

# Meet the team

Kirsty Budden

outset.



# Meet the team - Kirsty Budden

---

## What do you do at Outset and how do you support our clients?

My role is quite a mixed bag. On one hand, it's ultimately to increase awareness of the Outset Group, making sure people know what a fantastic and genuine professional services firm looks like. On the other, I look internally at the business from a client's perspective, aiming to enhance the customer journey at every touch point and making change happen. This involves working with people across the business to develop fresh processes, build new services and products and create content which add value. I also enjoy coming up with initiatives to improve internal communications and the workplace culture.



## Give us a brief timeline of your career so far

I knew I wanted to work in marketing from the age of 15 when 'marketing and advertising' formed part of my Business Studies GCSE. I went on to study it at university in Canterbury and then begged, stole and borrowed (not literally) to get as much work experience as I could in advertising agencies in London, which I did. After a couple of local marketing roles, my first major job was client side at Superdrug head office, working my way up to Advertising Manager. It was a fantastic start to my career (which also gave me the opportunity to meet Take That - LIFE MADE!) but I soon wanted to be agency side and working in central London. I was fortunate enough to work at some great marketing agencies, delivering campaigns for some of the world's biggest brands such as Samsung, McDonald's and Nintendo.

After having a baby, the commute and London life couldn't give me the flexibility I needed so I secured a role closer to home. Working on campaigns in the public sector and with local, independent firms across a range of sectors on their marketing strategy was actually just as interesting in some ways as working with the big brands and gave me a different perspective. It was in these roles that I got to do more brand building, something I'm passionate about, and helping to make a real difference. Following a secondment within the public sector, a friend introduced me to Outset. If I'm honest, I was dubious at whether a professional services firm was for me but after meeting Sean and Jonathan, I knew Outset wasn't your 'ordinary' firm. I was excited by their passion to do things differently and the scale of the opportunity that joining was a no brainer.

## What has been your biggest challenge in your role?

I think the biggest challenge is that we have so many ideas and want to do so much but there isn't enough time in the day to get everything done! It's very easy when there's a sizeable task in hand to spin lots of plates but I actually think the best, most productive approach is to do a few things really well and not spread yourself and resources too thin. Managing that can be tricky.

## What do you enjoy most about your job?

The variety of the role, the inclusive culture we have and the fact I can make a visible difference is probably what I enjoy most. On a personal level, I've made some friends for life at Outset which makes going to work every day easy.

# Meet the team - Kirsty Budden

---

## What do you think sets Outset apart?

I follow entrepreneur and author, Seth Godin who states "don't find customers for your products, find products for your customers." And this is what Outset does brilliantly. The vision for the company has always been to put the customer at the heart of everything we do, so we're continually building our ecosystem of complementary services around what modern businesses actually need - knowing that one solution doesn't fit all. I love that as a company we're always trying to find more innovative ways of delivery and always aiming to deliver value which goes against the typical law firm stereotype.

Also, our people are second to none. You won't find a nicer bunch of intelligent, 'human' lawyers and professionals. I actually don't mind who I'm sat next to for dinner at the Christmas party because everyone is so nice!

**outset.**

## What do you wish someone had told you when you started out? Or what piece of advice were you given early on that has stuck with you?

I'm not sure if I was given this advice but I quickly learnt early on in my career to never assume! I've seen first-hand that cutting corners, making assumptions and not asking questions to get clarity leads to mistakes. I think this is why as I've got older I've got more absorbed in detail and making sure I know everything - which can be a pain too!



# Meet the team - Kirsty Budden

outset.

## What do you enjoy doing when you are not working?

I have a 5 year old daughter and a 9 month old son, so my time outside of work is mainly taken up by them! My social life (pre lock down) revolved around theatre school classes for my daughter, attending ridiculous amounts of kid's birthday parties and play dates and finally getting a bit of 'me' time by going food shopping! Before kids, I loved going to gigs and music festivals and I had a season ticket at West Ham for 25 years from the age of 10 which I gave up a few years ago. I still blame my dad for supporting them.

## When you were young, what did you want to be when you grew up?

A professional tennis player! I was top seed at my school and every game I played I'd walk onto the court imagining I was playing at Wimbledon (sad I know but it spurred me on!) I also wished I was in the 90's girl band All Saints! A lack of real talent in both of those areas is clearly why I ended up in Marketing.

## Who inspires you most and why?

My parents have definitely inspired me and instilled the strong work ethic that I have. Both of them grew up with very little and worked hard to carve good, professional careers, giving me and my brother everything we could want growing up. My mum actually convinced me to take Businesses Studies at GCSE instead of Art – something I obviously threw a teenage stop about at the time but it was definitely the right move for me as I enjoyed it so much and I was no Vincent van Gogh.

I'm also inspired by people that make things happen. I'm a strong believer of surrounding yourself with positive people.



# Meet the team - Kirsty Budden

---

## What piece of advice would you give someone in business?

To a business owner, I'd say invest in your people. People are the greatest asset of any business, the driving force and face of the brand. Of course it's always important to bring in fresh talent and new skillsets but nurture, train and reward the people you have and make them feel valued. I always find it interesting that a 'people strategy' is always way down on many business's priority list or even non-existent. A negative, uninspired and unloved workforce will be a massive drain on the success of the business and make the good people want to leave.

## And finally... What is one thing you've learnt during lockdown?

That I need to have more patience! Home-schooling a 5 year old is tough! Fair play to all the teachers out there, I'll never complain about the amount of holiday they get again...well maybe a bit.



**Kirsty Budden**  
Marketing Team

[Kirsty.budden@outsetuk.com](mailto:Kirsty.budden@outsetuk.com)

Scan the QR code below to save  
Kirsty's contact details

