the most effective team and growth system in the UK.

buying with insightful data scientists and brave creatives to deliver commercial outcomes that are clearly reconcilable against the P&L. Empowering both brand and consultancy to measure business growth with total clarity.

Delivering such results consistently leads to rapid career advancement, improved client retention and agency growth. A scenario where everybody wins.

Mission

Build the UK's most effective team and system for profitably growing DTC brands.

Vision

To profitably build the category-leading brands of tomorrow.



“An agency fuelled
by growth and built
for people to get out
what they put in

We want our people to do the best work of their careers at Lifeblood, and we're working hard to create and maintain an environment that enables and rewards excellence.”

Josh Fletcher
Founder



Lifeblood's core values

The following seven values are fundamental to how Lifeblood operates. They act as a guide for how we function and make decisions. They also influence who we choose to do business with and hire.



THOUGHTFUL
BIG THINKING
TRUTH SEEKING
PERSISTENT
ACCOUNTABLE
CURIOUS
SPEED OF WISDOM

THOUGHTFUL

We consider decisions, actions and outcomes deeply. We use data and AI to augment our thinking to reduce the impact of ego and biases.

BIG THINKING

By thinking 'what could be' rather than 'what is' then we start to identify areas for improvement. We work with people who believe anything is possible and will do whatever it takes to achieve it.

TRUTH SEEKING

In a world of conflicting information and over generalisation, we distinguish the truth by using data, evidence gathering, reasoning and logical thinking.

PERSISTENT

Delivering predictable, profitable growth for our clients requires relentless hard work, resilience and discipline. We out-hustle the competition.

ACCOUNTABLE

We take ownership of our client's growth and we are responsible for the results, which we track, measure and analyse.

SPEED OF SIGHT

Early-mover advantage is in our DNA. We go above and beyond to innovate at pace and deliver in the fastest possible time without compromising quality.

CURIOS

We strive to improve our understanding of the world by reading, listening, testing and respectfully debating with the knowledge that such work is never done.

MANIFESTING HIGH PERFORMANCE CULTURE

The growth mindset

A growth mindset is the key to success at Lifeblood. It requires resilience, learning from mistakes, getting comfortable with being uncomfortable and embracing challenges.

Challenge yourself to develop a growth mindset and you will be amazed at what you will achieve in the coming months.

	Fixed mindset	Growth mindset
Challenges	Avoid challenges	Embrace challenges
Obstacles	Give up easily	Persist in the face of setbacks
Effort	See effort as fruitless or worse	See effort as a path to mastery
Criticism	Ignore useful negative feedback	Learn from criticism
Success of others	Feel threatened by the success of others	Find lessons and inspiration in the success of others

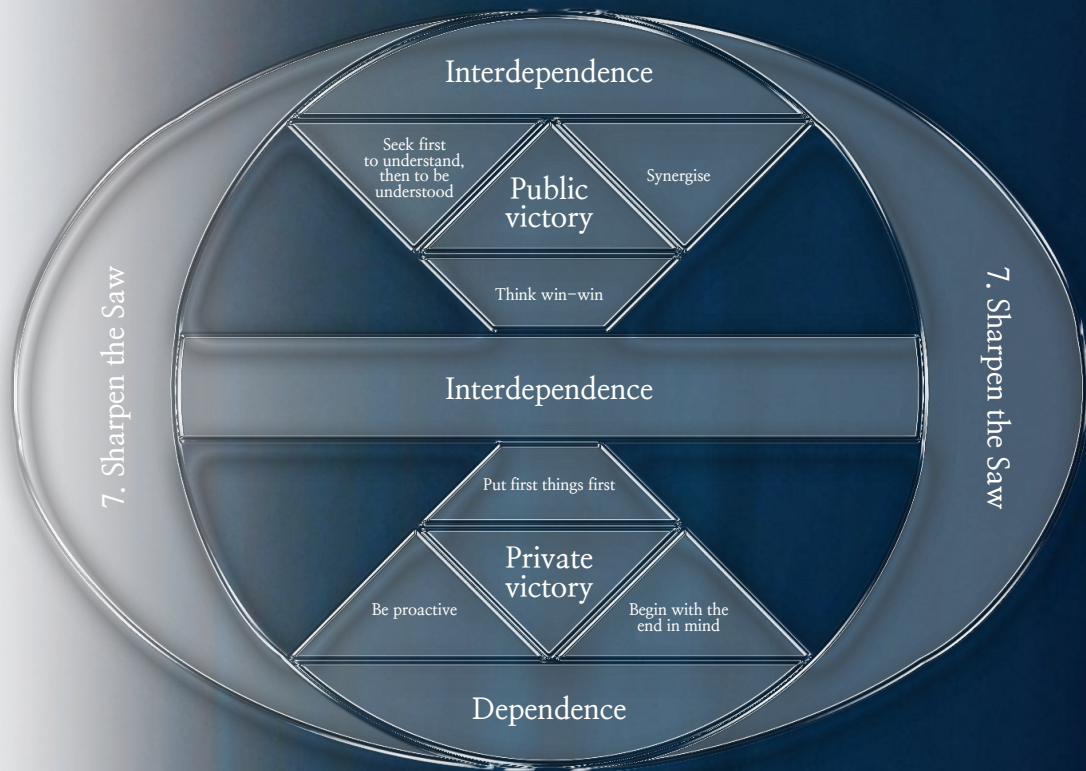
7 habits of highly effective people

‘The 7 Habits of Highly Effective People’ is a self-development book by Stephen Covey that we highly recommend.

and professional effectiveness underpinned by 7 habits. These habits integrate perfectly with Lifeblood culture.

In order to adopt Covey’s habits, he suggests that we must first change our perception and interpretation of how the world works (a paradigm shift) – as we currently see the world, not ‘as it is’, but ‘as we are conditioned’ to “see” it.

Covey encourages us to operate in an emotionally intelligent manner and seek only to control the controllables: “Between what happens to you and your response to it, is your freedom to choose that response.”



It can't be measured, it can't be managed

We embrace a test, measure and optimise mantra – not only across performance channels, but everything that we do.

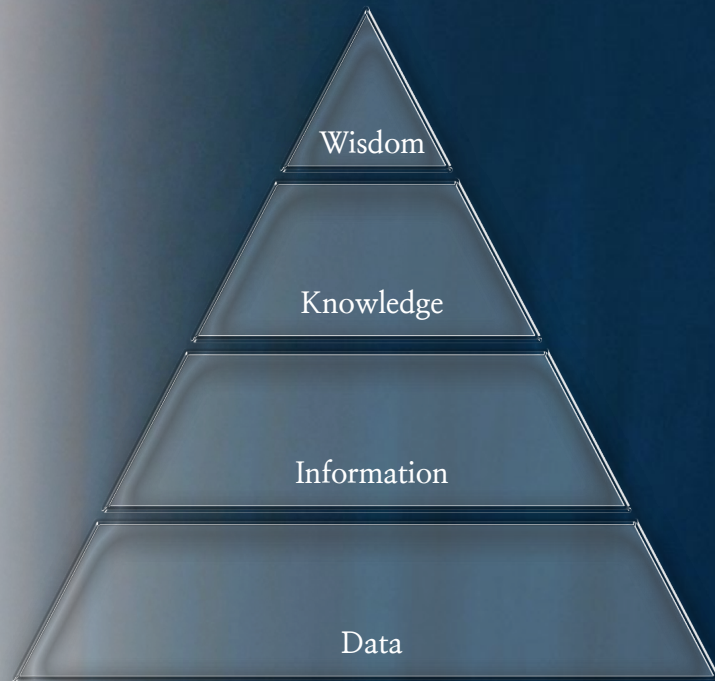
New creatives going live on paid social? You can bet we'll be testing multiple variations and measuring the Thumb Stop Rate (TSR), Hold Rate & Click Through Rate (CTR).

A new eCommerce partner? Damn right we'll be creating a dashboard to measure our impact on driving down Customer Acquisition Cost (CAC) and improvements on Lifetime Value (LTV) and Return on Ad Spend (ROAS).

Lifeblood is massive on measurement, but we also believe that data needs to be enriched with meaning and context by converting it into actionable insights. This empowers better decision-making for our partners.

This concept is best visualised using the DIKW Pyramid, which represents the relationships between data, information, knowledge and wisdom.

Each building block is a step towards a higher level – first comes data, then is information, next is knowledge and finally comes wisdom.



“Each step answers different questions about the initial data and adds value to it.”

Prioritising health & mental wellbeing

Longevity is key. Optimising your health, happiness and mental well-being should be your number one priority.

There's no silver bullet and secret sauce here. People are built differently and what works for one person, may not necessarily work for you. It's about experimenting and finding the best ways for you to decompress, recharge and motivate yourself.

Here are some tools for health and well-being that members of the Lifeblood team enjoy, as a thought-starter:

Exercise

Aerobic activity may help bump up the production of your brain's feel-good neurotransmitters, called endorphins. mentalhealth.org.uk states that "studies show that there is approximately a 20% to 30% lower risk of depression and dementia for adults participating in daily physical activity."

Journaling

Writing positive affirmations and intentions in a daily gratitude journal can help people to feel more positive emotions, relish good experiences, and improve their mental clarity. We like The 5 Minute Journal, Lifeblood gifts a copy to each new team member as part of the welcome pack.

Mindfulness

Mindfulness is a way of paying attention to the present moment, using techniques like meditation and breathing. It helps us become more aware of our thoughts and feelings, so that instead of being overwhelmed by them, we're better equipped to manage them. Head-space is a free app that offers guided meditations – we love it.

Cold Water Therapy

It is reported to improve circulation and boost white blood cell count because the body is forced to react to changing conditions. Over time, your body becomes better at activating its defences. You can learn more about this practice online through The Wim Hof Method.

Work-Life Balance

We encourage flexible working. Want to start early, so that you can leave an hour early on Friday for the weekend? No problem. Need to work from home last minute because the kids are unwell? It's fine by us. Just make sure that you communicate clearly and directly with your line manager.

Talking

Everything that you share with your line manager regarding your professional or personal challenges will remain confidential. Whenever you feel ready to talk: choose the method of communication that feels right for you, pick a time and place that feels comfortable and know that it's okay not to be okay. If you would prefer to speak to somebody externally, we totally understand.

The Samaritans are there to listen and help, 24/7, 365 days a year.
You can call them for free from any phone on 116 123.

INTERNAL BEST PRACTICES

No brief, no budget, no contract? No deal

Our new business team seeks out high potential brands that value accountability in the same way that we do.

To us, accountability is a two-way street. We only work with brands and people that are committed to providing a written brief, with clear KPIs and a realistic budget and forecast.

Challenge the brief when you believe there's a better way

If you believe that there are better solutions to our partners' problems.

You should always professionally challenge the brief, and validate your point with data and research.

Don't be negative

We are realistic optimists and we believe that the future will be better than the past.

Somedays you may not get the feedback that you were hoping for. Don't take it personally and maintain integrity. It's how we bounce back that counts.

Manage your time effectively

Meetings occasionally become excessive, repetitive and drawn out. Keep meetings as short as possible.

If it becomes obvious that you aren't adding value to internal meetings you are welcome to politely leave or drop off a call.

It is also important that you record your time in the project management system, this will help you audit your time and it helps your colleagues to monitor progress.

Communicate directly and often

Communication should travel via the shortest path necessary.

At Lifeblood, we prefer clear and actionable information without any fluff, ambiguity or room for misinterpretation.

Take responsibility for your wellbeing

Physical and mental well-being is key to driving high performance and longevity.

If you are struggling, be proactive and go for a short walk, get some sea air or engage in some mindfulness
– you don't need permission to do this. Even better, please talk to your line manager in total confidence
– a problem shared is a problem halved.

General housekeeping

Communication should travel via the shortest path necessary.

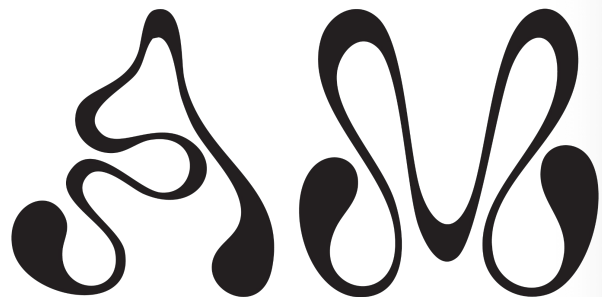
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Be consistent with file storage

File etiquette makes us more efficient.

We store all documents and files on the Lifeblood Google Drive, please ensure files are stored in the relevant folder and that they are named using the following format: 'Client Name/Brand – Description – Month Year'. For example: *Lifeblood – High Performance Culture Guide v3 – Jan 2026.*

MEETINGS



As part of Lifeblood's new agile approach to working, we have introduced scrum tactics including a daily kick-off meeting.

This is a 10 minute stand up meeting [or Google Meet if WFH] at 09:00 every day.

We use this time to set outcomes for the day ahead, review urgent deadlines, raise any concerns and resolve any potential blockers.

WHO? Everyone

WHAT? Daily kick off meeting

WHEN? 09:00 [Mon – Fri]



At 12:00 on Fridays we close out the week by celebrating the wins and reviewing the week's challenges together for 10 minutes.

We benchmark our progress against the various outputs that were agreed earlier in the week, as well as looking ahead to next week.

WHO? Everyone

WHAT? Weekly wrap up

WHEN? 12:00 on Fridays

LOCAL HOTSPOTS

1. Lifeblood HQ

You are here.

Unit 3 Pensans, Rospeath Lane, Penzance TR20 8DU

2. Star Inn

Our local pub and micro-brewery. Reasonable food, local ales, and a pool table. Team drinks here on Thursdays.

Crowlas, Penzance TR20 8DX

3. South West Coast Path

A flat walk and cycle path with stunning views. Park at Long Rock Car Park and enjoy a lunchtime stroll by the sea.

S W Coast Path, Longrock, Penzance TR20 9BJ

4. White Hart Inn

Local village pub. Quiet, quaint and hidden away.

White Hart Inn, Ludgvan, Penzance TR20 8EY

5. Tremenhoe Gardens

Tropical gardens and art gallery with a wonderful café/restaurant.

Nr Gulval, Penzance TR20 8YL

6. The Godolphin

A breakfast and lunch spot with Cornwall's most iconic view. Highly recommend the beef burger.

The Godolphin Arms West End, Marazion TR17 0EN

7. The Mexico Inn

Great local pub for food, beers and cocktails. Their specialty is homemade pies.

4 Riverside, Longrock, Penzance TR20 8JD

8. The Cornish Oven

We're pinning our colours to the mast here: the best pasty in the area? Perhaps.

Jelbert Way, Penzance TR18 3AS

9. Jordan's Cafe

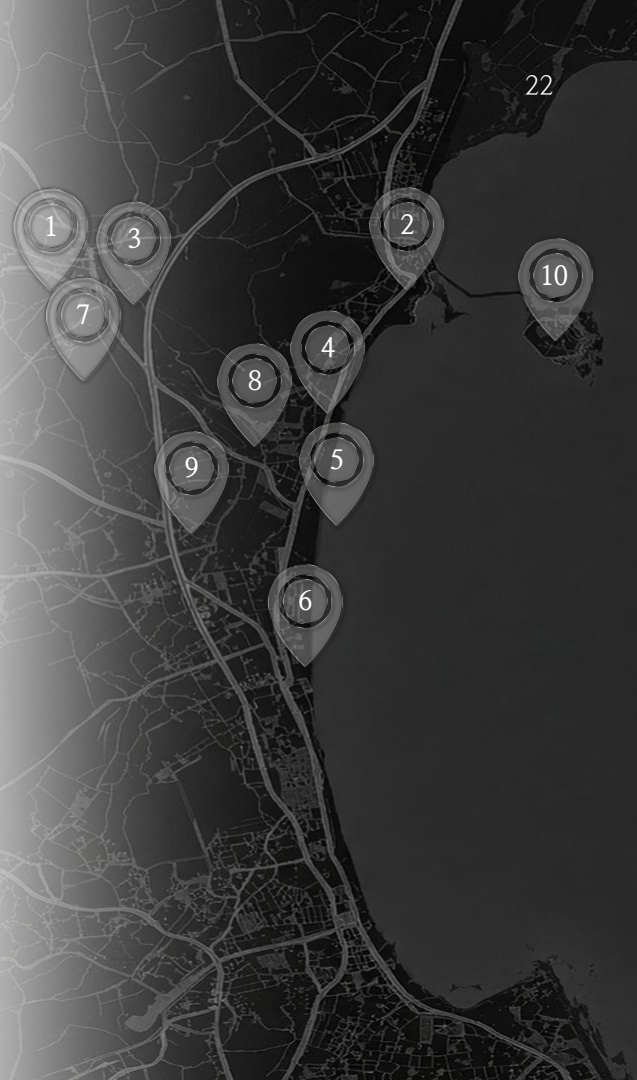
An excellent takeaway coffee and panini spot.

Station Car Park, Marazion TR17 0AA

10. St Michael's Mount

Walk the causeway at low tide and enjoy the view. HBO's Game of Thrones 'House of Dragon' was shot here.

St Michael's Mount, Marazion TR17



Thank you

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