

Our tone of voice guide

HOW WE SHOULD SPEAK

adaptive
& co



At Adaptive & Co, we're a group of professionals with years of experience in highly specialized fields, offering our company's clients the best possible skills and expertise.

We strive to drive growth for all organizations, no matter where they are on their business-expansion journey. We do this primarily through data, from ensuring data pipelines are 100% comprehensive and accurate, to uncovering insights that help drive business strategy and scale efforts.

We take our clients' challenges and growth seriously. We've developed systems and processes that are optimized to provide the most benefit to scaling organizations.

We understand data and analytics, but also business challenges. Our approach involves solving these for our clients on a data level and in a wider strategic sense.

We specialize in select areas, which enables us to offer exceptional services, rather than provide an unnecessary range of mediocre work.



What does this mean for our tone of voice?

**adaptive
& co**



Our tone of voice is **professionally confident**.

We're direct and transparent in our content, just like we are when we speak to our clients.

We speak in a lively, action-oriented manner, encompassing our high-performance approach.

Here are some examples of what our tone of voice looks like in action.

The logo for Adaptive & Co is located in the bottom right corner. It consists of a yellow rounded rectangle containing a black-bordered box. Inside this box, the words "adaptive" and "& co" are stacked vertically in a bold, lowercase sans-serif font. To the right of the text, there are two horizontal black lines of different lengths, stacked vertically.

adaptive
& co

Confident

adaptive
& co



We pay attention to the details. We're careful in how we come across, ensuring that our confidence in our abilities is evident in all comms. We speak a lot about how our accomplished professionals are highly skilled in their niches.

✓ **“Our seasoned practitioners will set out established processes and manage your data pipelines with expertise.”**

✓ **“Our tag manager experts provide a monitoring and response solution, ensuring that your data flows accurately without interruption.”**

The logo for Adaptive & Co is located in the bottom right corner. It consists of a yellow rounded rectangle containing a black-bordered box. Inside this box, the text "adaptive" and "& co" are stacked vertically on the left, and two horizontal lines are on the right.

**adaptive
& co**

Direct

**adaptive
& co**



We don't beat around the bush; we give our clients valuable information in the most direct way possible. That means we don't use the passive voice. We also don't waffle, but rather say what we mean in the shortest way (without sounding rude).

✗ **“Ajay is an experienced Business Intelligence Engineer with a specialization in Data Science. His core competencies include Machine Learning, Predictive Analytics, and Marketing Analytics. He is skilled in architecting robust BI solutions. Ajay transforms intricate data into strategic insights through effective data modeling. Data warehouses, integrations, pipelines, and data engineering fall into his domain.”**

✓ **“Ajay is an experienced business intelligence engineer, specializing in data science, warehousing, integrations, pipelines, modelling, and data engineering, transforming data into strategic insights. His other core skills include machine learning, and predictive and marketing analytics.**

The logo for Adaptive & Co is located in the bottom right corner. It consists of a yellow rounded rectangle containing a black-bordered box. Inside this box, the text "adaptive" is on the top line and "& co" is on the bottom line, both in a lowercase sans-serif font. To the right of the text, there are two horizontal black lines of different lengths, stacked vertically.

adaptive
& co

Lively

adaptive
& co



We speak with verbs, and don't overuse adjectives and adverbs. This makes for a lively tone of voice that's easy to read and gets the point across clearly. Where it makes sense to do so (such as in bulleted or numbered lists), use verbs to start the sentence or phrase.

✗ “

- **Multiple options and configurations for building audience segments**
- **Seamless integrations enable strategic customer engagement across channels”**

✓ “

- **Get multiple options and configurations for building audience segments**
- **Attain seamless integrations that enable strategic customer engagement across channels”**



Transparent

**adaptive
& co**



We're clear and honest. We don't say 'if' or 'maybe' when we can say 'when' and 'definitely'. Note, however, that we can't promise things we can't deliver on.

✗ **“Our team of seasoned practitioners can optimize your data pipelines.”**

✓ **“Our team of seasoned practitioners will optimize your data pipelines.”**

✗ **“We guarantee you'll get the results you want.”**

✓ **“We guarantee you'll get a highly specialized service.”**

The logo for 'adaptive & co' is located in the bottom right corner. It consists of a yellow rounded rectangle containing a black-bordered box. Inside this box, the words 'adaptive' and '& co' are stacked vertically in a black sans-serif font. To the right of the text, there are two horizontal black lines of different lengths, stacked vertically.

adaptive
& co