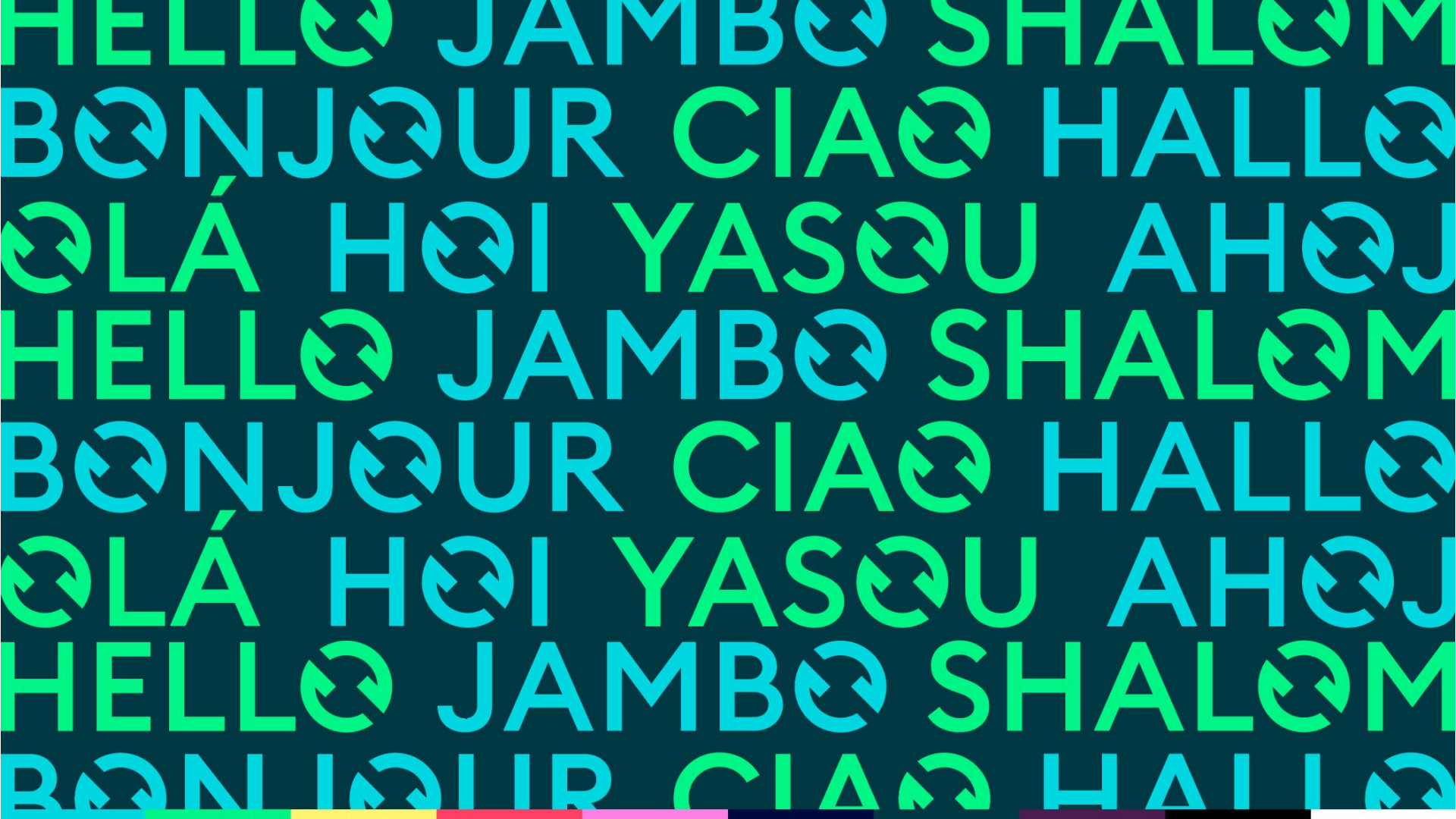


# Introduction

Refreshing work

hexby® futureproofing



# Refreshing work

We are Hoxby, a professional and creative services company that is far from ordinary in terms of methods, attitude and culture. We are refreshing: no bureaucracy, hierarchy or jargon, just brilliant, diverse brains working together to deliver work for our clients that is out of the ordinary too; refreshing work.

We're people who work on our own terms but deliver together. No office, no nine-to-five, no presenteeism.

We're made up of strategists, creatives, tech-heads. Writing people, numbers people, people people. Diverse thinkers, do-ers, disruptors. By removing all forms of bias, we have assembled a globally diverse community of people and expertise beyond comparison. Our cognitive diversity elevates our collective intelligence to profound levels to make sure we always deliver refreshing work to our clients. This is the Hoxby way. Refreshing work.



# Who we are

We're a diverse community of hundreds of freelance experts comprising 57 nationalities, across 43 countries. All Hoxby experts have been handpicked to deliver high-level skill sets and professionalism.

Our diverse teams collaborate remotely across time zones using cloud-based systems, working as seamlessly as if they were in the same room. We inject fresh

strategic and creative thinking from 'outsider' experiences across a variety of sectors and global markets. We move with speed and agility, responding and executing at pace and integrating seamlessly with your teams.

We're lean, fast and flexible in delivering refreshing new answers to our clients.



# Is your business future-ready?

Hoxby Futureproofing helps organisations build agility and adaptability.

We challenge your status quo.

We push you on process.

We empower your people.

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# The world of work is changing faster than ever before



## Rapid technological advances

Advances in fields such as cloud computing, video conferencing, data processing and machine learning are creating new ways of working across every industry.




## Unpredictable events

Seismic, world-changing events – like the Covid-19 pandemic – are creating make-or-break challenges and opportunities for many organisations.



## Changing workforce expectations

The war for talent is shifting. People are increasingly drawn towards organisations that promote an autonomous, empowering, flexible working culture.

A group of people are gathered around a wooden table in a modern office or meeting space. They are looking at laptops and documents. A large, curved mirror is positioned in the center, reflecting the scene and creating a distorted, multi-perspective view of the people and their work. The background is a dark, textured wall.

“The rate of change in the next ten years will be rapid and uncompromising. Work will become more distributed, technology will exert a profound effect on the way work is done, and globalisation will enable businesses to hire people from across the world without having to meet them face to face.”

Forbes, January 2020



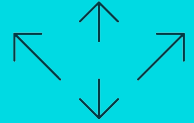
# Only the most adaptable, agile organisations will survive



Traditional organisational structures, ways of working, processes, and systems can't keep up with the volume and velocity of change today.



Businesses need to challenge their assumptions about the way they work.



Continuous adaptation and experimentation has to be the norm for organisations both large and small.



# At Hoxby, we've developed a refreshing model of work

## FUTUREPROOF LEADERSHIP

A set of skills and tools needed to effectively lead remote teams

### AUTHENTIC PURPOSE

The way to galvanise and motivate individuals to drive the organisation towards a common goal

### FAMILIAL CULTURE

How to create effective and empowered teams and communities across different time zones, locations and platforms

### SUPER-AGILE STRUCTURE

A way to remove the organisational silos and barriers stopping people doing their best work

### EXPLICIT VALUES

To spread and embed the desired organisational culture and behaviours

### WORK-ANYWHERE TECHNOLOGY

To allow individuals to work anywhere, anytime

# Which will give you..



# And realise concrete benefits for your organisation and your people

**+120%**

Purpose-driven organisations outperform the market

**+40%**

Global and diverse teams are more creative and innovative

**+20%**

Self-managing teams are more productive

**\$11,000**

Average cost saving for every employee working remotely

**+50%**

Agile teams are faster to market

**+200%**

Employees in purpose-driven organisations are less likely to leave

# Let's get to work...

## Workshops

Shift mindsets,  
inspire new ideas

Refresh your thinking and uncover the assumptions you've made about work through our **provocative, engaging and immersive virtual workshops**. They will shift your mindset on even the most thorny challenge.

We can also help you understand the drivers of productivity, engagement and wellbeing in your workforce with **our proprietary diagnostic** - enabling you to target investments in ways that make the biggest difference to your organisation.

## Experiments

Don't just talk,  
start doing

We set up **experiments with your teams**, giving them the inspiration, the courage and the freedom to discover their own answers to these challenges.

By removing traditional risks and constraints that keep them locked into old ways of thinking, we enable your people to drive change from within.

## Partnerships


Build a long-term  
partnership

People are the key to the success or failure of change. Our **wayfinders\*** work with you as facilitators, guides and mentors from the inside out to achieve long-term sustainable success, rather than selling short-term transactional sticking plasters.


We help you reconfigure your organisational DNA team by team, experiment by experiment, guiding you on the journey to a more creative, innovative and adaptable organisation which allows your people to flourish.

*\*Wayfinders were ancient polynesian navigators, who through constant observation and awareness of their surroundings were able to sail and canoe across thousands of miles of ocean by observing the rolling swell and the position of the stars.*

# Your assumptions will be challenged



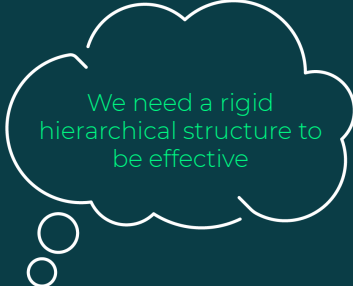
The primary purpose of a business is profit



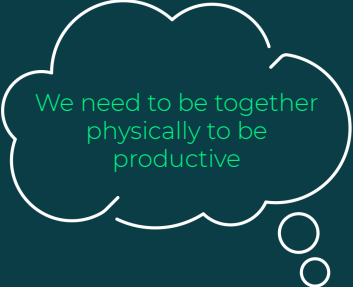
People can't be trusted and need to be monitored




We need to hire full-time employees




We need a rigid hierarchical structure to be effective




We need to be together physically to be productive



We need to plan for every scenario



Those at the top have the knowledge and should make all the decisions



We need a central function to allocate resources

# Whatever your challenge, we have the agility and scalability to rise to it

## **Access the collective intelligence of a 1000+ strong community of talent.**

We come from many different backgrounds, industries, countries, experiences and perspectives, guaranteeing you genuinely refreshing insights to any challenge you face.

## **Pay for great work, not unnecessary overheads.**

We don't have swanky offices or any fixed costs. Instead you pay for the output you want, delivered by experts.





## Alex Hirst and Lizzie Penny

Hoxby Co-Founders

Alex and Lizzie co-founded Hoxby in 2015 with a vision to fundamentally change the way people work. They have first-hand experience of building and leading a 1,000-strong remote community across 30 countries, and built an innovative operating model that allows full flexibility for workers while delivering uniquely insightful results for some of the largest companies in the world. With a belief that driving a world of work without bias will benefit both society and the economy alike, they make it their life's work to campaign for change – and to demonstrate how that change works in practice through Hoxby.

Alex and Lizzie are spokespeople for the #workstyle movement. Through Hoxby Futureproofing they hope to inspire change and move this pioneering model of work into the mainstream – putting purpose, culture and structure at the heart driving competitive advantage for businesses around the world.

## Annika Hart

MD Futureproofing

Annika is deeply passionate about the future of work, leading our internal research into what makes the Hoxby Model of Work so successful and sharing our learnings with the world through Hoxby Futureproofing.

Annika has a background working across operations, projects and people management, and an MSc in organisational psychology. Her expertise lies in identifying the resources businesses need in order to thrive in the new world of work, and designing the interventions needed to cultivate them.

## Ben Foulkes

Futureproofing lead

Ben is a business psychologist passionate about enabling people to lead creative and fulfilling lives.

He is an experienced workshop facilitator, combining curiosity, creativity and commercial focus to C-suite leaders, understand innovation and the benefits of industry disruption.

He combines 8+ years of business experience with a deep, empathetic understanding of people and behaviour (MSc in Organisational Psychology at UCL) to help organisations think differently and challenge the status quo.



**Ed Horrocks**  
Purpose wayfinder

Ed has a passion for purpose-driven organisations. He has more than 20 years' experience of leading brand and communications projects in financial services and power and utilities – at some of the world's leading professional services firms, including Deloitte, PA Consulting and EY.



**Andy Williams**  
Digital transformation and structure specialist

Andy has more than 12 years' experience in marketing operations, leading digital transformation projects, restructuring organisations and managing change across global teams – latterly at Informa, a FTSE 100 information company.

He is passionate about how super-agile structures can unlock productivity in organisations, and also create a happier society.

He believes that companies can use structure as a competitive advantage and a way of making their employees more productive, innovative as well as more fulfilled.



**Gavin Russell**  
Transformation dynamo, author and change pilot

Gavin has 25 years' experience in talent transformation, helping organisations build the breakthrough workforces they need to succeed. He's delivered successful people change programmes at organisations as diverse as Microsoft, DTZ, Foxtel and Skype.

He's on a mission to help leaders navigate the fundamental changes of the digital age, enabling them to attract, lead and inspire their most important asset to perform. Gavin is so passionate about it, he's even published a business guide book called *Transformation Timebomb*.



**PJ Stevens**  
Leadership sherpa

PJ is here to fundamentally tip the likelihood of success in your favour. He a purposeful consultant, coach and board advisor with 20 years' experience in change, leadership and culture.

We know change is often risky, expensive and hard work, and he will help you on your change journey by tapping into the wealth of knowledge and creativity in your business, to reduce the impact of potential hurdles and improve planning and performance.

PJ has created the EXACT process and model - one of the tools which can help you unleash potential and futureproof your business.





**Jo Wong**  
Futureproof leadership guru

Jo is a chartered occupational psychologist and has spent the last 15 years of her career specialising in the field of leadership, from the in-depth psychological profiling of business leaders around the world, to developing leadership strategy and designing interventions based on psychology.

She has been part of Hoxby for the last two years, working both 'in' and 'on' Hoxby – to understand what excellent leadership 'looks like' within a virtual community and consulting to Hoxby clients in relation to how they can adopt these practices.

**Pavneet Khurana**  
Startup founder, psychologist and inclusion champion

Pavneet is an organisational psychologist, researcher and a campaigner for inclusion, with a successful startup under her belt.

Bridging together culture and strategy, Pavneet helps businesses to evolve and scale by bringing their unique identity to life through their people. Her unique approach blends psychology with marketing (supported by tons of data) to problem-solve and stimulate storytelling for change.

Topped off with a special appetite for values-based behavioural change, she enables teams to feel motivated, productive and fulfilled, to ultimately craft the future of work.

**Alison Hall**  
Career coach, organisational psychologist and facilitator

Alison is fascinated by the interaction between individuals and teams, and personalities and situations, what motivates people, who thrives and why some talented individuals might not. She has a long-held interest in the future of work, diversity and inclusion.

A business psychologist, workshop facilitator and coach, Alison previously practised as a commercial lawyer for 12 years. She has worked across various sectors with individuals, charities and organisations from small business to large funds. Skilled at delivering an insightful and commercial service, she has complemented her practical experience with a MSc in Business Psychology at UCL and is a committed contributor to the Association of Business Psychologists and a member of the Evidenced Based HR Forum.

**Andy Pandini**  
Role play actor and facilitator

A professional actor in film, TV and theatre, Andy's passion is using role-play and acting techniques in business. The results can increase confidence, help understand behaviour, develop people-skills and build productivity.

He's worked with organisations both large and small, including Takeda Pharmaceuticals, Royal College of GPs, Kaplan Learning, and many more.

# What's it like working with us?

01

You'll get access to ingenuity and originality

02

You'll hear diverse perspectives, bringing you a deep understanding of the drivers of change

03

Your people will feel heard – because we believe in driving transformation through people, not projects

04

You'll get genuine empathy – we've lived and breathed the challenges ourselves

05

You'll feel challenged – we bring radical honesty and a rigorous scientific approach

06

You won't feel like part of the corporate machine – we're human and approachable with a business mindset

07

You'll have a lifetime ally – we're focused on results, not tasks

08

You'll have support through difficult times – we're passionate about unblocking businesses and releasing people's potential

Don't just take our word for it.  
Our clients include:



**MERCK**

anglianwater



'It's been a pleasure working with Hoxby this year. The team work in a super agile way, which allows us to deliver outstanding content quickly and at scale. We love working with such a passionate team and look forward to seeing some exciting results from our partnership.'

**Head of Content, Leading FMCG Multinational**

'I want to say a personal thank you to you all for inspiring me across the work we have done together and about the future. Your positivity, support, care and desire to do great things is infectious and has made me reflect on my purpose and how I can be the best I can be.'

**Head of Change, Large UK Utility Company**

# Our professional and creative services

We provide professional and creative services for clients including Unilever, Merck, AIA and Crunchyroll to name but a few.

Whether you are looking to outsource for a single project or something much bigger, our global community can provide the absolute best team to meet the unique needs of your business. And if we don't have exactly the right hoxby experts to deliver, then we'll always be upfront and say so.

Our diverse global talent pool boasts a wide range of talent and experience across a breadth of skill sets. The Hoxby community includes senior marketers alongside journalists, researchers, art directors, digital and SEO specialists and more.

A go-to team available to deliver your brief across multiple time zones with quick turnarounds.

hoxby® communications

hoxby® futureproofing

hoxby® operations

hoxby® innovation

hoxby® marketing

hoxby® creative

hoxby® hr

# We have been featured in

The Telegraph

theguardian

FT  
FINANCIAL  
TIMES

The Mail  
ON SUNDAY

RACONTEUR

THE TIMES

METRO

|TECHWIRE|  
ASIA

BBC

Forbes

TRTWORLD

MarketingWeek

campaign

The Drum

COSMOPOLITAN

ipse

marie claire

PR  
WEEK

STYLIST

YAHOO!  
LIFESTYLE

‘Hoxby is creating the  
freelance revolution 3.0’  
Forbes



Refreshing work

# Thank you

hello@hoxby.com

Website: hoxby.com

