



A HIGH-FLYER'S GUIDE TO OUR GALAXY

# Culture Quest

Freedom to work your way

BABELQUEST CULTURE BOOK

JULY 2022

Version 1.2.1

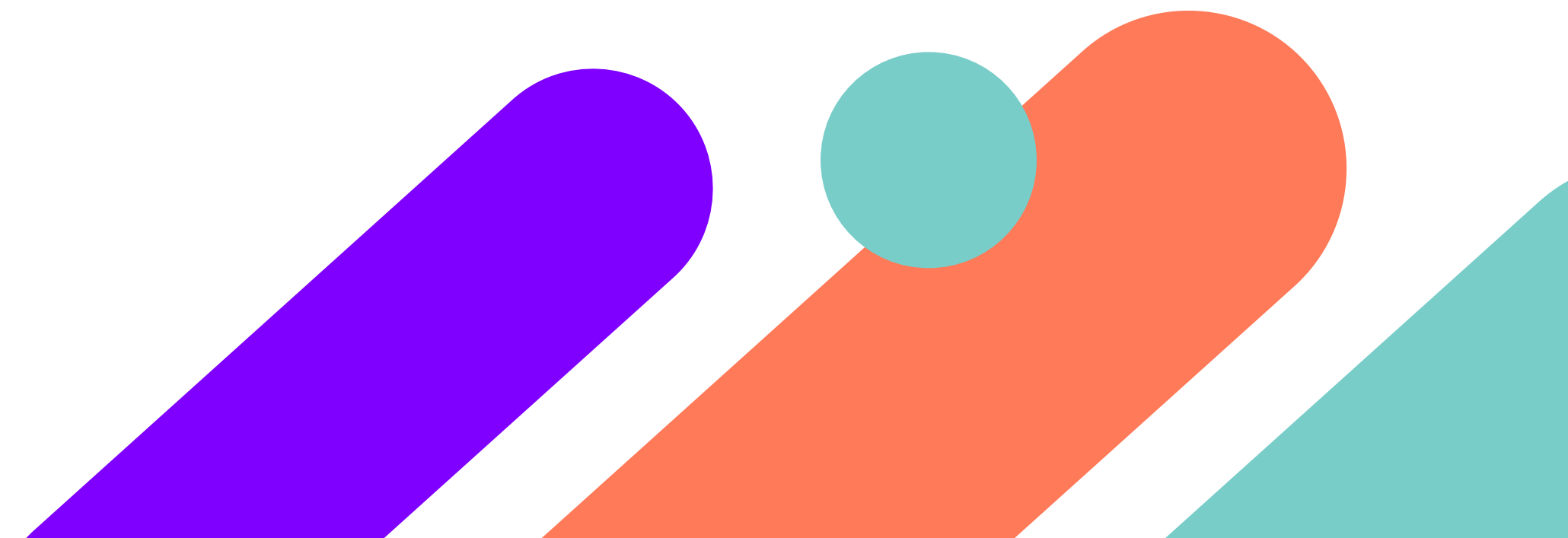
# Culture is not a branded water bottle

It's a company's DNA. Its spirit. An invisible thread weaving together millions of daily moments



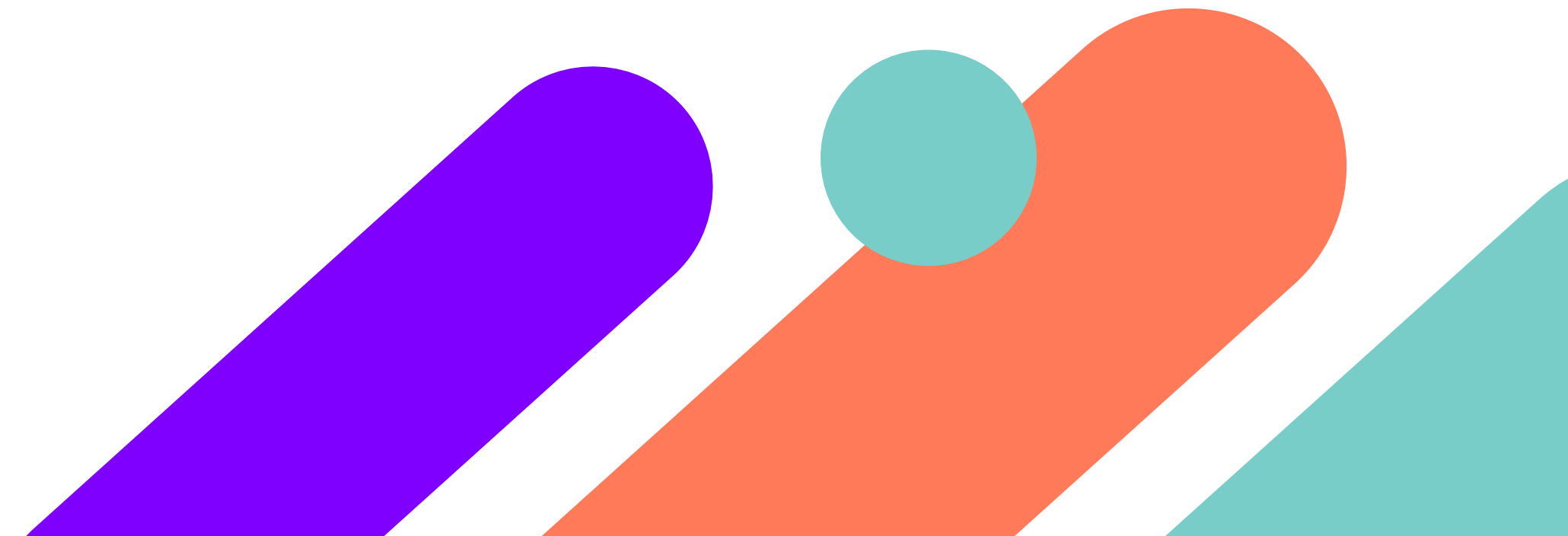
**It's a set of shared beliefs and values**

**And how we live them**



**Every company has a culture**

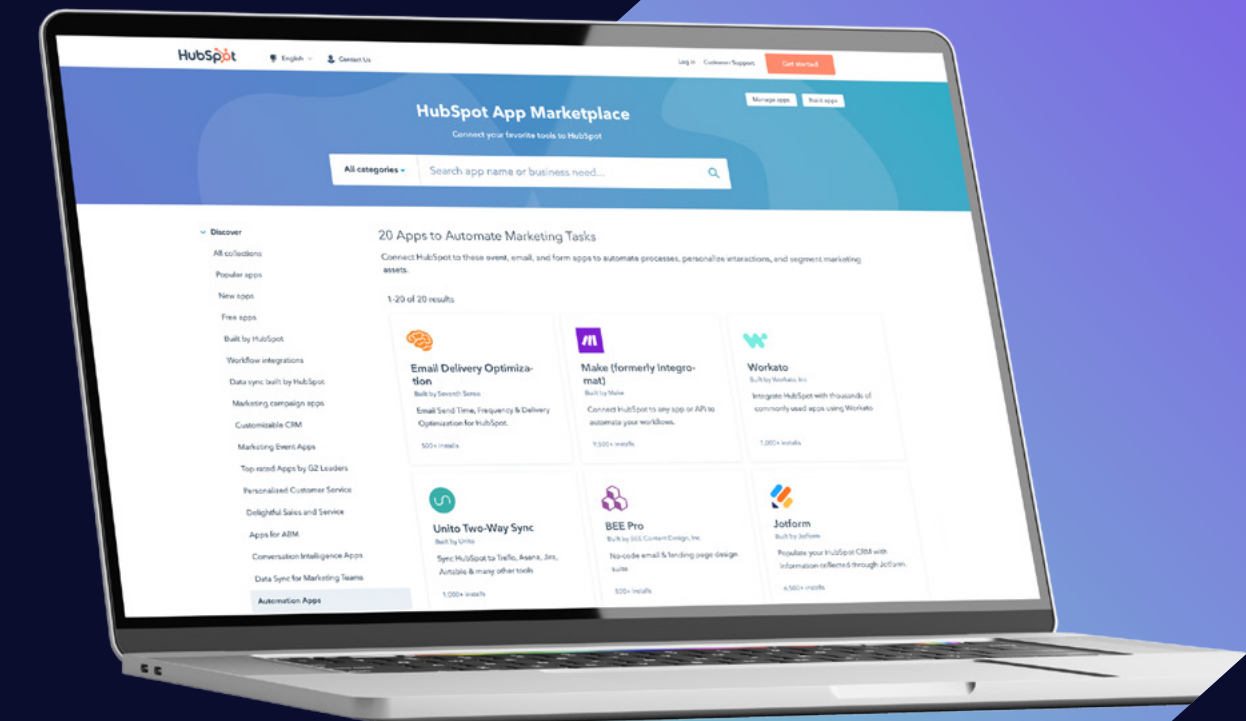
**For us...**



Culture is:

**Freedom to work anywhere**

*at home, in the office, in a cafe, in a park,  
by the river...really, wherever you like*



Culture is:

**Making the workday **fit in** with  
your life**



Culture is:

Having 23 personal development  
days a year to **level up** your skills  
and grow



Culture is:

**Getting £700 a year to spend on  
anything that helps you stay Zen**



Culture is:

**A month-long sabbatical to  
celebrate your five years with us.  
Fully paid, with a bonus**



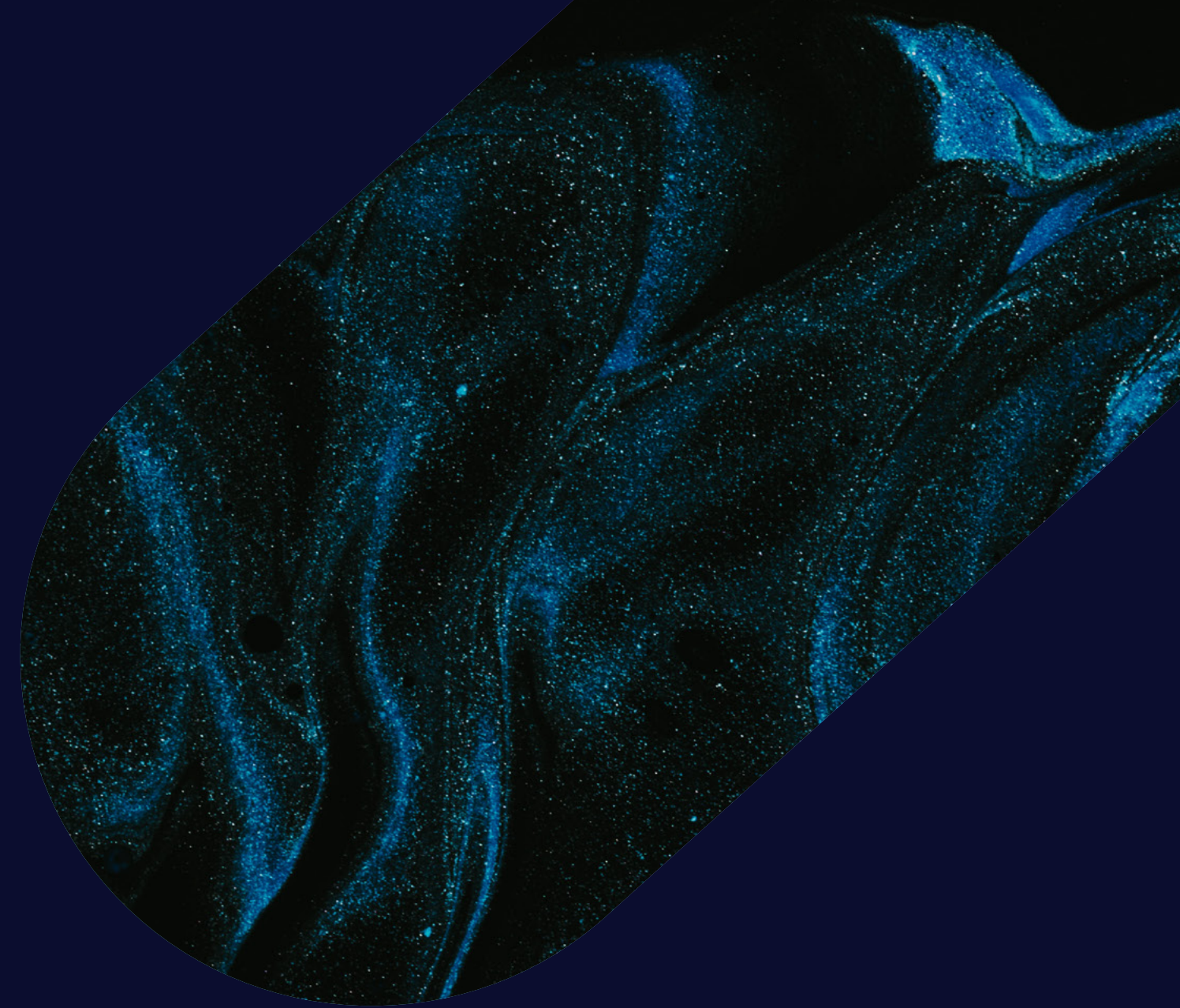
Culture is:



**Dragon boat races. Horse  
whispering. Charity pub quizzes.  
And our annual Babelfest**

Culture is:

**Hiring a culture manager to  
make that invisible tapestry as  
velvety as possible**



**Culture is...**

“ Earlier this week, our people and culture manager, Amanda, told me about the time a rip tide dragged her out to sea.

We were chatting about my fear of deep water. I'm a terrible swimmer.

**Today, I found a card from her on the doormat,  
encouraging me to take the plunge.**

We only chat like this for as long as it takes to drink a coffee, but I look forward to it because it's not a meeting with HR. It's a catch-up with someone who cares very much about her colleagues, our wellbeing, and what makes us tick. ”

– THOMAS BROWN, PRINCIPAL COPYWRITER



"What would an ocean be  
without a monster lurking in  
the dark? It would be like  
sleep without dreams"  
- Werner Herzog

Lovely Tom

Please, please go  
snorkelling this year

Lots of love  
Amanda xxx

**For us, a big part of culture is trust**

**BabelQuest is a place where you have...**

**Freedom to make good choices**

**Can I nip out to the shops and catch up this evening?**

**Make good choices**

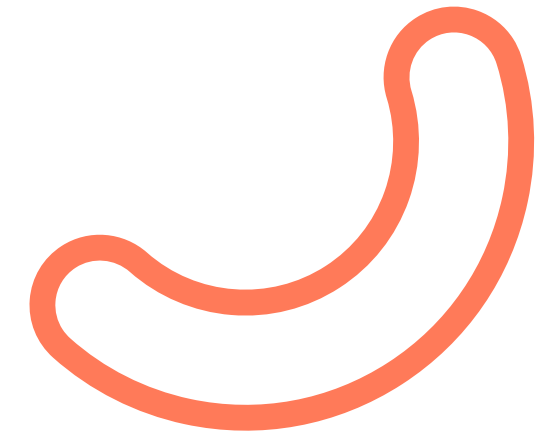
**Should I apply for an extra day of leave?**

**Make good choices**

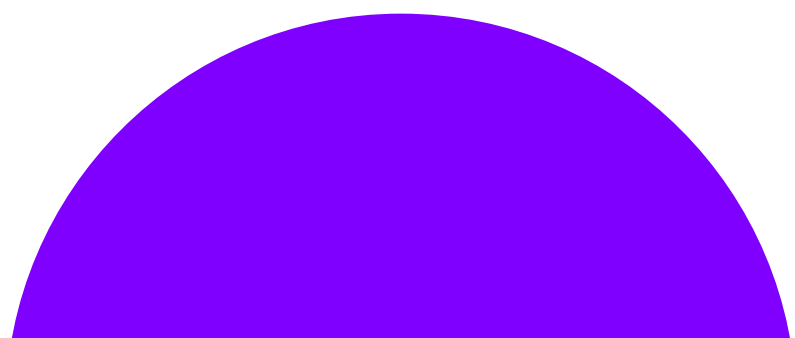
**Should we see if our marketing manager can fit into a Christmas tree box...**

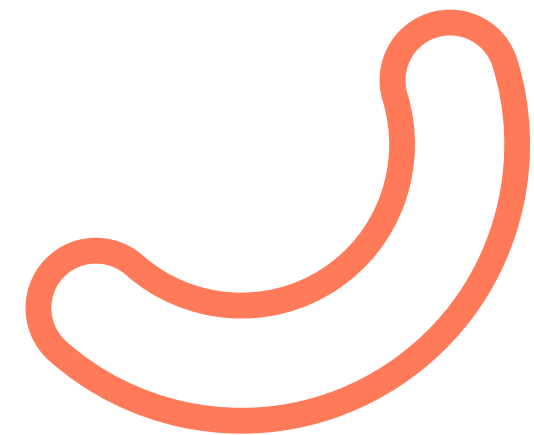
*This choice could have been better...*





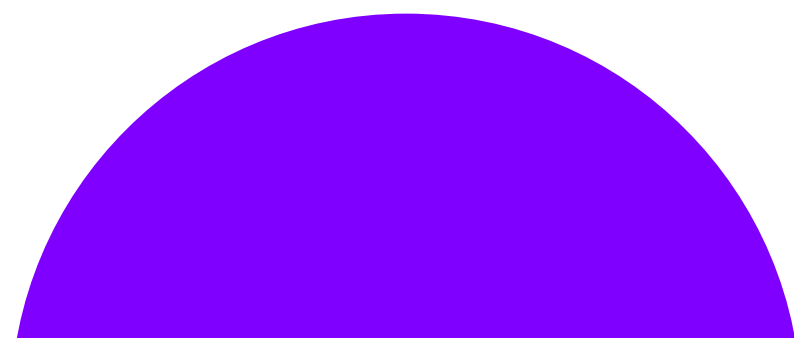
**Use this guide to unlock your  
benefits, explore our values and...  
find out why we're called  
BabelQuest**



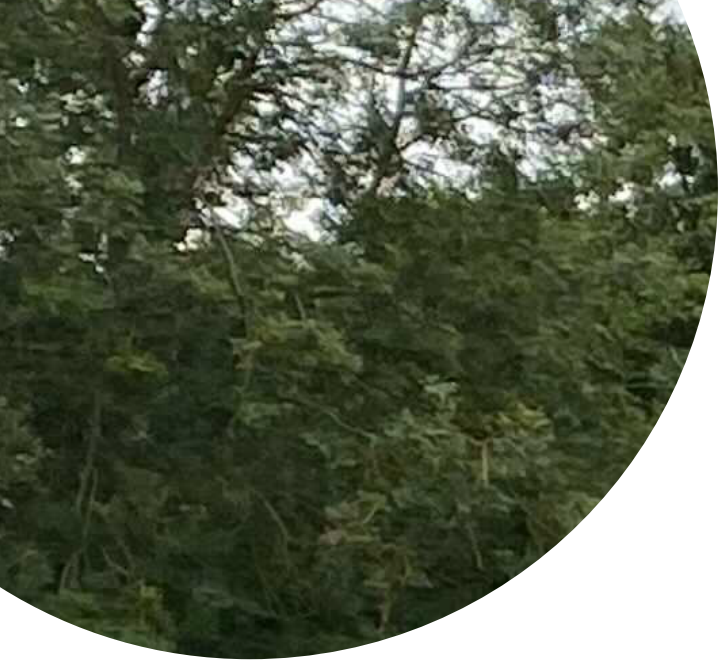


**This is part employee handbook,  
part manifesto**

**It's a declaration of what we are,  
and what we aspire to be**



**We are BabelQuest**



“ Two years ago, I really believed I could never work for a company again because they never value your opinion. Now, here I am, working for a company and excited for every Monday morning. That’s massive. I never saw myself as a career-driven person, but I had never worked for a company that had such a healthy culture. ”

– KALEB SKRZYPKOWSKI, INBOUND MARKETING STRATEGIST



# Our quest began in 2010



**Founded by a wife-husband team,  
we set out to use technology to pull  
together the worlds of sales,  
marketing and customer service**

*\*Don't worry - they can claim for  
counselling with flexible benefits*



**It took 11 years of hard work to earn  
the right to use a five-letter word...**

Elite



**In the HubSpot universe,  
there's no greater prize than  
being an Elite partner**



**Spin the globe, and you'll find  
thousands of HubSpot  
solutions partners**



**Filter your search for Elite ones,  
and you're down to fewer than**



**We are the absolute experts.  
The master HubSpot builders,  
who deliver exceptional service  
to our clients**

**That's an exciting responsibility**



**Working for an Elite partner  
is like competing at the  
(HubSpot) Olympics**



**You'll work with the best of the best**

**You'll build new skills and  
discover exciting career paths**



**You'll find people who share your  
passion and find joy in mastery**

**Who find purpose in knowing  
the way, and guiding others**



**Because let's face it, we're  
HubSpot nerds.**

**We know every tool.  
We pull every lever.  
We see what others don't**




**We draw growth maps.  
Create marketing strategies.  
And stand shoulder-to-shoulder  
with our clients to deliver  
campaigns.**



**Our teams have different skills.  
Together, they are trusted advisors.**

**Think Navy SEALs. On a Zoom call**






“ I've been very pleased to have BabelQuest as our inbound/digital partner. They align their priorities with our business objectives, and clearly understand how to get the most out of HubSpot. ”

– JEFF ZINGER, VP MARKETING, ULTROMICS

“ Honestly if you are looking for a HubSpot partner look no further than Babelquest. ”

– PETER MCCARTHY, CHIEF COMMERCIAL OFFICER, TOMMY'S TAX



“ I found BabelQuest really easy to work with, they're proactive, open to feedback and challenge the status quo. The project management of the whole project was impeccable and we even had fun along the way! ”

– JAMES LOCK, DIGITAL MARKETING MANAGER, EDUME



**You can get to know our teams,  
clients and our big projects**

**But here's the Twitter version...**





**We don't stand on the sideline,  
we get stuck in.**


**We find golden nuggets of  
opportunity, and we deliver  
what we promise**





**We build strong bonds with  
our clients**

**Some trust us to negotiate their  
HubSpot renewals. Others come  
to spend a day with us to pick up  
extra tips...**





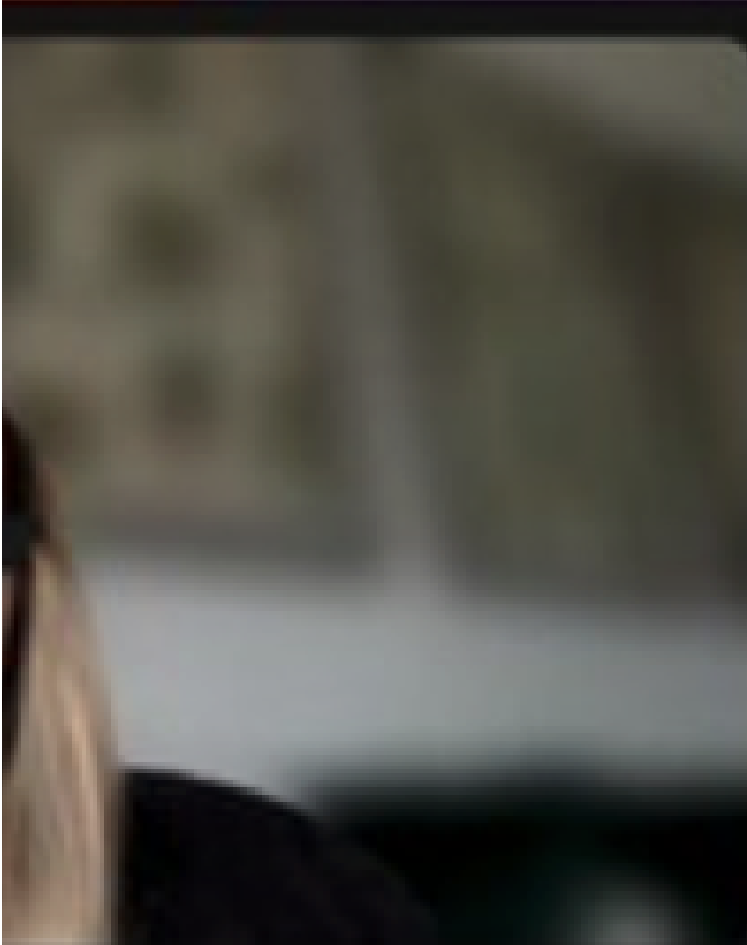
**And some clients even ask us to  
sign their office birthday cards**



**In everything we do...**

**We use our values as our compass**

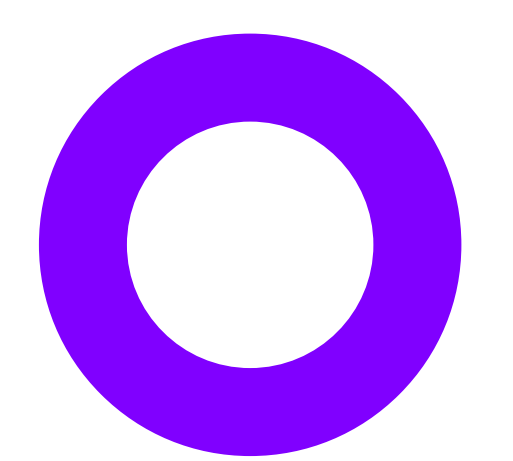

**We are always...**





# Passionate

We help our clients grow and enjoy every step of the journeys we take. We love what we do. And we have plenty of fun along the way



“ I was always better in a team. When I rowed, I was more successful in 4's and 8's. Plus, it meant more to win as a group. With BabelQuest, I wanted to create a group of people who share similar values, no matter how different they are. ”

- BECKY MURPHY, CO-FOUNDER AND MD

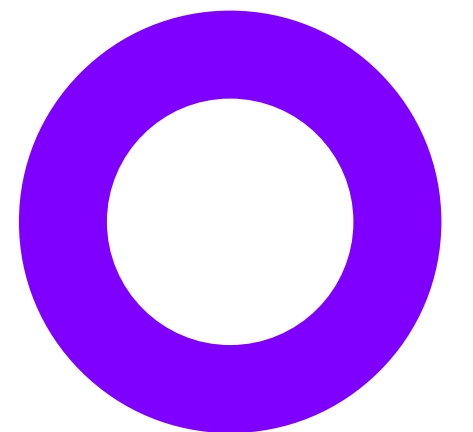




# **Accountable**

We deliver what we promise.

We depend on each other and ask for support or guidance. We celebrate wins and own any mistakes we make

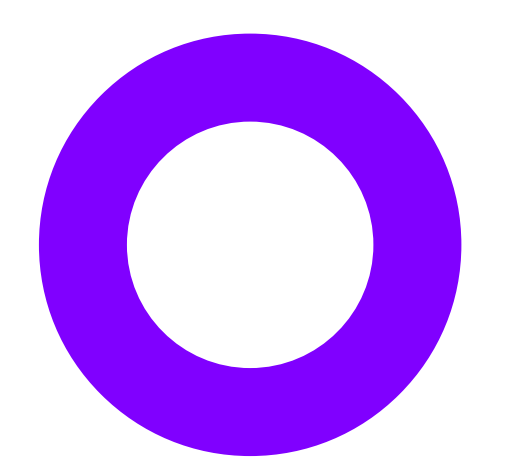







# Transparent

We play it straight. We call out bad ideas.  
We give honest, constructive feedback.  
We're open about the way we work and  
what we charge



“ When you work with a lot of different clients, it could be easy to lose focus. BabelQuest puts a high-priority on project management, and making sure that clients are allocated to the right people. Work is carefully planned and managed. ”

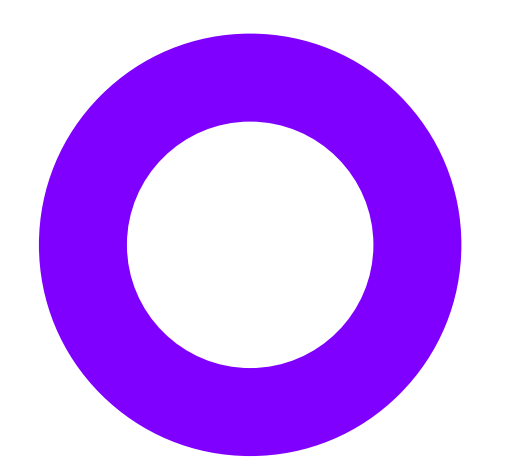

- VAUGHN ARMSTRONG, PRINCIPAL CONSULTANT





# Inquisitive

There's always something new to learn.  
We're curious about our clients and their  
industries. We question. Search. And share  
what we find to help our clients succeed



“ I love it how passionate everyone is about challenging the capabilities of HubSpot. We've got our HubSpot Hacks knowledge base which is backed by a reward scheme for sharing our solutions, and we're all slightly addicted to HubSpot product updates. ”

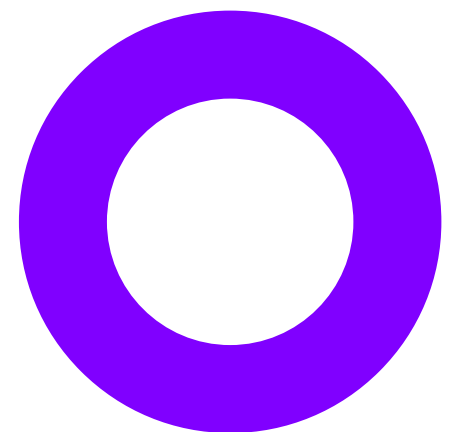
– MIA-JEAN LEE, DIGITAL MARKETING EXECUTIVE





# Open-minded

We're not allergic to feedback. We grab any chance to improve as individuals, as a team and as a business. We don't shoot down opinions, and we listen with respect



“ We hire people based on our values, we promote based on our values, we recognise each other based on our values, and we work as a team ”

– BECKY MURPHY, CO-FOUNDER AND MD



**Guided by our values, we help clients...**

**Grow. And succeed**



## **We also help clients:**

- **run their business efficiently**
- **build relationships with their customers**
- **make better decisions with data**
- **find a new voice and reach more people**

**To unlock  the true  
potential of HubSpot**



**We're a growing business,  
with big aspirations**



**And we're always looking for  
people who are driven,  
curious and passionate**



**We love the journey.  
Watching our colleagues  
get married. Become parents.  
Or earn an MBA**



**Sometimes, there are tears.  
And cook offs. Maybe even  
tears at cook offs**

*Don't mention the 2019 bake off to Chris*



“ Nobody wakes up and says: ‘I want to go to work to achieve Becky’s goals.’ I want the team to achieve their goals. I want to enable people by offering a role, a business, a culture, a vision they want to be a part of. ”

- BECKY MURPHY, CO-FOUNDER AND MD



**How do we make that happen?**



# **We're flexible**

Work at the office. At home. At a coffee shop.  
We don't mind. And manage your hours and  
meetings. Just make good choices.

“ We are trusted to do our jobs. There’s no one hanging over your shoulder counting the minutes. If I need to take time off to be a mum, swap my working days, or get to the dentist, there’s flexibility. Everyone understands and respects the lives we lead, and you’re never made to feel uncomfortable. ”

– HOLLIE HIGA, HEAD OF MARKETING





# **We're invested in you**

We'll help you chart your career path.  
And we'll give every opportunity to  
grow within the business



# **We're invested in you**

You'll get life cover, pension and the usual benefits. But you'll also get £700 every year to spend on your mental wellbeing. This can be anything, just run it past us

“ I love the flexible benefits we get. There aren't strict rules on what we can and can't use our pot of money for, as long as it benefits us. And, we don't have to jump through hoops to get approval for the spend. I've used it for pet insurance, a gym membership and a few unexpected expenses, which really took the pressure off. ”

- LAURA SHELTON, CMS PROJECT LEAD





# **We're invested in you**

You'll get half a day each week to level up your skills and explore your professional interests on company time. After five years, there's a paid month-long sabbatical waiting for you



# **We reward hard work**

You'll start with 25 days of annual leave.  
The longer you stay with us, the more  
paid leave you'll get



# **We understand**

That you may need more time. You'll also get unlimited unpaid leave. (Just clear it with us and your team)



# **We understand**

We'll be sharing special life moments.  
Our enhanced maternity and paternity  
pay is our way of saying we're with you



# **We celebrate you**

We have a host of awards to recognise jobs well done. And there's our annual festival, BabelFest



**Oh, we almost forgot...**  
**What's with the name?**



# We'll let Eric explain...

→ Co-founder and  
Head of Sales





**Let's go**

**Our quest awaits**