



## THE AURA WORKING WELL TOGETHER CHARTER

We believe that the way clients and research agencies work together can make a real difference to people's confidence and well-being. AURA members who sign up to the **AURA Working Well Together Charter** have committed to a set of standards they will live up to when you work with them. These behaviours are designed to mitigate some of the more stressful aspects of day-to-day working between people in our industry. Our work together is valuable and sometimes high pressured, by its nature, and we can't promise to remove all of that; but the charter is a declaration of mutual respect and empathy, co-created with our members and some of their agency partners, aimed at eliminating unnecessary pressure - which will lead to better work and stronger research partnerships.

### When we ask you for a proposal ...

#### **We'll respect your time**

- *Any brief we send you will be approved by our stakeholders and ready for us to work on together*
- *It will include an indicative budget (or, if not, we promise to be available to discuss)*
- *We'll be clear about what we want in the proposal*
- *We'll be open about your chances of winning the business: eg e.g. how many agencies were invited to pitch*
- *We'll give you a reasonable time to develop your proposals and be clear on the timetable for reviewing and commissioning the work*
- *We won't ask for or expect a tight turnaround if we don't need one*

## When we work with you it'll be a partnership...

### **We'll commit to open and honest conversations at all times**

- *We'll share our preferred ways of working and expectations before we start*
- *We'll agree priorities up front on how to balance speed, quality and cost*
- *We'll encourage you to tell us straight away if what we're asking for is impossible or ill-advised, and we'll be available for a conversation*
- *We'll talk about timings and budget if the brief shifts significantly and/or a project is cancelled part way in*

### **We'll leave you to do your best work by managing our side of things well**

- *We'll do our best to be your single point of contact at key sign off moments*
- *We'll ensure stakeholder expectations are managed*
- *We'll arrange access to stakeholders where it will help the output*
- *We'll take responsibility for internal stakeholders delivering on their commitments to research deadlines*
- *We'll help make it easy for you to get paid in a timely manner*

### **We'll treat you as an extended part of our team**

- *We'll give you access to stakeholders and contextual information when appropriate*
- *We'll be open to discussing the best presentation formats and channels and encourage face to face debriefs where we believe they will deliver greater impact*
- *We will never refer to you as just "our supplier"*
- *We'll co-own all deliverables and make ourselves available to help you shape them*

### **We'll respect your right to disconnect**

- *We'll talk about how we work and the hours we keep as part of the kick off*
- *Unless agreed in our ways of working, we won't contact you or expect a reply outside reasonable office hours*
- *When we ask for things, we'll always tell you when we need it and won't ask for a tight turnaround if we don't need one*

### **We'll commit to proper feedback**

- *We promise you'll hear back if you send us a proposal and tell you when we'll do that in the brief*
- *We'll share constructive feedback if unsuccessful and be available for a conversation if you want one*
- *We'll have a project wash up session at the end of every project to share joint learnings on what went well and less well*
- *We'll share with your team any internal feedback we receive on the project*