

The **HOBBS**  
Consultancy



**Supporting you on your journey to  
a more diverse and inclusive workplace**

## We support:

**Businesses to transform through inclusion – we offer facilitation, training, public speaking, content creation and consultancy.**

**Individuals to show up as their authentic selves in the workplace – we offer one-to-one high impact, individual coaching, group coaching and psycho-educational workshops.**

**You to create a culture in which people feel able to show up as themselves – Our vision is of a workplace where diversity of thought is valued and people are cherished. We recognise that creating diverse and inclusive organisations is not necessarily an easy path and we help businesses to navigate this complexity, learning the skills required for everyone to be able to step into their inclusive leadership.**

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# Why we are different

Rather than lecturing on why you should do this, or telling you what to do, we create conversations so that people come to their own 'why' and 'how' – creating sustainable change.

We don't focus on categorising and quantitative measuring – although we recognise we are operating in a paradigm of 'what's measured gets done'. Certainly, the measurement of the current status quo can provide a strong impetus to act. We focus on inclusivity, people feeling valued, leaders doing their own internal work and the nuances of inclusive cultures.

## No shame : no blame

Some trainers attempt to create conflict and unease in the room. We do not believe that shame has a place in the training room. We all have our own biases, it is nothing to be ashamed of. We have a deep understanding of how to work with shame and how to separate it from guilt (ultimately teaching that we are not our behaviours and that are behaviours can be adapted).

## Coaching not telling

We know that telling people what to do doesn't lead to long term, sustainable behavioural change. We adopt a coaching style so people work out for themselves why D&I is going to create change in their organisation. We provide inspiration and suggestions as to how they can integrate some of the learnings, but we offer these lightly. People can take what resonates for them.

## Ad agency experience

We know from first-hand experience what it's like to work in the advertising industry. From client partner, business director, client partner and executive assistant level, our core and facilitation team have worked in Advertising, Media, Digital, Tech and Publishing businesses. We have also worked hard to bring diversity of experience in to our team, adding government and NHS experience.

The Hobbs Consultancy HQ is in London and we now also have an Irish office.



# The Hobbs Consultancy's Diversity and Inclusion model

We have developed a model to support businesses in creating a more diverse and inclusive workplace, understanding where they are in that journey and what actions to take.

## The journey from unconscious incompetence to unconscious competence:



## Step 1: Raising awareness

Many of us are now in a place of unconscious incompetence. We don't know what we don't know. Perhaps we believe that we work in a meritocracy. Or we think that, as we read The Guardian, we're good people with a liberal leaning and couldn't possibly be part of the problem. The first step is to raise awareness. We provide tools and training so as to drive awareness of the challenge in front of us. This will hold the mirror up to the D&I challenges in your organisation, demonstrate the business case for D&I in your organisation and consider how we ourselves might be getting in the way via our own unconscious bias. This is often the most painful step as we find ourselves in conscious incompetence.

## Step 2: Practise removing barriers

We know we need to do something to remove the structural inequalities facing certain groups but we're unsure where to start. The next phase is about systematically removing these barriers. One year we may focus on gender. Another year we may want to do something about social mobility. This phase may take several years to complete as you take a look at the barriers that are in the way for certain groups, and focus on removing them. The Hobbs Consultancy provide programmes, such as parental coaching or our Rising Stars programme, which can support you in your efforts to remove these barriers.

## Step 3: Create inclusive leaders by embedding D&I in your DNA

Once you have changed your processes, you may find yourself in a place of conscious competence. You know how to attract and promote more diverse talent in to your organisation but it is a conscious process. The final step is to move to unconscious competence. This is where D&I is so embedded in your DNA that it isn't a topic anymore. It is a fundamental part of how you recruit, how you lead, how you make promotions and how you come up with ideas. The Hobbs Consultancy's flagship product - Inclusive Leadership - (just one of our products aimed at embedding competence) is about changing the leadership skills at the top of an organisation to be with difference, to understand systems, to transform conflict and to be vulnerable leaders.



## STEP 1

### AWARENESS: Raising awareness

#### 1. Diversity 3.0 workshop (Tackling Unconscious Bias)

Workshop

Half-day  
12 to 16  
people

The kick off on your journey to a more diverse and inclusive workplace, embedding why D&I are so important and how we might inadvertently be getting in the way.

“

The workshop was a great eye-opener to the unconscious bias we all need to be aware of. It was incredibly interesting to consider the real business case for inclusivity... Its content has a far greater reach, making you think about how your small unconscious actions could alienate individuals in your team, reducing their motivation and increase churn.

Alison Bachrynowski, Business Director, Isobar

”

#### 2. Embracing Mental Health and Resilience in the Workplace

Workshop

2.5-hours  
up to 12  
people

An introduction to mentally healthy workplaces and working practices, and why resilience is about paying attention to your difficult emotions (not ignoring them).

“

We wanted to start an open and honest conversation about mental health at Southwark council, as part of a directorate wide commitment to supporting mental wellbeing and reducing the stigma around mental health and stress related issues at Southwark council. Employees have sought us out to tell us how much they appreciated and enjoyed the training and how they are using the practical techniques to manage work related stress.

Maggie Lydon, Head of Customer Service, Southwark Contact Centre

”

## STEP 1

continued...

### 3. The Courage to Engage with D&I

A talk / key note designed to spur people to action, and address how we need to get more courageous and put aside our armoury in our quest for a more diverse and inclusive workplace.

Talk

90-minutes  
up to 100  
people

“

*The talk was really powerful and felt like it came from a really positive and genuine place. It was eye opening to my own unconscious bias, which is something I thought I didn't have and I understand that it is ok to be a role model when it comes to courage.*

**Core Media, Ireland**

”

### 4. Show Up, Live Brave, Be Seen

A talk / key note designed to explore the concept of authenticity, which is absolutely central to an inclusive workplace. If we recruit diverse teams but those people cannot be themselves, then what is the point? Instead how do we all show up, live brave and allow ourselves to be seen?

Talk

90-minutes  
up to 100  
people

“

*The feedback has been really positive with so many colleagues saying how engaging they found the speaker and how honest she was about her own experiences. It was great to have such a large group to feel so relaxed and at ease that they began to group work so easily.*

**Rosemary Hodgson, HR Strategy Lead, Cheshire West and Chester Council**

”

### 5. Unleashing the Power of Neurodiversity

Rox takes the audience through her personal journey as a parent. Her son was diagnosed in 2015 and Rox realised with some shame that she hadn't championed the neurodiversity agenda within organisations. She talks of her journey to come to terms with and understand the diagnosis through to her current role as a neurodiversity champion who believes this is the newest frontier of inclusion.

Talk

60-minutes  
up to 100  
people

“

*Your talk and time with us was amazing – the honesty you talk with and the vulnerability you share during your story was so powerful.*

**Joanne Payne, HR and Talent Director, Clear Channel**

”

### 6. Deep Dives

An opportunity to explore different diversity metrics in a deeper way (e.g. ethnicity, neurodiversity) alongside co-facilitators from those minority groups. We will share our own personal journeys, look at the barriers these groups face in the workplace and end with actionable change you can take as an organisation and individual.

Workshop

90-minutes  
up to 20  
people

“

*Everyone should be given the opportunity to do the workshops. They're incredibly eye opening and are a huge positive force for change and good.*

**Lucky Generals**

”

## STEP 2

### PRACTICE: Practise removing the barriers

#### 1. Parental Transition Coaching

1:1 coaching supporting parents through this key transition. Parental coaching has been proven to enhance retention rates and support employees in hitting the ground running upon their return.

Coaching

3-6 sessions

“

*I thoroughly enjoyed my coaching sessions with my coach. The open yet professional way in which it was conducted really helped me feel like I was in the driving seat. I've come away with a clear action plan and feel more mentally equipped to face the many challenges ahead in life as a working mum.*

**Melissa, Media industry**

”

#### 2. Rising Stars - a BAME talent acceleration programme

A workshop aimed at accelerating minority talent in your business through a strengths based approach and individualised coaching follow up.

Workshop

Half-day +  
1:1 coaching  
up to 12  
people

“

*We need more conversations like this.*

”



## STEP 2

continued...

### 3. Diverse Recruitment

An opportunity to rethink your recruitment process so that you can attract more diverse talent. Attendees leave with practical tips along with a co-created recruitment approach.

#### Workshop

Half-day  
up to 16  
people

### 5. Daring Greatly™ for Female Leaders

A psycho-educational workshop which allows female leaders to explore what gets in the way of them truly showing up in the workplace and allows participants to learn tools and techniques to be 'all in'. We cover issues such as perfectionism, imposter syndrome and people pleasing using the research and curriculum of Brené Brown.

#### Workshop

2-day  
workshop  
up to 8  
people

“

*It was an excellent course and we received really positive feedback.  
Ogilvy*

”

### 4. Diversity: What next? Forwarding the action

A follow up workshop to deepen the learning and forward the action from the Diversity 3.0 session. This is co-designed to cover the barriers and challenges arising in your business.

#### Workshop

Half-day  
up to 20  
people

“

*Working with The Hobbs Consultancy has been a real pleasure! They have collaborated with us throughout the process to truly understand our culture and the people within the Company, in order to tailor the training accordingly and ensure it's a success.  
HR, IPG Mediabrands*

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“

*The Daring Way™ is for anyone who wants to be the best they can be, at work, at home as a parent... The framework gives you a safe place to really know yourself and what you are striving for. What you learn in the two days you will revisit again and again throughout your life. You will come away wanting more for yourself and the people around you.  
Jo Lyall, CPO, Mindshare*

”

### 6. Female leadership coaching

Exec coaching designed to support women in stepping from management positions in to leadership positions.

#### Coaching

6 months  
up to 8  
people

## STEP 2

continued...

### 7. Coaching Neurodiversity, a Paradigm Shift

Line manager training to enhance confidence in managing neurodiverse teams. We create an understanding of what neurodiversity is, what the benefits are to the workplace and teach a coaching approach that is particularly beneficial to neurodiverse teams (and that is also helpful for EVERYONE).

#### Coaching

2-hours  
up to 12 people

### 8. Executive Coaching for Neuro-Minorities

Exec coaching for those who self-identify as neuro-different.

#### Coaching

6 sessions  
Individual 1:1 coaching

“

*The coaching with The Hobbs Consultancy helped me realise that it's ok to be dyslexic and a working mum in the workplace. The #Diverseminds conference was my lifeline, the coaching was my lifeboat, and now I'm building up my skills/ resilience so I can finally find my safe harbour.*

**Jess A. (Programme Manager - Creative Education/ Talent, Learning & Development)**

”

### 9. Managing Mental Health in the Workplace

A workshop for line managers to support them in leading mentally healthy teams, and providing them with the tools, language and signposting to support any mental health challenges that might arise in their teams.

#### Workshop

5-hours +  
1:1 coaching  
up to 12 people



## STEP 3

### LEADERSHIP: Create inclusive leaders by embedding D&I in your DNA

#### 1. Inclusive Leadership Programme

Our flagship programme. As we lead more diverse and inclusive teams, we believe the skills and capabilities at the top needs to evolve. This 6-month programme supports your senior team in developing new working practices which encourage an inclusive workplace where people can show up as themselves and truly thrive. (Half day introduction to Inclusive Leadership is also available)

#### Programme

6-month workshop  
Half-day also available

“

Roxanne created an incredible safe space, she knows the material, can judge the room to see what format we should use depending on the topic. For example, deciding which videos to use and which to not - the balance was spot on. Roxanne walks the walk, she lives everything she taught us and it's inspiring and encouraging.

”

#### 3. Corporate Consultancy and Content Creation

Please get in touch to discuss how we can support you.  
Email [roxanne@thehobbsconsultancy.com](mailto:roxanne@thehobbsconsultancy.com).

“

Motivating. Honest. Inspiring. Kept me focused. And inspired. And certainly, curious.

Good pace, really safe space, lots of valuable insights outside of the core material.

”

#### 2. Dare to Lead™

What makes a courageous leader? Research has shown that rather than being some innate quality, it is actually teachable, observable and measurable. Dare to Lead™ has 16-hours of workshop material to teach and embed the skills of courageous leadership:

1. The ability to tolerate uncertainty and vulnerability
2. Translating values into action and behaviour
3. Operationalising trust
4. Resilience.

#### Workshop

2-day workshop  
8-16 people

“

We had a fantastic experience working with The Hobbs Consultancy on eight diversity and inclusion modules for Xaxis. They are absolute subject matter experts, true collaborators and genuinely nice people to work with. I wholeheartedly recommend them.

**Jo Davey, Global Director of People Performance**

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Transformation through inclusion

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