

Welcome to a

FEARLESS ADVENTURE

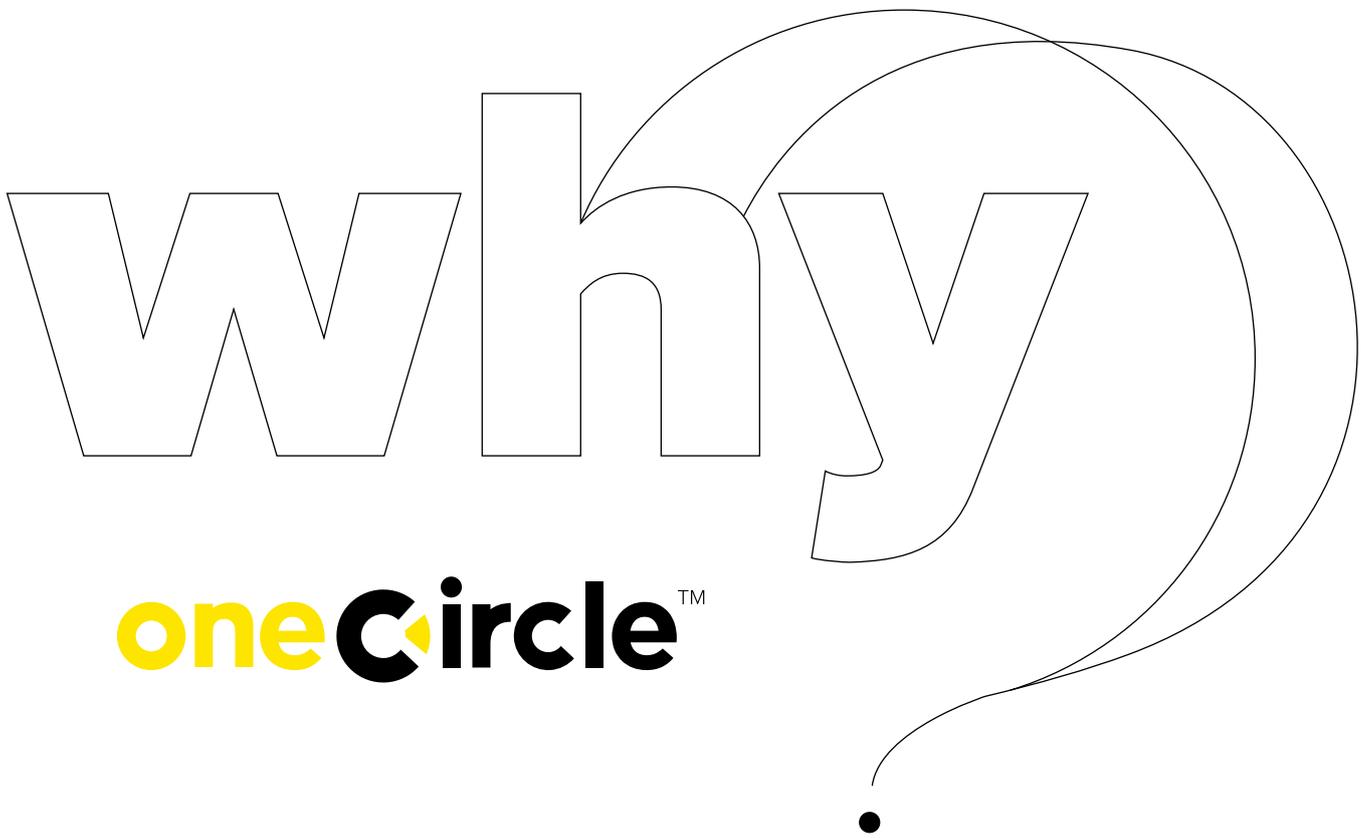
starring **YOU** doing what you do
best, without anybody telling you
what to do and when to do it.



DEDICATED TO THE FAMILIES OF ALL ONE CIRCLE MEMBERS.

Thank you for helping us to change
the way work is done and to make
life awesome.

Emma



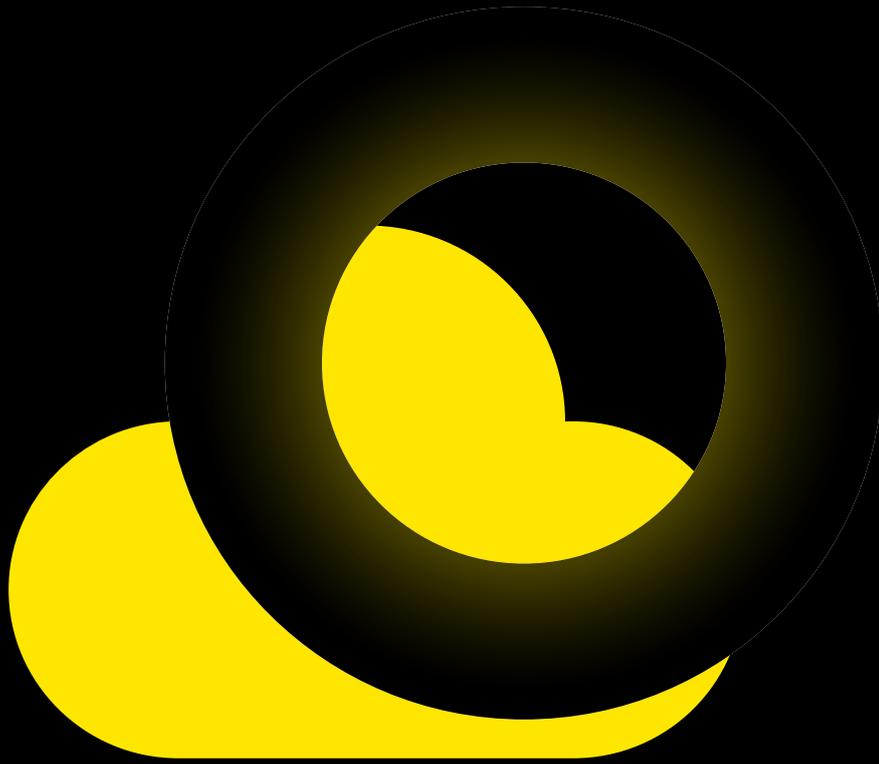
oneCircle™

Imagine a life where you have more time to do what you love and the flexibility to manage your own schedule, while still earning. In this life, you work when you chose to, on projects that allow you to add the most value.

One Circle was designed with exactly this in mind. Emma, One Circle founder, spent more than 2 decades inside corporate HR, rising to HR Director level, and experienced first-hand the toll that the outdated 9 to 5 working model took on her personal life. At the same time, she was frustrated at not being able to get the right consultants needed for her company's projects.

Like her, many senior HR professionals dedicate their working lives to long hours in the office, especially as technology has made it impossible to truly disconnect after hours. Emma knew that there had to be a better system.

So she built it.



THE WORKPLACE IS CHANGING.

“People want to work their own hours and be able to offer their skills globally. That’s why there’s a need for One Circle. A platform for both businesses and consultants to get the ultimate HR experience.”

One Circle Founder, Emma El Karout

FACTS THAT MATTER



One Circle is self-funded.

We didn't opt for outside financing. This was incredibly important in providing the freedom for HR people to shape One Circle with our technology advisors at the initial stages of development and launch. One Circle owns its intellectual property. This frees us to make our own decisions about our solutions.

One Circle is more than a freelance platform.

We put our heart and soul in positively impacting people's lives. We are creating a community of real people with deep HR expertise who value the autonomy to choose when and where they work, making them happier and more fulfilled. Through our shared values and enabled by technology, we collaborate globally and without the barriers created by the traditional 9-5 one size fits all work.



One Circle creates an environment that fosters quality of work.

We believe that if you are happy doing what you do best and what you love, you will give it your best, and produce work that you are proud of. We provide you with the space to do just that. Escape the work life juggle and the real guilt feeling every time you walk out the door to fit in the 9 to 5 mould and leave a bit of yourself behind. One Circle does not just provide you with the convenience to work from home. One Circle provides you with a new way of life.

Embrace it, love it, give it your best shot – it will pay back.

WELCOME TO THE CIRCLE

We represent HR specialists across the employee life cycle and provide them with access to global opportunities. Our experts work on-demand to deliver high-quality outputs in timeframes and budgets that are pre-determined by the client.

We believe our solution will change the way people work.

It's built around 4 central pillars: **flexibility**, **ease**, **assurance**, and **value** – with far-reaching benefits to both stakeholder groups i.e. clients and consultants.

For our consultant, we help you be your own boss, continue to provide financially for yourself and your family, take on work that inspires and challenges you, and share your HR expertise with companies around the world to help strengthen your global exposure.

For our client, we offer the opportunity to seek out expert help from a global pool of HR experts, with a reliable and safe payment gateway and pre-defined timelines to help project manage HR deliverables.

Now that you know more about us, you know that we strip out the stress and time constraints of pitching for projects and developing business. We as well help clients work smart by providing a solution to the rising costs of using big HR firms for specialist knowledge.

Welcome to the Circle.

OUR VALUES DEFINE OUR COMMUNITY AND WHAT WE STAND

4

01

We believe in bringing opportunities closer to where the people are

02

We recognize that life is too short to feel guilty all the time

03

We are experts who know that it's OK to be fun as well

04

We do more with less and are happy with it



VISION

Change the way we do work

MISSION

Connect HR experts with those who need objective HR expertise anywhere in the world – virtually, effortlessly, in real time, while bringing freshness of thought in a cost effective, on-demand way.

OUR ONLY RULE

*Always give your best and
remember to have fun. Life
is too short.*

LET US HELP YOU STAND

OUT

Let's get something clear from the start. Freelancing is no walk in the park and is not an easier option. In many cases, you will work harder as a freelancer than you ever worked before in corporate roles.

On the upside, it will allow you to wave goodbye to the constraints of working for others, in specified physical offices, often far from home, and under sets of rules made for children, not adults.

Freelancing is work, democratised

It allows you to own your own time, set your own schedule, dress how you choose, and have the fruits of your work go directly into your own pocket.

But it doesn't mean that anything is tolerated, and certainly isn't simple.

To be a successful freelancer, you need even more internalised discipline and maturity than when working in a corporate role, when these are rolled down through policies and rules. The ability to wear many different hats, network robustly, and plain down hustle are crucial. Without these it will be tough to understand and enjoy just how "free" freelancing can be.

We've put together a few pointers to help.

FREELANCING BASICS

Freelancing as we generally use the term, is applied to a few different categories so let's get on the same page. Moonlighting, full-time freelancing, side-hustle, contracting, consulting, etc are all terms interchangeably used to describe it. If you've taken the time to register with us and reading this as a result, you probably already know this. You may even have already dipped your feet into an assignment or two already! Some freelancers may even hold a regular-full time job in addition, which they generally dislike with passion!

THE BENEFITS OF FREELANCING

Freelancing has evolved from being a secondary option. Many workers took a turn into freelancing mid-career, feeling that they may have reached the end of their career trajectory, with their best chance for increased challenges and/or earnings through freelancing.

Today, freelancing and the ownership of one's own efforts, outputs and time is the first choice for millions. We're not going to try to explain it, reasons are many and space is limited, but we do know this:

- Freelancing is going mainstream.
- Digital technology is the main driver.
- Advances in technology have killed certain industries, disrupted others and reshaped the global economy in a fairly short period of time.
- Technology is a great enabler of freelancing and the wave has commenced for HR experts with One Circle.
- Companies are waking up, some slower than others.



IF YOU'RE READING THIS, YOU HAVE ALSO WOKEN UP, AND EVEN THOUGH YOU PROBABLY ALREADY KNOW THIS, HERE IS A REMINDER OF HOW FREELANCING CAN BENEFIT YOU.



Flexibility

You make your own schedules, work at your own agreed pace, and only take on new tasks when you're ready to do so. This openness gives you more time for your true passions that are non-work related. The overwhelmingly most popular reason people take to freelancing is to take control of their own time through the flexibility that freelancing offers.

Stress

You dictate your own workloads and don't chase arbitrary goals set by faceless entities, just to stay out of corporate trouble and create a few more bucks for the employer. This often comes at the expense of health, quality of life and families.

Workplace everywhere

You can work from almost anywhere with One Circle. Whether it's from home, a coffee shop, or co-working space there is no office cubicle cabin fever when you're a freelancer. Which also means – no more dreaded commute! The environmental impact of work commutes globally cannot be underestimated, and the resultant productivity downtime obliterated when people are able to carry their "offices" with them. Just make sure you have an internet connection and power.

THE DRAWBACKS OF FREELANCING

As we said before, it's not all milk and honey. And, not for everyone. Full-time freelancing is great when you are self-motivated, disciplined and enjoy creative freedom. Keep this in mind as you transition into full time freelancing.

Freelancing is not a different job, it's a business

When you freelance, people think you're lucky. In addition to the positives however, when you are freelancing, you don't have a fixed job with job description and focus only on a specified area of expertise and role requirements. You need to ensure project delivery, while getting new clients, lining up new work, marketing your brand, managing finances, ensuring compliance, updating software and securing data, etc. Those very corporate things that may have annoyed you, when removed, suddenly places responsibility on you to define, like a job description.

It can get hectic and stressful. A disciplined, structured work style is important, as is a dedicated plan to take care of "support services". No more calling IT, you will have to reboot your PC all by yourself!



Work pipeline

The prospect of having no work during lean times can be daunting. While you will establish a regular flow of work in most cases there will be low periods of work. To counter these periods, disciplined finance management and budgeting is crucial, and you must have a buffer fund to cover at least 2 to 3 months' costs. Reputable platforms like One Circle offer the better chance of getting regular gigs.

Attracting clients

The great majority of career professionals are put off by freelancing due to the sales and marketing needed. Most professionals are not natural salespeople, especially related to their own skills and expertise. One Circle saves you the pain of pitching for work. We bring opportunities close to you, and facilitate the online proposal process.

Keeping motivated

Working on your own without colleagues is not something that everyone is cut out for, and yes, it can get lonely at times. There are ways to keep motivated and engaged; easiest one is to get out and mingle. One Circle's community of HR professionals offer a collaboration option for you to stay plugged in.

Distractions

Calls from family members and friends are inevitable and distracting. Isn't the need for more personal time one of the reasons you wanted to freelance? When you work from home, others assume you have plenty of time for coffees and chats.

**STILL FEELING
UPBEAT? GOOD,
WE THOUGHT SO
KEEP READING
AND LET'S
DO THIS.**

WHERE WILL YOU TAKE US



One Circle will be a different company a few years from now because you are going to change it for the better. We will lead the HR freelance revolution together and change the way people work for good.

We can't wait to see where you take us. The quality of projects that you advise clients on is the very thing that will define us.

Whether it's designing a new bonus scheme, crafting an engagement strategy, learning program, or even a template. From creating a policy manual, designing a phantom share scheme, writing a job profile or a complete reorganization exercise to (more likely) engineering something that nobody's thought of yet. Each of these will be at a level of quality that defines One Circle, through you, as an important contributor.

We can't wait to see the future you choose to build with One Circle, as we stride together into the future of HR.

 **LET'S GO BACK TO YOUR PROFILE NOW AND MAKE SURE IT ROCKS.**