

PRII Consultancy of the Year



Organisation

Springboard Communications



What initiatives does your consultancy have in place for employees?

Professional development is at the heart of our culture. Each team member has a tailored growth plan aligned to their ambitions and the agency's goals. We use a blended learning approach combining structured training, peer learning and on-the-job experience, with over 360 hours of L&D logged in 2024.

We invest in global best-practice training through our Worldcom partnership and encourage self-directed learning, sharing insights through regular team sessions and external speaking opportunities. Some team-led initiatives include:

- **Chloe Kavanagh** created *The Digital Edit* newsletter and represented us at the Worldcom Youth Summit.
- **Anthony Malone** introduced new agency-wide design software.
- **Ciara Flaherty** co-authored our national *Internal Communications in Ireland* report and delivered keynotes at two major events.

This focus on development empowers our people to lead initiatives, innovate for clients, and shape the future of the agency.

What does your consultancy do to build long term relationships with your clients?

We see every client relationship as a partnership built on trust, shared purpose and measurable impact. We invest time to understand each organisation’s goals and tailor strategies that support growth, change and complexity — backed by senior-led teams, deep sector knowledge and transparent project management tools.

We strengthen relationships by providing timely, responsive support during launches or challenges, and by sharing fresh insights through initiatives like our Internal Comms Report, Digital Edit newsletter and CSRD roundtables. We have a Net Promoter Score of 80; and 100% of clients would recommend us.

Outline your consultancy’s approach to talent retention on your team/s.

We put our people first because they are the engine behind every result we deliver. In 2024, we were ranked 14th on the Inspiring Workplaces list (UK & Ireland) and were the only Irish agency in the global Top 100 — a reflection of our values-driven, people-first culture. Retention is a core business KPI.

Our approach:

- Personalised Development Plans linked to our values – Be the Best, Challenge, Together.
- 70:20:10 learning model and L&D initiatives (c.360 hours in 2024).
- Access to world-class training via Worldcom.

In 2024/2025, we promoted four team members — two new Associate Directors — and made senior hires, including a Director of Media and Crisis and Dublin lead to support internal mobility and mentoring.

What policies or practices do you have in place to support employee wellbeing and work-life balance?

We take a proactive and holistic approach to wellbeing. Springboard offers a flexible hybrid working model, with autonomy over schedules and protected time outside core hours. We discourage presenteeism and prioritise trust, focus, and flexibility. We’ve built “white space” into our workflows — encouraging deep work time, calendar blocks, and breathing room between meetings.

Every team member has access to:

- An Employee Assistance Programme for confidential, professional support.
- Wellness Champions via nominated teammates who drive initiatives around mental health, physical wellness, and social connection.
- A volunteering policy with 12+ pro bono hours annually per person, supporting purpose as part of wellbeing.
- “If Only” wishes — a safe space where the team can make a “wish” and we will endeavour to grant it, whether personal or community, through surprise rewards or donations.
- Healthy snacks provided free of charge

We also offer quarterly well-being check-ins, regular team offsites, and informal wellness challenges. Our hybrid-first setup has allowed us to expand nationally while maintaining a strong team bond.

What makes your consultancy the best?

We deliver *Communications for Positive Change* — combining commercial strategy with purpose, impact and innovation.

We're proud to be B Corp certified — one of just three PR agencies in Ireland to earn this global benchmark for ethical and sustainable business. Transparency, integrity, and impact are at the core of everything we do.

We're future-focused, evolving our pricing model to value-based outcomes, expanding into Dublin, and launching *The Digital Edit* and our exclusive *Trends Report*, designed to equip clients with what's next in PR and reputation.

We've made a concerted effort to target Green Transition clients, not only because they align with our values, but because we recognised the opportunity. These companies are now the second-highest client sector on our books, outpacing pharma.

We give back through pro bono Comms-a-thons, mentoring with MTU, and a bursary for young women through Cork Life Centre.

We've produced Ireland's only *Internal Communications Report*, run CSRD roundtables, and have defined what modern, purpose-led PR should look like.