



Let's M.O.V.E. people

Whether chatting on the phone, over coffee or writing an email, this is your opportunity to bond, stimulate, pitch, guide or even make someone smile. Our tone of voice helps us choose our words wisely. It doesn't just help us look at what we say, it's there to help focus on how we say it. So, whoever's opposite you, your words will look and sound distinctly Gemini.

Motivate

We're driven and committed to see it through. We're receptive to fresh ideas and aim to be one step ahead. Our words should inspire and excite.

Be **O**pen

We're honest. If it's not right, we won't offer it to you. And we know when to be clear, realistic and practical.

Value

We listen. We forge relationships not transactions. We're helpful and guide you by providing a genuine utility with useful content.

Energise

Our words should be positive wherever possible. Our content should be simple and slick: in print, online and in person. And there's nothing wrong with words that raise a smile.

Words, phrases, behaviours. Be a partner not a sales person. Our industry has become known for overused clichés and buzz words or phrases. These can often leave our audience confused and annoyed. They don't impress anyone, anymore and are dated. We must ensure we M.O.V.E. our audience at every opportunity, whether in spoken or written word. The following are a few examples of dos and don'ts to help you.

