



hoxby[®]

Impact Report F21



Hoxby exists to
create a happier,
more fulfilled society
through a world of
work without bias.



At Hoxby, success means bringing people back to what's important in life, through workstyles that work for them.

This impact is what we live for.

In a year where remote working became a matter of safety, our mission has really come into focus. With businesses big and small rethinking their approach to work, we're more passionate than ever about our mission and championing the workstyle approach, openly sharing all aspects of how we work in order to help others.

So we're delighted to share this Impact Report with you. We have a great deal more we'd like to do, but we thrive on setting ambitious goals to change the world of work for the better and sharing our progress with you.



Copywriter and social media expert, Ella Grieves on a Covid-safe campervan adventure in Scotland



Co-founders Alex and Lizzie celebrating Workstyle by working together outdoors

Because life changes, and every life is different.



Client experience consultant Shigeri Takamatsu's daughter enjoying the sealife with Shigeri in Okinawa



Project lead Becky Wong and her fostered dog, Lady, in Bankso



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Our impact goals

After publishing our first ever Impact Report in F20, we recognised that while we had a lot to celebrate, it was important to set some specific goals for the future.

So we honed in on our three areas of impact and identified some measurable goals to work towards by F25.

F25 targets

Help clients

1 Deliver refreshing work, the Hoxby way

100% of projects delivered in 'The Hoxby Way' that respects workstyle and produces refreshing solutions

2 Deliver projects that have a positive impact

15% of revenue from impact-focused projects

3 More workstyle work for more Hoxbies

80% of Hoxbies receiving paid workstyle work

Help Hoxbies

4 A diverse and inclusive community

Hoxbies represent the diversity of the world
80% average across all areas of our 'Help Us Understand' wellbeing and inclusion survey

Help the world

5 More workstyle work for more people

Half a million people positively impacted by adopting workstyle



F21 highlights

2020

£2.2m
paid to Hoxbies for
workstyle work, plus

100%
of Hoxbies received the
All Community Profit Share

Certified
We became a
B Corp certified
business!
Corporation

£22k

funded to the **Hoxby Foundation**
to support more people from
traditionally excluded groups to
access work through workstyle

346

Hoxbies worked on
paid projects, up from
246 in F20

3.6%
of revenue came from
impact-focused projects

Launched the
**WORKSTYLE
REVOLUTION**

bringing **workstyle**
to more people outside
the Hoxby community

2021

Becoming a B Corp

In a year full of uncertainty and rapid changes – for Hoxby and the world – we are proud to say that we have never been more focused on our impact.

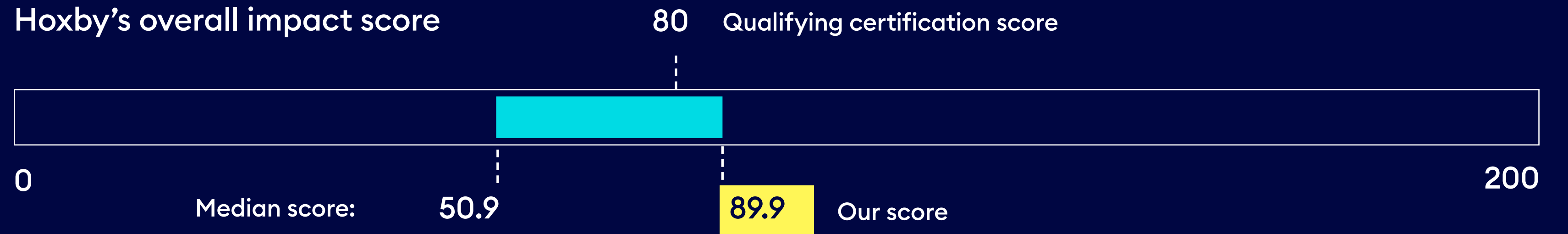
Gaining B Corp certification (see our [B Impact Report here](#)) was a significant milestone that enabled us to demonstrate our commitment to being a business that measures its success not just in financial terms, but by the impact we have on people and the planet too.

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. Hoxby is proud to now be one of more than 4,000 global B Corps accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

Find out more at www.bcorporation.uk



Hoxby's overall impact score



The B Impact Scores are compared against all businesses that have completed the B Impact Assessment

4,000+

certified B Corporations

150

industries

74

countries

1

unifying goal



Helping our clients



Impact goal #1

Deliver refreshing work, the Hoxby way

Hoxby clients are awesome.

Not only do they enable us to work on refreshing projects with them, but they also support our way of working – bringing more workstyle work to more people around the world.

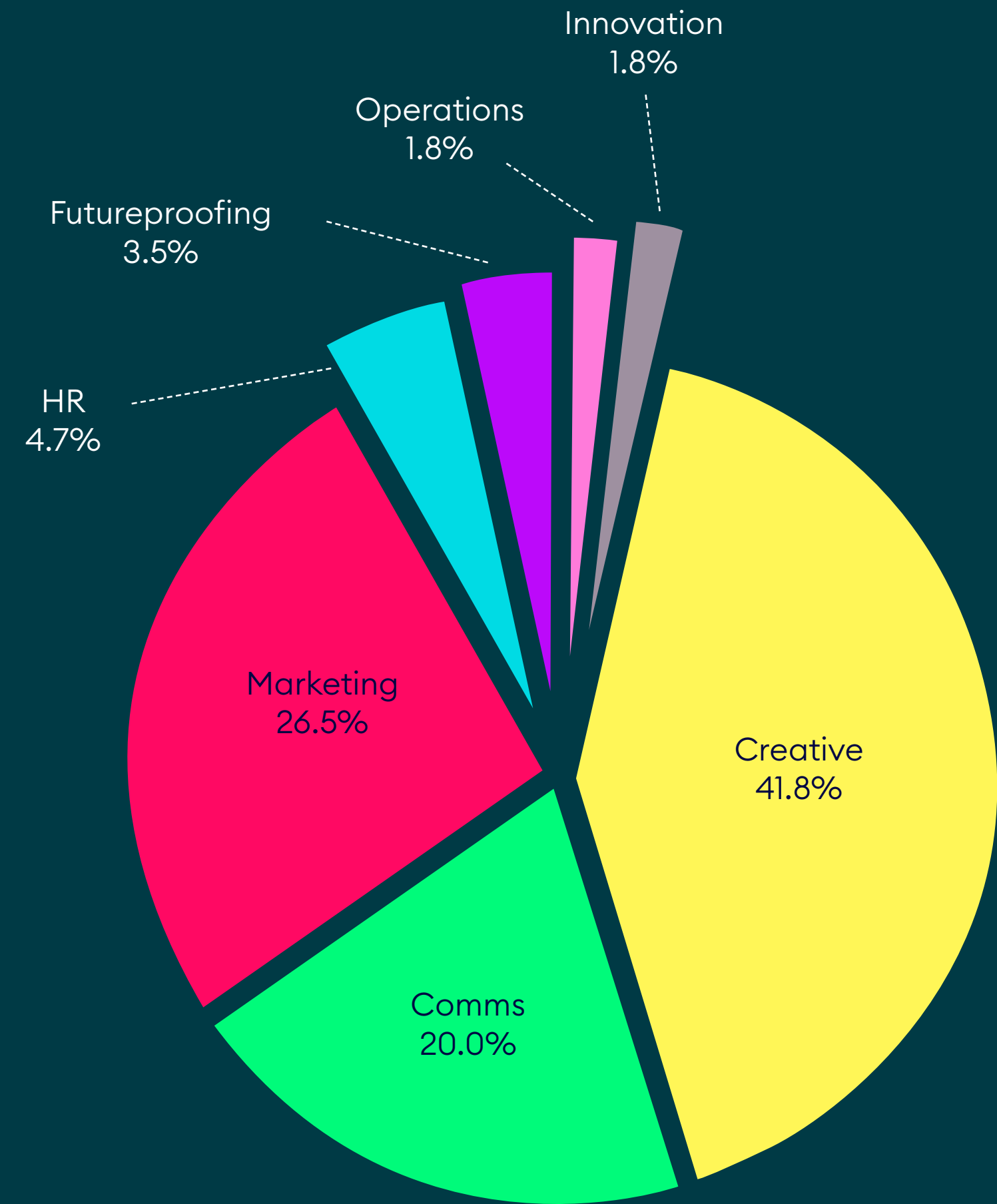
Without our clients, we wouldn't be able to demonstrate that workstyle is the future, that it produces refreshing work, and that it creates happier, more fulfilled lives.

164

refreshing projects across 7 business functions

35

diverse clients in 9 different countries



Helping Merck place trust at the heart of the IVF journey

Merck Gonal-f is the original, most prescribed controlled ovarian stimulant for use in IVF. For 25 years, it has helped bring to life over 4 million babies. When new, biosimilar drugs entered the market, Merck wanted to affirm its category leadership and Hoxby was ready to help.

Informed by our collective intelligence and working collaboratively with Merck, we learned how to speak to the hearts of all families going through fertility treatment.

We brought this feeling to life in a campaign concept rooted in trust with adaptability for different markets. This campaign has gone on to become one of the most localised assets ever within Merck.

MERCK



Helping to refresh and revitalise a 25 year old drug



22 Hoxbies across 16 different time zones working on the project



“Even the US ... which typically produce their own comms ... absolutely love it!”

Ana Tornero, Director,
Global strategic marketing,
Merck Fertility



Helping Trivallis' leadership team to achieve its new vision

One of the largest social landlords in Wales, Trivallis turned to Hoxby to help its executive leadership team execute its new vision in spite of COVID-19 lockdowns and a sudden shift to remote working.

With our unique way of working, we responded with the right fit of highly-skilled experts in organisational effectiveness, exceptionally experienced in accomplishing goals with dispersed remote teams.

A series of remote and in-person sessions with us meant the Trivallis leadership team were equipped with a clear process and new tools, unique to their needs, for communicating and working together in this new way.

Trivallis.



10,000 properties across Wales impacted by Trivallis' new strategic focus



New tools and processes introduced to monitor progress and keep their goals on track



“I thought the sessions you did were great and helped us advance enormously.”

Ian Thomas, CEO



Impact goal #2

Deliver projects with a positive impact

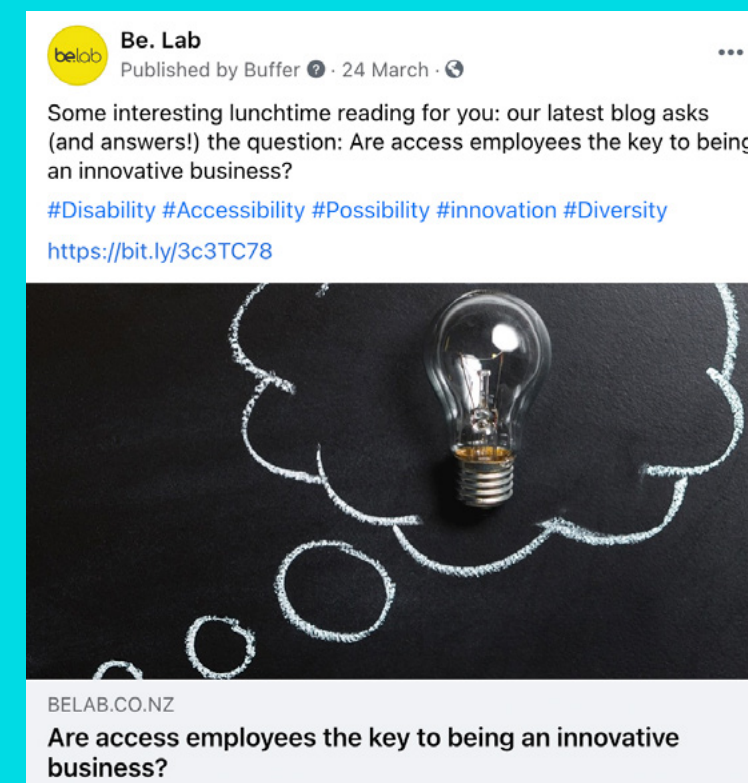
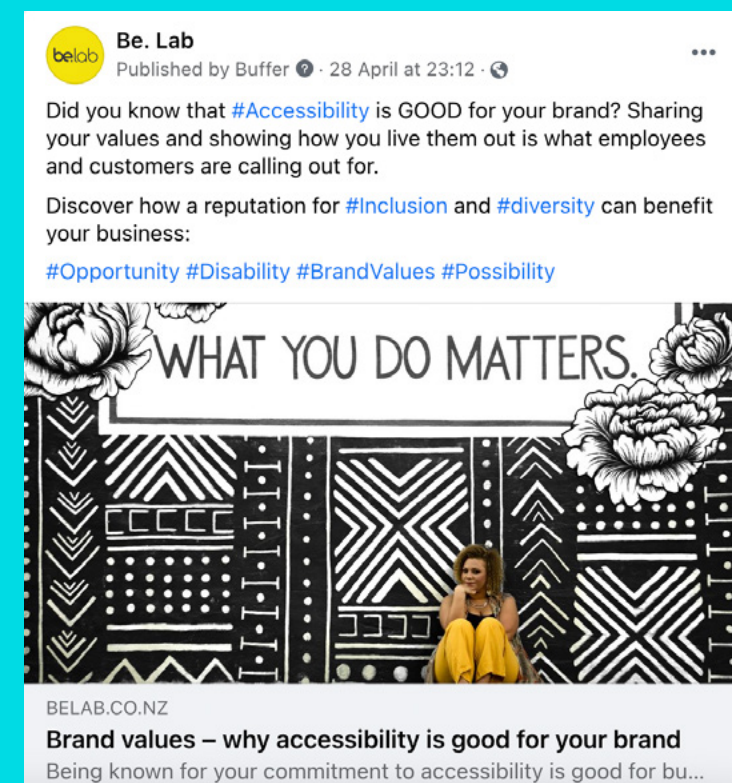
As a mission-driven business, Hoxby is committed to creating a positive impact on the world through the work it does with clients.

Our community thrives on delivering projects that align with our mission, so in F21 we set an initial target of generating 2% of our revenue from impact-focused projects and we're excited to say we exceeded this target to reach 3.6%.

Our target for F25 is to be generating at least 15% of our total revenue from impact-focused clients and projects.*

3.6%

of Hoxby's total revenue in F21 came from impact-focused projects like the content creation and social media management we did for New Zealand-based accessibility charity, the Be. Institute.



Be. Institute founder, Minnie Baragwanath (left), and Managing Director, Neville Pulman (right).

Helping B Lab raise global B Corp awareness by exponential proportions

Once a year, B Lab dedicates a month to raising awareness about the value and importance of B Corp certification in creating a better world through business.

B Lab is a nonprofit organisation that serves the global B Corp movement to make business as a force for good.

As a new B Corp ourselves, we're proud to have helped them deliver this campaign and spread the word about #BetterBusiness.



10 million+ impressions recorded on campaign launch day



20% annual increase in participation by UK B Corps, supported by B Lab UK outreach to B Corps



“WOW - what a month! Thank you for ... the best B Corp month ever!”

Kate Sandle, Director Programmes and Engagement, B Lab UK



Helping Hoxbies



Impact goal #3

More workstyle work for more Hoxbies

Thousands of people apply to be part of Hoxby each year because of our unique and purpose-driven approach to work.

It's important to us that those who take the time to join and engage with our community are rewarded with meaningful, paid work. We're proud to say that we have increased the number of paid Hoxbies in F21 to 364, a 41% increase on the 246 Hoxbies that were paid in F20.

In addition to this, every single Hoxby receives the quarterly #BetterTogether All Community Profit Share, whether or not they have worked on a paid project.

Compared to more traditional freelance communities where only 3% of members earn*, we currently have 59% of the Hoxby community working on paid projects.

Our goal for F25 is to increase this to 80%.

*Forbes

346

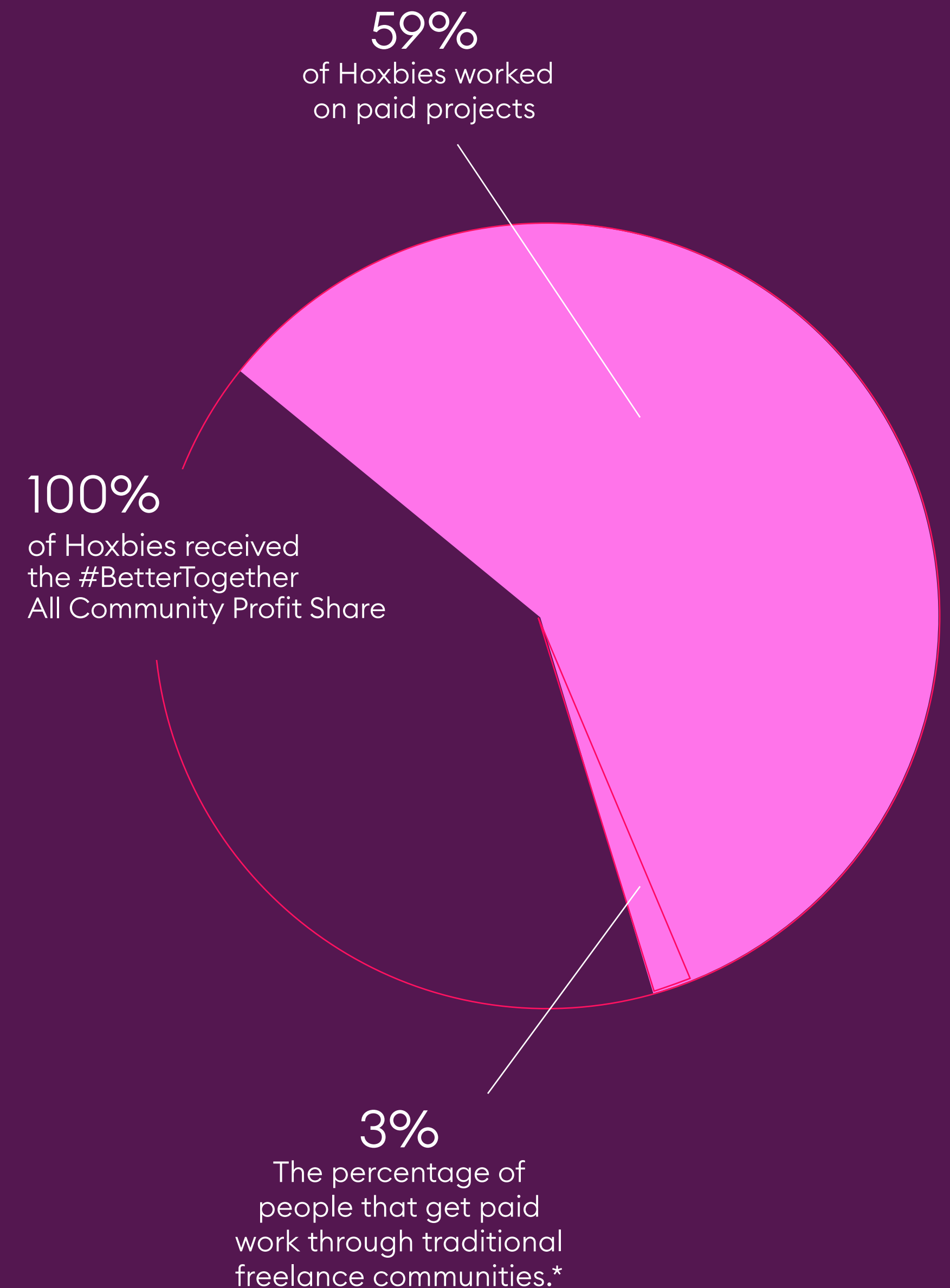
Hoxbies worked on paid projects

up from 246 in F20.

£2.2m

paid out to Hoxbies in F21

up from £1.6m in F20



#Workstyle for me is...

All Hoxbies define when and where they work – it's what we call our #workstyle. For some it's about prioritising family while others are inspired to travel the world.

Whether #workstyle is a choice or a necessity, it always brings us back to what's important in life.



"...starting work an hour after school starts so I can get in a yoga session."
Rachel Watson, MD Finance



"...taking my work outdoors when I need the fresh air to help me think."
Sarah Moore, MD Marketing



"...always being able to see the sea from my desk."
Mariza de Alencar e Paiva, project manager



"...keeping Wednesdays free so I can play with my son."
Alex Hirst, co-founder



"...being able to take some time out to focus on my cancer treatment while also keeping in touch with projects I really care about."
Lizzie Penny, co-founder

Impact goal #4

Create a diverse and inclusive community

A diverse community is at the heart of Hoxby's mission, demonstrating that workstyle is the best way to create a world of work without bias and helping us create refreshing work for our clients.

When it comes to diversity, **our goal is to represent the world as best we can.**

There are 7.8 billion people on this planet and every single one of us is unique. No two people will ever think exactly the same because we all have different DNA and life experiences. This is why our ultimate measure of diversity at Hoxby is not about quotas, percentages, or representation.

It's simply about the more diversity the better. Different races, different access needs, different religions, different ages, different ways of thinking. Each person's uniqueness is the value they bring to the Hoxby community.

78%
of Hoxbies are
female

25%
live outside
the UK

While our goal is to reflect the diversity of the world (around **50%** female), we also recognise the leadership role we can play in being a majority female community. That's not to say men aren't welcome! Through our blind application process, we aim to remove bias and bring in the most talented people to join the Hoxby community. We also know that 0.2% of our community identify as non-binary whereas the global estimate is around 0.4% – so this is something we'd like to see reflected in our community too.

As an organisation set up in the UK, it's natural that we have a majority located there. However our mission is to transform lives through workstyle everywhere in the world and we already have a number of clients and Hoxbies in more than 30 other countries. In fact, workstyle has enabled many of them to be based elsewhere! In order to improve our collective intelligence and impact more people around the world, we're aiming to increase the percentage of Hoxies outside the UK to **40%** by F25 and grow the number of **countries from 34 to 50.**



8%

have a mental health condition

According to the [Mental Health Foundation UK](#), every week **1 in 6 (16%)** adults experience symptoms of a common mental health condition, so we'll be striving to do more to be inclusive to this group of people, as well as helping those in our community become more confident in identifying symptoms of mental health conditions through our awareness-raising activities.

6%

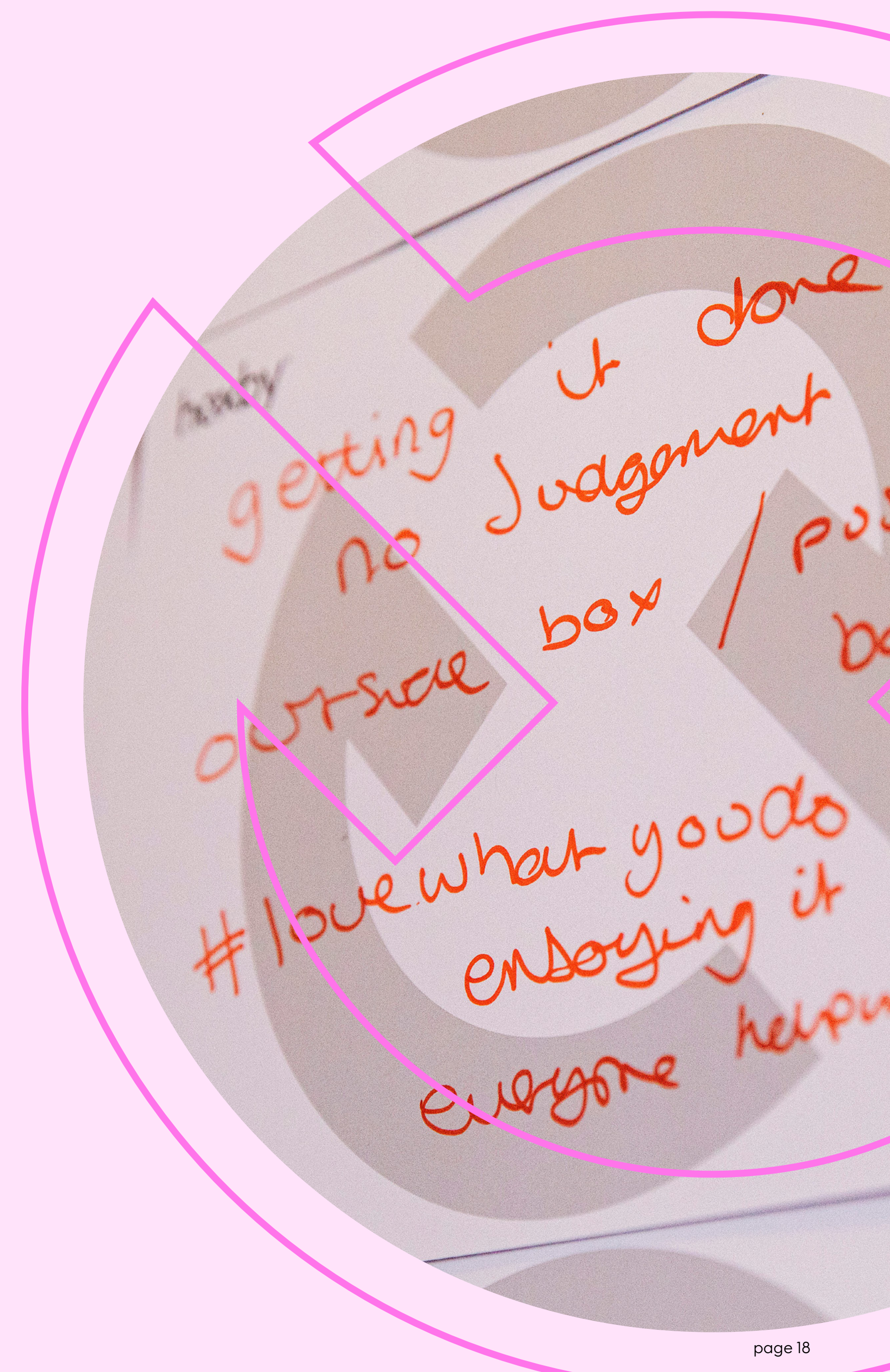
identify with having a physical disability

Given that globally it's estimated **1 in 4 (25%)** of people live with disabilities ([WHO](#)), we're aiming to increase this number dramatically by F25.

5%

are neurodivergent

There could be anywhere between **10-20%** ([Neurodiversity Media](#)) of the global population in this group so we know we need to do more to attract, and be inclusive of, neurodivergence.

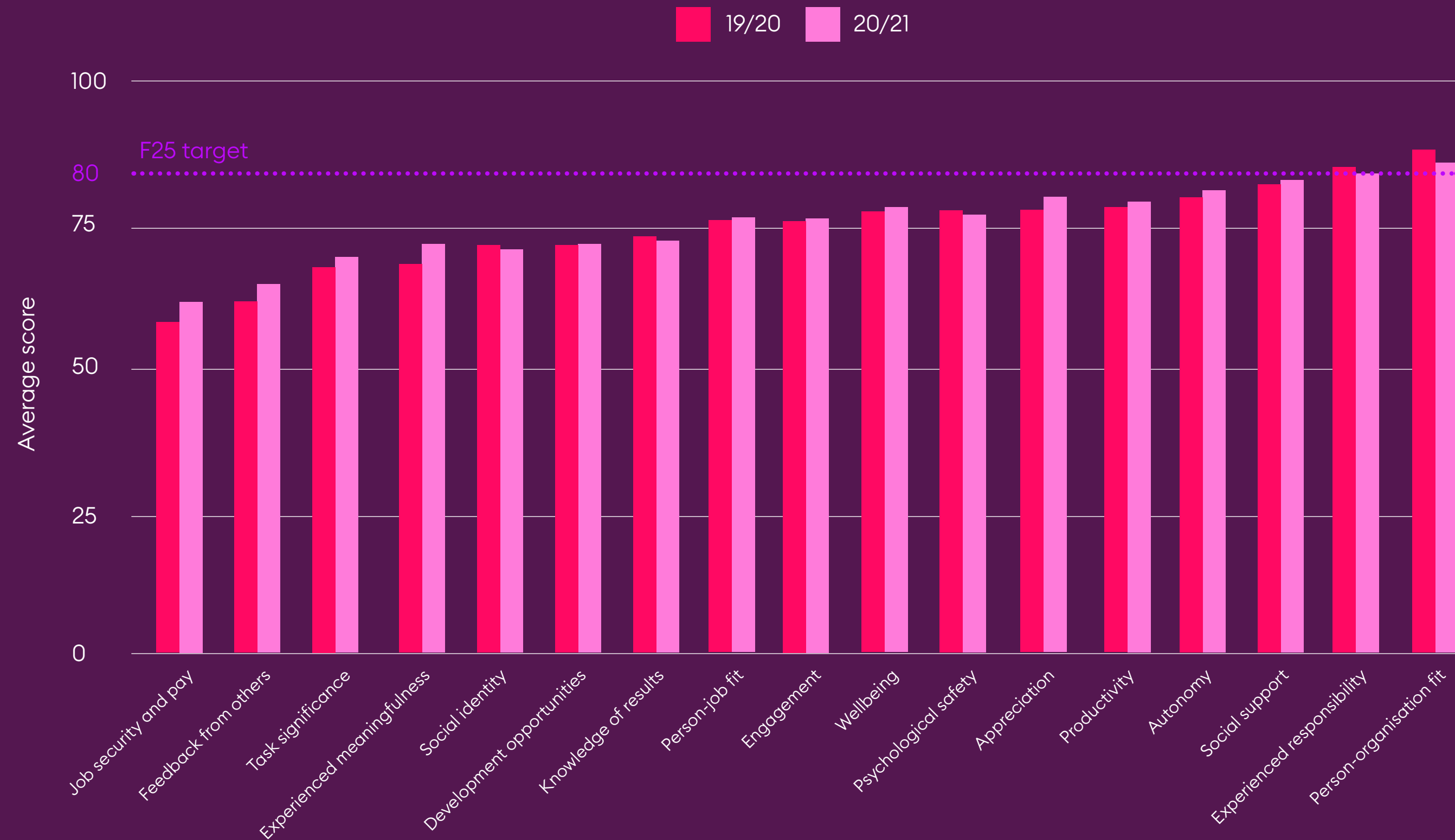


Measuring wellbeing and inclusion

Each year, we survey our community to understand it better, including a number of questions focusing on wellbeing and inclusion.

While we are achieving reasonably well across most of these variables and have seen an increase in most areas from F20 to F21, there are certainly some areas for improvement and we would like to see all of these at **80% or above by F25**. It's also important to us to overlay this with our diversity data to ensure that different groups are having an equal experience in the Hoxby community.

While job security and pay, and feedback from others remain the lowest rated variables, we did see a significant increase here from F20 which is encouraging.



Promoting wellbeing and inclusion

At Hoxby we believe that we are #BetterTogether so it's hugely important to us that every single member of the community feels included.

We're proud to have partnered with the several leading charity partners in this space to help guide us on this journey. With their help, we've implemented a number of initiatives to ensure the Hoxby community is as supportive and inclusive as possible.



Guides

- Accessible culture at Hoxby guide
- Creating accessibility communications
- Appropriate language guide



Community awareness

- Monthly mental health meetups
- Mental Health Awareness Week
- Global Accessibility Awareness Day
- Black History Month



Hoxby Academy

- Accessibility module
- Mental health module



Helping the world



Impact goal #5

More workstyle work for more people

Our ambitions for workstyle go far beyond just the Hoxby community. To really achieve our vision, we must bring workstyle to the world.

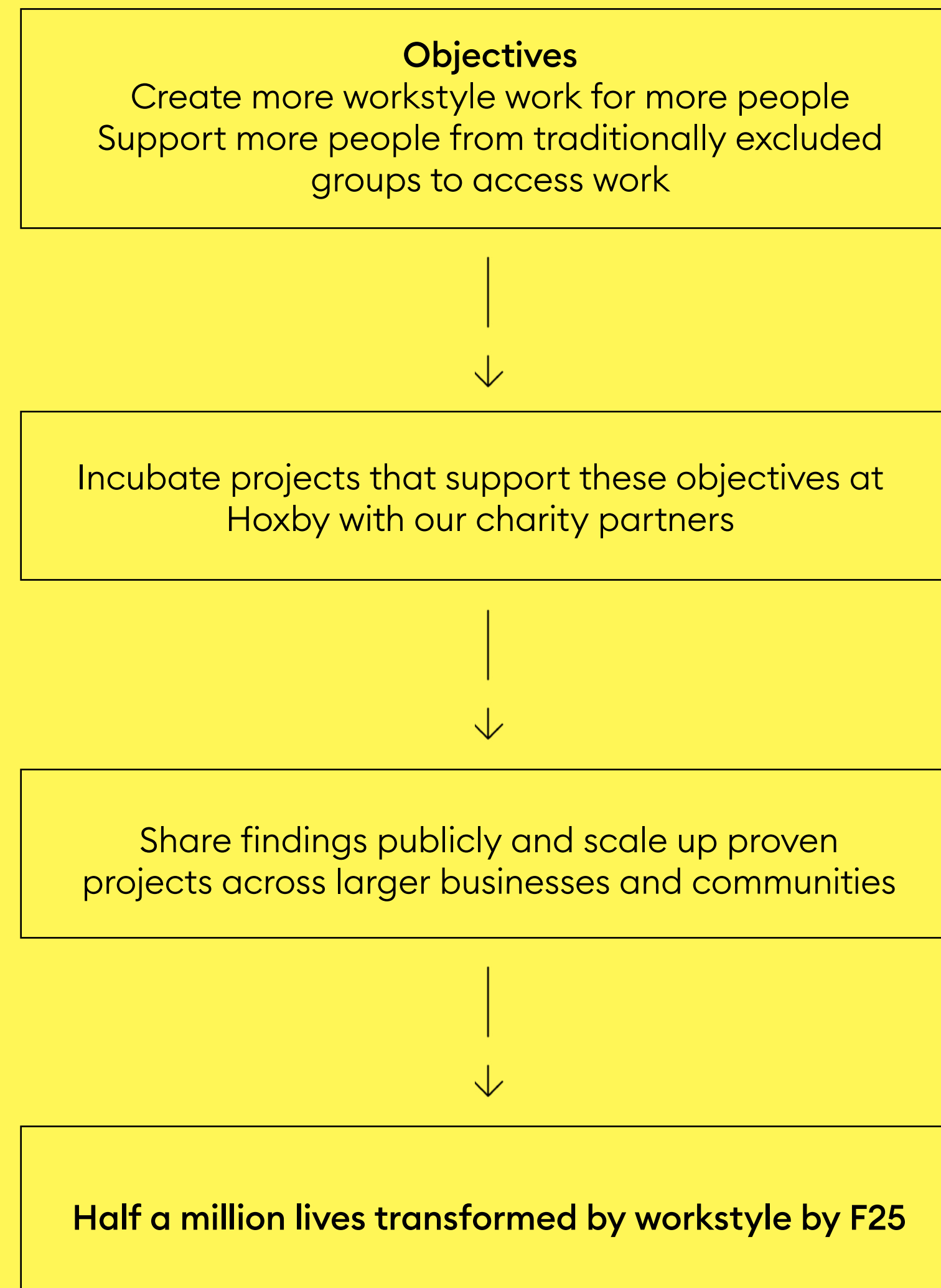
In May 2020 we launched The Hoxby Foundation – a dedicated not-for-profit arm of Hoxby with the goal of creating more workstyle work for more people, specifically focusing on eliminating the gap between the number of people from excluded groups who want to work and the number who do.

Our ambition for The Hoxby Foundation over the next five years is to work with businesses, charities and individuals on innovative projects that leverage the power of workstyle to close this gap.

Get in touch if you'd like to be involved!



THE
HOXBY
FOUNDATION



Welcome to The Workstyle Revolution

In late 2020, The Hoxby Foundation launched The Workstyle Revolution website and dedicated community.

The Workstyle Revolution is a movement and a campaign to encourage everyone to embrace the power of workstyle and get back to life.

We believe that this is our opportunity to have the greatest impact on the largest number of people – so watch this space and head over to www.workstylerevolution.com to be part of the revolution.



ESTABLISHING YOUR WORKSTYLE REQUIRES THESE THREE KEY STEPS:

SET

- Take an hour to sit down and design your ideal life
- Start with the total time you have in the week (7 x 24 hours)
- List your non negotiable priorities (e.g. Sleep, Exercise, Kids, Shopping etc...)
- Identify the times that you are most productive and what blocks of time you want to work (are you an early bird, or a night owl?)
- Work out your deep and shallow work tasks, and fit these periods around your priorities
- Remember your workstyle should change and adapt over time. Decide when to reflect & review it - e.g. Every 1/3/6 months and set a calendar reminder

RESPECT

- Turn off your notifications (immediately)
- Keep your status up to date (on Slack, Skype, Teams etc.)
- Consider where you want to be able to access work - do you need Slack or an email app on your phone?
- Consider 'meshing' workstyles with someone else or your team (some overlap is usually good)
- Engineer things in your life so that you CAN'T work at certain times
- Remember - most of the time work ISN'T LIFE OR DEATH - it can usually wait for a few days for you to pick up

PROJECT

- Communicate your workstyle to everyone who will listen (the more people you tell the more accountable you will be)
- Put your workstyle in your email signature, on your Slack/Teams/ work profile
- Tell your team about it
- Be UNAPOLOGETIC - never apologise about being unavailable for a call
- If in doubt, use the phrase 'I'm afraid it doesn't fit with my workstyle'

KEY CHALLENGES

- Social influence - Beware of the influence of your friends and family who are still under the thumb of industrial era practices!
- Corporate conditioning - you've probably been trained that it is both normal and essential to work long hours
- Guilt - might feel this for not working at times
- Impatience - to do and achieve more, but remember that your workstyle forces you to prioritise the most important things

TOP TIPS

- Remember the bigger purpose - you have a responsibility now to promote this new way of working
- Be kind to yourself - and judge yourself against who you were yesterday rather than someone else
- Get support from others - to hold yourself to account
- Adapt your workstyle as your life circumstances change

WORKSTYLE REVOLUTION



www.workstylerevolution.com provides practical support like this downloadable PDF teaching people how to set, project and respect their workstyle, as well as inspiring stories about how workstyle has transformed people's lives.

Workstyle stories

Inspired by his fellow co-founder Lizzie's sudden battle with cancer and subsequent need to change her workstyle, Alex Hirst decided to speak to people both within and outside the Hoxby community about how workstyle has impacted their lives.

These stories reflect the experiences of millions of people in the world and we hope it gives more of them the confidence to transform their lives with workstyle.

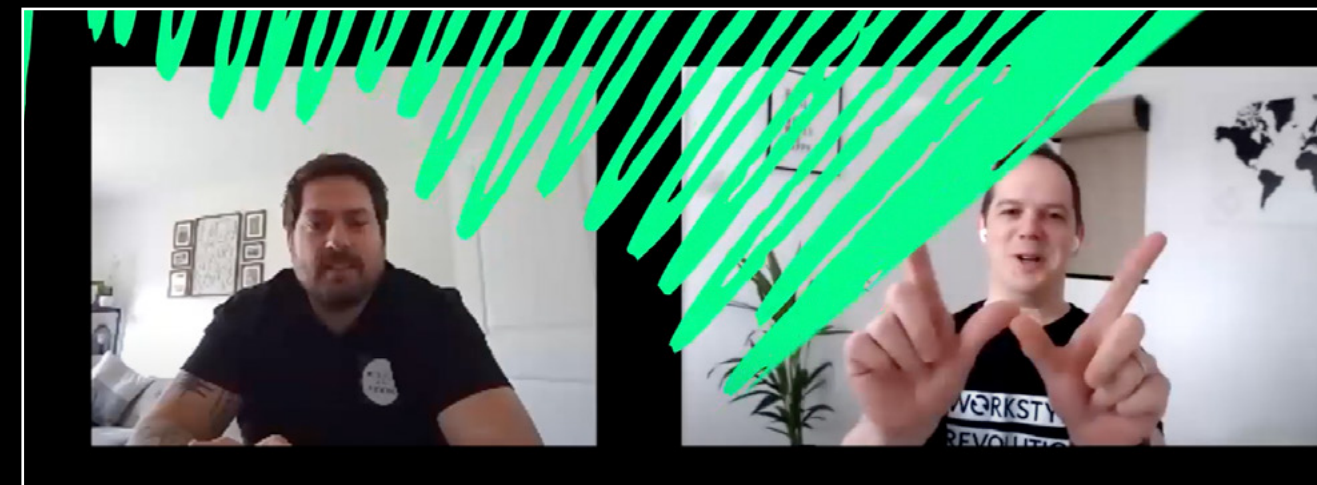
Find these stories and more on www.workstylerevolution.com



When it comes to work-related stress, the ability that freelancers have to choose when, where and who to work with can make a big difference. That's what marketer and Hoxby member Ella Grieves realised just before the pandemic hit us all.



Like so many working parents, Kat Gilbert faced multiple challenges while trying to balance her career as a marketing and advertising executive, with the roles of wife, mother, and carer.



What happens when your life is turned upside down with the loss of a loved one? Marketer/Dadpreneur Sam Robinson shares his inspirational story of courage and tenacity that ultimately reminds us about the importance of choosing work that allows us to cherish our loved ones and our lifestyle.



If a traditional 9 to 5 workday plus commute can make it hard for any of us to maintain a good work-life balance, it is definitely more challenging when you have a chronic illness. For project manager and marketer Alison Lawrence, reclaiming control over her schedule was the only way.



LOVE
WHAT
YOU
DO

Thank you
for your
support.
See you
next year!

enquiries@hoxby.com

hoxby[®]

