

# WHAT IT'S REALLY LIKE TO WORK AT LOGICAL

*Logical Resources FMCG - 2022*







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When people ask me what it's really like working at Logical I'm always met with a similar answer.

One big family who work their arses off.

And it's true, no bad blood, no bitchy water cooler convos. Just a bunch of genuine people working towards the same goal.

It's not all blood sweat and tears. We get out of the office once a month to do fun stuff and go on holiday twice a year. It's mental come to think of it.

Have a swipe through and I'll tell you about all the stuff we get up to.







# ***A good bunch***

We're not your average Joe or ordinary Jane's,  
we probably wouldn't fit in the normal agency  
and we're really proud to say that.





The background features several large, light gray, semi-transparent geometric shapes, including cubes and cylinders, arranged in a way that creates a sense of depth and modernity. The entire graphic is framed by a solid teal border.

# *introducing...* **CULTURE COUNCIL**

Purpose to be the conduit between the business and its people to ensure  
that the work environment is a positive one





# *What is it?*

*The culture council is an employee ran group that organises monthly team-building exercises to ensure high morale, well-being and present opportunities to develop and give back to charity.*

*Ranging from adult arcades to darts nights and food festivals, we're ticking off the bucket list one by one.*







# ***Highlighting Internal Success***





Chris came in as an experienced consultant to really bring a new division to life.

He found that hiring ops managers in the FMCG industry proved quite difficult, seeming to max out at £6.7K every month.

Chris, being the entrepreneur that he is, approached the stakeholders and asked for a few months of cover while he built up an unknown sector.

This is where Crispy's DTC Emporium was born.

He's now a fully-fledged top biller on his way to do 300k plus.

Shows what a bit of trust, autonomy and hard work can do for someone.







Conor is the definition of persistent and a hard grafter.

It's been a slow climb to fame but he's definitely found his footing, taking his skills to the next level each and every day.

He's had a bumpy ride, switching his desk, his industry, like no man's business.

It would've been so easy for him to lose motivation and give up.

Instead, he's taken adversity in his stride, thriving as a consistent biller and team leader; stepping up when Sam's away.

A role model that we are lucky to have and one that every office needs.







Slightly reluctant to put myself on here, but I suppose my story is one to tell.

I joined in 2018 as a digital marketing apprentice, straight out of college with no prior experience in full-time work.

Knew naff all about recruitment, business or even marketing itself, I just knew I was half decent with code.

Fast forward 3 years:

I'm managing the department with 3 exec's in my team, fully qualified, tripled my salary, been on 5 incentives, helped set up a content agency and built plenty of websites...

The journey has been amazing and I can't see it ending any time soon.



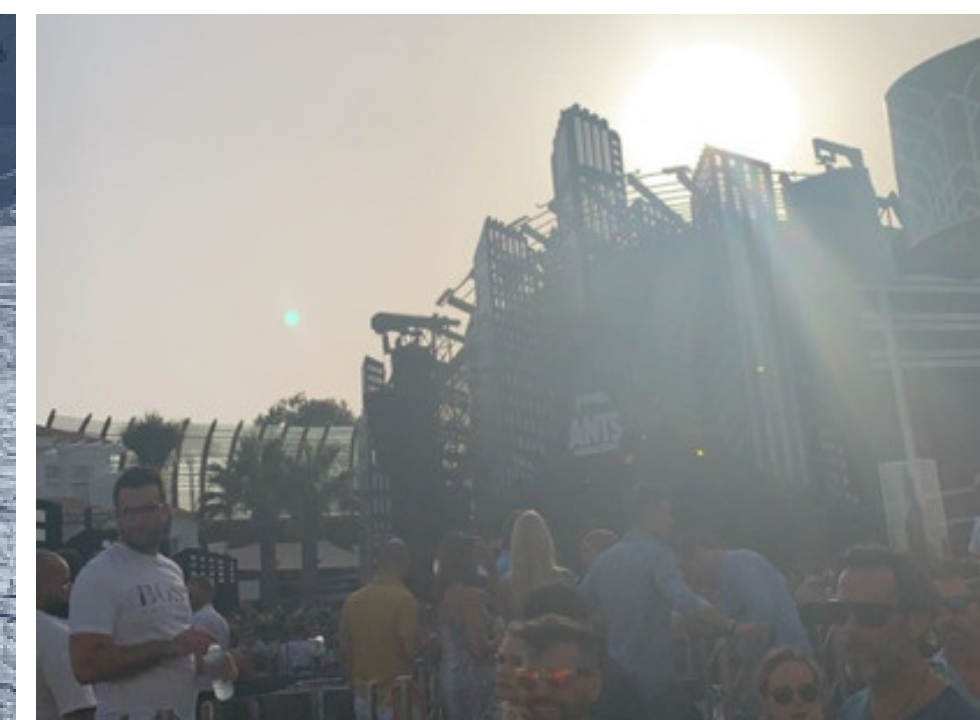
# ***Team Incentives***







*Let's do it better than  
the rest and have loads  
of fun while doing it.*





# ***Digital-first recruitment agency***







# ***SMILE! YOU'RE ON TIKTOK***

*Coming into the office and taking part in comedy skits... You call that work?*

*We're a digital-first recruiter and invest in all things social. Yeah, other companies might say that too, but having a LinkedIn premium account and recruiter lite is quite amateur.*

*We have a food and drink TikTok account that gets over 4 million views a month, post on multiple Instagram accounts, and have an onsite podcast and filming studio for all your videography needs. Interesting, right?*

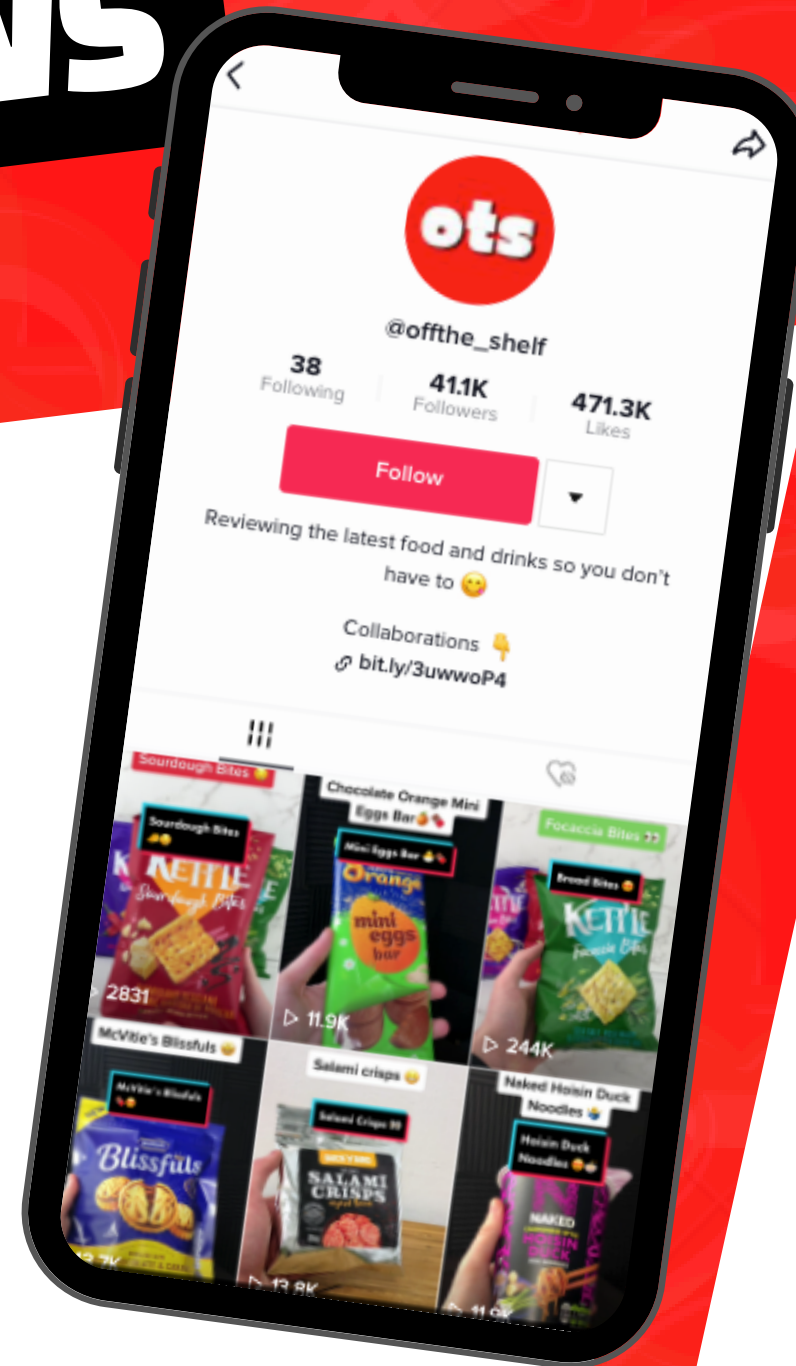


**OFF THE SHELF**  
**50K FOLLOWERS**  
**5M MONTHLY VIEWS**  
**600K LIKES**

Allow me to introduce you to **Off The Shelf**.

It's a food and drink content marketing agency that we set up in our homemade studio, in Logical Towers.

What started off as a bit of fun and a reason to cheat on our diets, has turned into us landing inbound leads from some of the biggest food and drink companies in the UK.



**FOOD  
AND  
DRINK  
TIKTOK  
CHANNEL**





***The best at  
what we do***





**OVER THE  
LAST 12  
MONTHS**

**42**  
**COMPANIES  
WORKED  
WITH**

**80000+**  
**ACTIVE  
CANDIDATES**

**80%**  
**VACANCY TO  
PLACEMENT  
RATE**

**106**  
**SUCCESSFUL  
PLACEMENTS**

**132**  
**VACANCIES**







Soreen



Natural  
Balance



Lotus



Fentimans



Reckitt



Faith in Nature



Nestle



Newell Brands



Kingfisher



KP Snacks



Kimberley  
Clark



General Mills

***Proud to partner with***

Over the last 7 years, we've placed over 1000 professionals into 150+ FMCG businesses.



# Charity at our core

We have been **SILVER SUPPORTERS** of the GroceryAid charity for 3 years in a row now as well as working closely with the committee and creating all sorts of content on their behalf.

We also get the opportunity to take 2 paid days per year to give back to the community in whichever way you please.

Our Ops Manager Jack spent his days painting the streets of Leeds on behalf of Comic Relief.







***The future of Logical***



# ***Extreme growth***

We're growing. Fast. In fact, we've got too much work on. Too many jobs to fill, too many candidates to speak to. There's not enough time in the day!



## ***Locations***

We're looking to open and operate from 2 of the most exciting countries possible, keep you're eyes peeled...



## ***Headcount***

By the end of the year alone, we are looking to have at least 70% more colleagues walking through the door every single day. It's going to be busy at Logical Towers.



# *The Glossary*

## Culture Council Events:

- In-house massage (Covid period)
- Office Sports Day (Covid period)
- Fine dining at Restaurant Bar and Grill
- Golf Day
- Flight Club
- Arcade Club
- SPARK: Food Market
- CHOW DOWN
- Roxy Lanes
- Ready Steady Bake it
- Canal Club
- Go Karting

## Incentives:

- Marbella 2018, 2021
- Aintree Ladies Day 2018, 2019, 2022
- Ibiza 2019
- Val D'iSere 2020

## Socials:

- Lifeatlogical - TikTok and Instagram
- Offthe\_shelf - TikTok
- Yourcareerexpert - Instagram
- Checkoutfmcg - Instagram
- Quicksan - Email newsletter





LOGICAL  
RESOURCES FMCG

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