



Chief of Stories

T H E F U T U R E O F P E O P L E

Supporting Companies in Building Sustainable Workplaces





Established in 2019, we are a team that coach, strategize and implement **best practice** to help early stage (Seed, Series A to Series B) companies **solve real problems** that exist now, yet are too big to be resolved internally and too important (sometimes too late...) to be solved in the future...

Our key focus be it in coaching Founders or setting up the Foundation for your People Strategy (while building a permanent team), we close by leaving behind a sustainable path to boost your future growth

Who We Are

Using our scars as our power, we work to help businesses improve their resilience in areas they don't even realise they need it...



Sophie Then

People Strategy & Coach

Defender ISFJ-A
Developer | Command | Intellection



Valentina Mura

**PoPs & Partner
Consultant**

Advocate INFJ-A
Coach | Intuitive | Empathy



Jon Fernandez

**Talent Strategy & Squad
Builder**

Campaigner ENFP-T
Coach | Empathy | Belief



Abigail Pegden

PeX & PoPs Consultant

Advocate INFJ-A
Belief | Discipline | Learner



What We Do

Coaching

Whether you need a leadership coach, advisor, and mentor who can **intimately understand** the problems and pressures faced in an early stage company... This is where Sophie can help.



As researched in her new bestseller "The Soul of Startups", working with Founders, Sophie will help you

find best practice to juggle both being a founder AND manager at the same time (even if you're doing this for the first time)



Working with Founders & C-Suite, she will coach the team in **leadership skills** in order to empower their teams' growth.



Working as an Advisor, Sophie supports the company by ensuring **HR diligence** is at the forefront of the growing business while developing **people & expansion strategies** with the C-Suite.

What We Do

Workshops



Ways of Working

Understand how to **optimise** internal practices including onboarding, offboarding and remote working strategy!



Data Dashboards

Set up data dashboards, understand what questions you should be asking and how to **analyse** the insights!



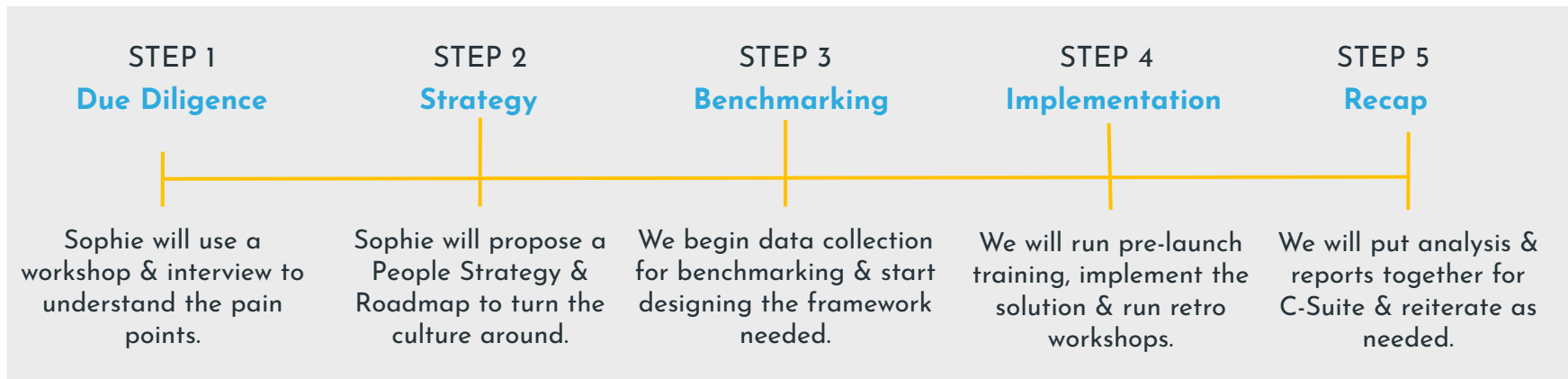
Performance

Build your first 16 Grid, understand consequence grids and link your **learning and development!**

What We Do

Consulting

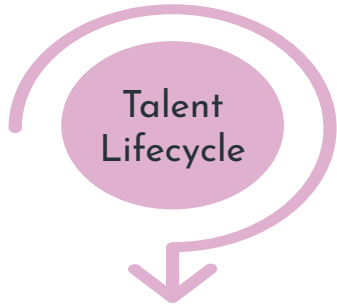
Utilising our **experience**, we help to solve immediate people & strategy problems, whilst also building out a permanently valuable team for you!



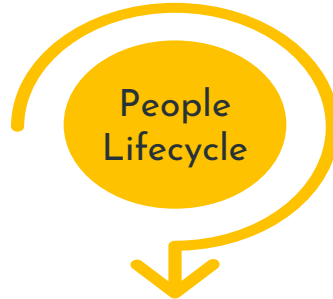
What We Do

Consulting

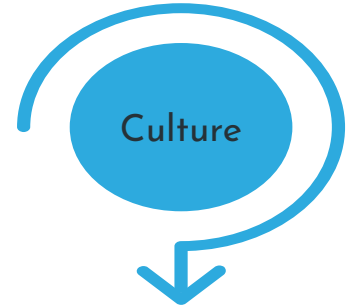
Covering the whole employee lifecycle, our aim is always to **empower** teams by providing them with the fundamental foundations needed to succeed in a **sustainable** fashion with culture at the heart.



- Employer Branding
- Recruitment Strategy
- Succession Planning



- Org Design
- Onboarding
- Performance & Development
- Offboarding
- HR Data



- Manager Training
- Wellbeing Strategy
- Remote Working Strategy (Ways of Working)

Who We Have Worked With Since

 checkout.com

 
Revolut

 OMERS | Ventures

 piper

 11FS

 tag Talent Garden

 therapify
People Strategy - 5 months

"Sophie's expertise covers all aspect of building a team in a startup. Making use of her outstanding experience, she shared her knowledge and took the time to truly understand our needs and focuses on the most important areas which require guidance."

Agata Szczepaniak - Head of Operations

 Goldsmiths
UNIVERSITY OF LONDON
Mentoring

"Sophie is one of the most popular career coaches at Goldsmiths, University of London."

Dr Eurydice Fotopoulou - Lecturer

 **BOOM!** CEO & Leadership Coaching, Full Suite Talent & HR - 12 months

"Sophie's team has vast experience. Experiences in world-wide known startups allow her to predict what is going to happen in almost all the situations we face together. Combining Culture and Comms have brought up incredible alignment for being fully remote."

Jacopo Benedetti - Chief of Staff

 paydock CEO & Leadership Coaching, Full Suite Talent & HR - 12 months

"Sophie brings a wealth of knowledge across People, Talent & General exec level advisory and has been an integral advisor to our company bringing invaluable, unbiased insights, best practice and efficient project management. Sophie works collaboratively; guiding, teaching, mentoring & coaching our team so we are not only being offered solutions, but simultaneously up-skilling and investing in our own people"

Suzanne Piddock - Chief of Staff

How We Give Back to our Community



★ **#S.O.S 🔥 (Soul of Startups)** is a free community on slack that individuals can join to discuss company culture, connect with like minded people and engage in our peer coaching. ★

★ **Knowledge sharing** is something that we believe should never be taken for granted and is a technique we can all use to help take care of our community. ★



We also offer **free workshops** that help us share best practice, and continue our learning through connecting with people with different experiences. ★

Connecting brilliant individuals that make up our community was always a top priority.

Our Guiding Principles

Our principles provide as a constant reminder of our **daily behaviours**, defining what we actively pursue and **embody** as a community.

Reflect, Restore, Coach

We take care to reflect on the root cause, restore with a considered solution, and then coach to keep it sustainable.



Create when Challenged

Challenge brings with it, the opportunity to learn and develop and we embrace this freedom to innovate and carve out a new way of working.

Living Purposefully

Our lessons learned give us courage to lead, to speak, and to support our community with passion and integrity.

Empowering Next Gen Leaders

At our core, we provide individuals with the means to pursue their vision, helping to build the foundations that sustainably facilitate the onward journey.

Appendices

Click below to see some examples of our previous work!

[Roadmap](#)

[Onboarding Manifesto](#)

[Internal Mobility
Policy](#)

[Remote Working
Playbook](#)

[Performance
Briefing](#)

[Wellbeing Workshop](#)

[Culture Handbook](#)