



**HAKIM**  
GROUP

# SHARKS & WAYS OF WORKING

During the past decade, our partnership formula has evolved in to something truly special, and one which is built on trust, mutual respect of each partner's strength and above all a clear commitment from all partners to work together in a tried and tested format which gives transformational results.

Below is a non-exhaustive (and constantly evolving) list of areas that all partners should take the time to understand so that we can hit the ground running on the journey ahead.

We would like partners to be advocates of the Hakim Group culture and values which make this unique business so special to be a part of.

## We Believe

Values  
determine  
Culture

Culture  
determines  
Behaviour

Behaviour  
determines  
Outcomes

## What we promise to deliver to our Sharks

- 1 An established profitable practice, if acquiring one through the group as a partner.
- 2 Full support to ensure your practice operates profitably if you become a partner.
- 3 Each practice is assigned a practice buddy, to support onboarding and ongoing business development.
- 4 Full back-office support.
- 5 IT support.
- 6 Approved suppliers with the best terms.
- 7 Regular industry updates and intelligence.
- 8 Technical support.
- 9 Financial Management & Accounts team.
- 10 Marketing, PR & Brand support and development.
- 11 Managed online presence and social media support.
- 12 Creative, design, photography, videography & print services.
- 13 HR, Recruitment and Payroll services.
- 14 KPI dashboards and regular performance checks.
- 15 Mystery shopper reports and an NPS (net promoter score) platform (GroHawk).
- 16 A dedicated partner community.
- 17 Induction, training and further development opportunities for each practice.
- 18 An enjoyable journey!

## What we expect from our Sharks

- 1 We would like all partners to adopt HG's systems and processes, including the Optix PMS as soon as possible.
- 2 All partners to have a Hakim Group email address and use this as a first line of communication between practice and HQ.
- 3 We would like Partners to be advocates of HG ways of communication, which include basecamp and social media platforms.
- 4 All partners are to adopt the HG approved supplier programme. This will involve switching to the approved lens supplier from start of trading and moving over to the approved frame suppliers as existing stocks have been sold through. There will always be some non-approved suppliers in the mix with every practice as we are all independents, but this should be planned and be an exception rather than the rule.
- 5 Every partner is required to adopt the HG KPI structure, work alongside their practice buddy and adopt group best practices to support growth of the business.
- 6 Partners are advised to adopt PR & Marketing campaigns that suit their ambitions for the practice where appropriate.
- 7 Partners are required to promote the HG bonus structure within their practice(s) to help drive performance.
- 8 Partners and their practice teams to use our Health check and inspection platform (Airsweb) to complete or regulatory and operational checks. The platform also need to be utilised to report GDPR and PPV related incidents.
- 9 We would ask for further commitment to follow up on all leads that come through from online and social media in a timely fashion.
- 10 We expect all partners and practices to follow HG policies and procedures in their practice which are listed under Help Hub.
- 11 Take accountability and create responsibility in your practice to manage practice debt, and ensure that a stock take is conducted every month.
- 12 Partners are to ensure that all their new team members follow the HG induction process for each role within practice.
- 13 Attend and support HG events such as Shark Tanks, Fish Tanks and Annual Retreat.

