



Neo sounding board sessions For Better Business Network members

OVERVIEW

Neo creates culture-shifting brands for the pioneering organisations making our world a better place. One of the first certified B Corps in the UK, Neo is all about helping purposeful organisations develop and grow. And as a trusted Better Business Network partner, the team is offering to be a sounding board for members' creative and strategic challenges.

THE OFFER

A free sounding-board session to begin exploring the true potential of your identity, culture and strategy as a platform for sustainable growth.

They can help you on the way to...

- ▶ Developing a deeper understanding of what's needed to overcome barriers to your purposeful ambitions
- ▶ Uniting your team, stakeholders, customers and partners around a shared purpose
- ▶ Co-creating a working culture that attracts and retains a talented, committed team
- ▶ Making vital connections between identity, culture and business strategy
- ▶ Breaking out of self-limiting mindsets, roles and ways of working

Sounding board sessions are facilitated by Nick or Kelly, co-owners at Neo. You can read a bit more about them further down.

HOW TO TAKE ADVANTAGE OF THE OFFER

[Sign up for a session on Neo's Calendly](#)

MORE ABOUT NEO

For more than 20 years, Neo has supported brands bringing change that matters to the world. Groundbreaking B Corps, sustainable businesses, social enterprises and charities among them. Those who want to build an equal, more trusting, human society that takes better care of its home.

The team's work is about making positive change matter more. They start by finding the thing that matters most about what a purposeful organisation or business does and why. The key insight or truth from which to create a brand, a marketing strategy, a shift in thinking and behaviour moving people to be part of that change.

Here's how they can help purposeful businesses and B Corps.

MEET THE OWNERS

Nick Christoforou | Founding partner

Nick is passionate about giving the ideas and organisations that are making our world a better place the platform they deserve. That's why he founded Neo more than 20 years ago.

Always listening to what's needed, Nick has enabled Neo to evolve into a space that's truly forward-thinking, unafraid of challenging the status quo and driven by a collective purpose.

He's also a trustee of Welsh Centre for International Affairs (WCIA), which inspires people to learn and act on global issues to help create a fairer, more peaceful world.

Kelly Smith | Strategic & creative partner

Kelly has a background in journalism, brand and communications, which she channels into a diverse range of projects for Neo.

She asks the questions that drill down into what really matters — the truths that can help to inspire profound social and environmental change. Grasping the bigger picture while exercising obsessive attention to detail, Kelly's committed to turning these truths into stories that unite people around purpose.

In recent years Kelly served as a trustee for Brighton-based arts charity Root Experience. She went on to edit the charity's book Hidden Stories, a playful graphic novel moving people to think differently about mental health.

WHY HAVE WE PARTNERED WITH NEO?

Neo has been working exclusively on purpose-driven projects for more than 20 years. As one of the first 100 B Corps in the UK, it really is a true pioneer of better business.