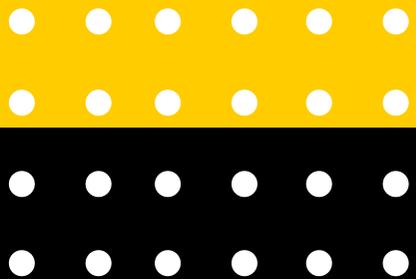


HOW TO BE A NOVEL BEING

THE HANDBOOK



#CONSCIOUSCREATIVES

THE FORMALITIES

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A NOVEL BEINGS Publication

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WELCOME

Novel Beings (simply meaning: human beings doing novel things.)

We exist to create engaging, striking images, that encourage others to be better. Whatever that means.

How we operate is not 'standard fare' for an agency. We are a #newbreed. Supportive, open, curious.

It's the Novel Approach.

We wrote this manual to give you everything you need to thrive as a Novel Being.

This guide will help you begin to understand our values and the way we make decisions as a team and as a company. Our manual belongs to you.

Read it. Share it. Add to it. Live it.

NOVEL BEINGS

conscious creatives

A little-known fact about our logo: the font is Garamond, with customised letter heights.

In 2014, a 14-year-old boy proclaimed that he had worked out how to save the US government millions of dollars in a mathematical equation, simply by switching their font to Garamond.

As it turns out, this may not be the case, but we applaud and honour ingenuity and so, we chose Garamond as our font.

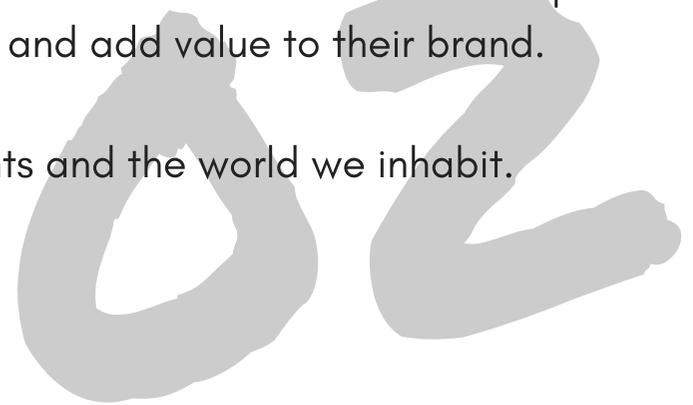
MISSION STATEMENT

We are more than just a stylist agency. We add value to your brand by simply doing what we do.
We help you do more with less.

The image-making industry creates beautiful images. But we exist to make sure that the legacy of those images is just as memorable for all the right reasons. We are leaders in environmentally responsible practice, from how we operate as a business to the approach of our artists, to the projects we produce. We strive to raise awareness and support others in our industry to think about their own social and environmental impact.

As an artist-owned and artist-run agency, the values and ethics of the creatives we represent are fundamental to who we are. Our clients come to us because our creatives are at the top of their game, but also because they understand our values and add value to their brand.

We strive to be the best agency for our artists, our clients and the world we inhabit.

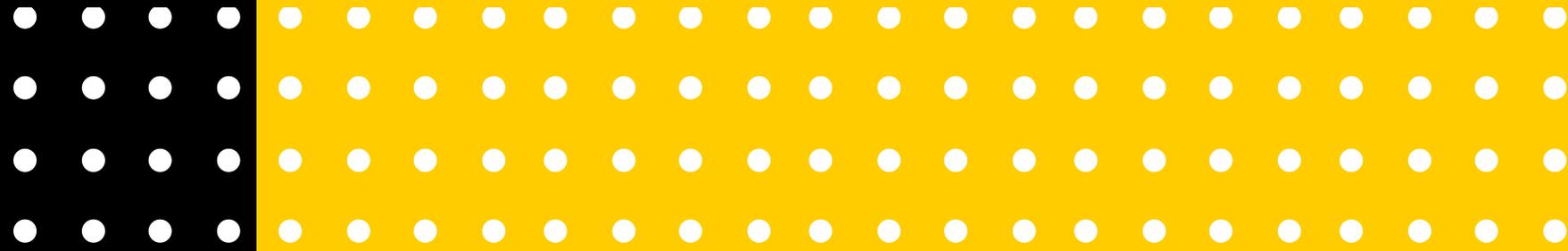




WE ARE NOVEL

SECTION 1

We might look like everyone else from the outside, but we are novel in our approach. We educate others by simply doing what we do, and proving it is possible. We hold each other accountable for staying on track, even when the road better travelled seems an easier route.





WE ARE NOVEL

TEAM NOVEL

You are part of the team for a reason. You have a strong set of personal values and ethics and you proudly apply them to your work and your life. Whether you are an employee or an independent contractor, you are here because you add value.

You get it.

TOGETHER BUT APART

To minimise operating costs, fit in our various multiple skill sets that demand our time and limit our carbon footprint, we work remotely.

In order to ensure that we remain on the same page, and work together (while apart) it is imperative that all internal employees use the same systems when dealing with day to day business operations.



THAT MEANS

- ✓ All computers are set up the same way (Admin staff).
- ✓ All systems are adhered too.
- ✓ If you don't understand how to do something, start by checking the task folder, where there is a dedicated "How To" document for each operation.
If you are still unsure, ask a peer for help.
- ✓ Add notes to the documents so others will know "How To" too!



WE ARE NOVEL

WHAT WE ASK OF YOU

1. Be respectful to all our planets inhabitants
2. Be respectful to yourself
3. Contribute your ideas
4. Be resourceful
5. Produce inspiring work





BEST PRACTICES

THE VIRTUAL OFFICE

In the interest of limiting our impact on the environment as well as high office rental costs, Novel Beings made the decision early on to work via a virtual office setup. Thereby allowing Novel Beings the opportunity to fit their duties and responsibilities to the business, around their own schedules and also by cutting down on commuting emissions.

ENVIRONMENTAL CONSIDERATION

In order to ensure that all home offices are being run in accordance with our novel approach, please read through our best practices checklist on the opposite page.

We encourage all Novel Beings to put forward ideas that can continue to improve our environmental impact policies.

[Click Here for Suggestion Form](#)

CHECKLIST

- ✓ Limit printing to only absolutely essential documents.
- ✓ Use paper supplies from recycled paper sources and FSC certified.
- ✓ Identify local shops to your own location that could provide suitable office supplies. If no appropriate stores are available, consult our preferred supplier's guide.
- ✓ Use scrap paper for notes.
- ✓ Investigate your local borough's recycling policy - implement and recycle all work related items accordingly.
- ✓ Switch off and unplug charging equipment when not in use or fully charged.
- ✓ If possible, switch home provider to green energy provider.
- ✓ Install low energy lighting for all office related areas
- ✓ Switch off lights when leaving a room.
- ✓ Use natural light sources when available.
- ✓ Ensure dripping taps are fixed immediately.



CONCIOUS CREATIVES

You may not be an "employee" but you are certainly the life force of the agency. Without you, there would be no Novel Beings.

We have worked very hard to create a place that shows you how valued you are, and that your values matter.

HOW WE COLLABORATE

As you surely know by now, we aren't your average agency, and it is paramount that we work together to achieve your goals.

We are all grown ups here (although we absolutely encourage child like behaviour at any opportune time) and that means you have to take responsibility for your career as much as we do.

Think of us as your support team, rather than the boring agent vs artist analogy. We aren't mindreaders so you need to tell us how we can best support you.

WE'VE DONE THE LEG WORK

We have spent countless hours considering our processes and streamlining our approaches - to make things easier for us and for you.

If we ask you to send us stuff or fill out a form, please know that it is in your best interest, and allows us to support you as best we can.



CONCIOUS CREATIVES

A DEDICATED SPACE ALL OF YOUR OWN

We have a dedicated Artist Login page on our website, where you can submit everything we need of you in a simple, paperless way. You can do it online, on the tube, in the bath, hell... even from a hot air balloon if that kind of thing takes your fancy.

There is even a place to report back on your shoots, so we know that you are working with clients that inspire and excite you - and not just to pay the bills.

If the client is a nightmare, let us know. You don't have to work with anyone who makes you sad! Again, it is your responsibility as a grown up though, to speak up (by filling in the form)!

We welcome your ideas and suggestions. So there is even a form for that. But please, if you have an idea, do suggest how you feel it could be best implemented and propose an action plan too!

[Click Here for Artist Login](#)

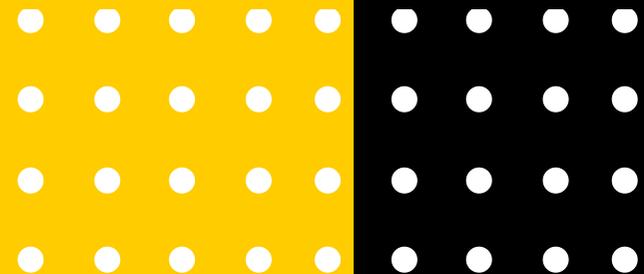
[Click Here for Suggestion Form](#)



THEY ARE NOVEL

SECTION 2

Some may be dreams, and others nightmares - but we need clients as much as they need us.





THEY ARE NOVEL

CLIENTS CAN BE NOVEL TOO

Our clients are vital to our combined success so we need to treat them with love and respect. If they don't deserve it, we won't be working with them again.

They are novel by default because they have chosen to hire us because of how we do things differently.

Sometimes they care about the same things we do, and sometimes they don't. And that's ok because we have the opportunity to teach them a better way by simply showing them what can be done when we approach our work consciously.

Those clients that do share our values, don't always have an understanding of how business works, so at times, remember that we might need to hold their hands a little.

ADDING VALUE

What makes us novel, is the value we add to the jobs we work on.

Otherwise, we are just the same as everybody else...and who wants to be average when you can be exceptional?



CHECKLIST



You approach each job with an open mind.



You implement your practice in line with your stated values, irrespective of who you are working for.



You offer up solutions to problems where ever you can.



Your feedback on your experience with the client so we can decide if it's in our mutual best interest to work with them again.



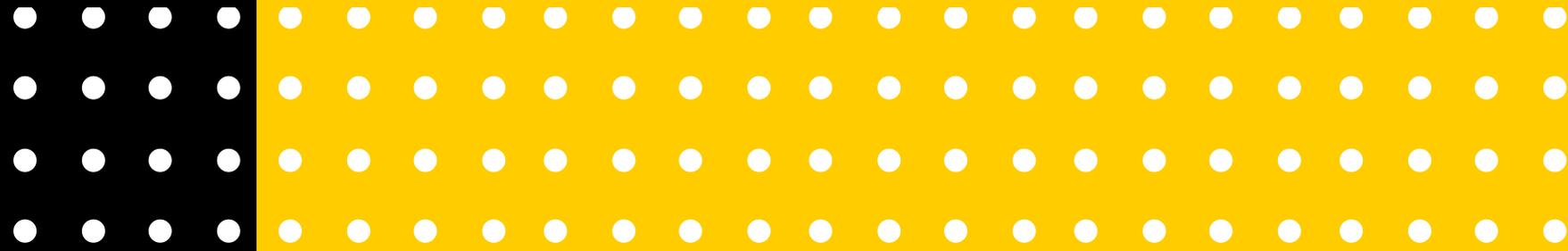
We encourage our clients to feedback too. If they have something to share about you, we will always consider both sides of the story before passing comment, but will always feedback to you. It's how we grow!

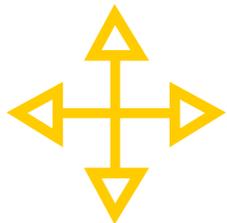
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THE ART OF GIVING

SECTION 3

By the very nature of the business we are in, we take a lot. We like to ensure that we level the playing field where ever and when ever we can.





EVERY LITTLE HELPS

GIVE A LITTLE, TAKE A LOT

Every month we donate to two charities. These charities have been identified as the organisations that we feel echo's our values. We also run adhoc donation drives, where we will identify a cause and pledge a percentage of profits to for a specified period of time. Sometimes it feels like we can't afford to do this, but we do it anyway because we believe that we get far more back than we give.

We would encourage every Novel Being to donate their time, ideas or even donate financially whenever and where ever they can.

Should you have a charity or organisation close to your heart, we encourage you to come to us so we can try spread the love a little further from our end.



**YOU MAY HAVE COME TO THE END
OF THIS DOCUMENT, YET WE ARE
NOWHERE NEAR THE END OF WHAT
CAN BE ACHIEVED IF WE ALL TAKE A
NOVEL APPROACH.**