

Celebrating
10 YEARS
of changing the world of work

Stories from the Attic

OBELISK VALUES

A LETTER FROM THE CEO

THANK YOU TO OUR CLIENTS

CASE STUDY: ING

CASE STUDY: FARFETCH

... and much more

3
4
5
6
7



Contents

| | |
|---------------------------------------|----|
| OBELISK VALUES | 3 |
| A LETTER FROM OUR CEO | 4 |
| THANK YOU TO OUR CLIENTS | 5 |
| CASE STUDY: ING | 6 |
| CASE STUDY: FARFETCH | 7 |
| CELEBRATING OUR CONSULTANTS | 9 |
| RETURNING TO LAW IN BANKING | 12 |
| REMOTE-FIRST, FROM THE VERY BEGINNING | 13 |
| STRENGTH IN DIVERSITY | 15 |
| THE CHANGING WORLD OF WORK | 16 |
| LOOKING BACK AT 10 YEARS OF AWARDS | 18 |
| OBELISK AROUND THE WORLD | 19 |



We Are #HumanFirst

OBELISK VALUES

We are ...

HONEST
UNAFRAID
MMOTIVATORS
ADAPTABLE
NURTURING

- we're open and pride ourselves on our integrity
- we experiment, we think the unthinkable and we're courageous
- we work together to make things happen
- we listen, we learn and we're nimble
- we care for our clients, consultants and colleagues

Our approach to business is ...

FUTURE-FACING
INCLUSIVE
RESPONSIVE
SUCCESS-DRIVEN
TRUSTWORTHY

- we don't stand still
- we treat everyone equally
- we act with pace and are customer-focused
- we look for ways to win
- we do what we say we will, when we say we will

July 2010

Obelisk Support
incorporated

July 2010

Obelisk's CEO, Dana
Denis-Smith, recognised
in Management Today's
35 under 35 list



September 2010

Obelisk interrogates
outsourcing in the
Legal sector



HOW IT ALL BEGAN



A letter from Dana Denis-Smith, our CEO

Just over ten years ago, I was searching out my next business idea. Having already been a journalist, I came to law relatively late in life, training in Employment at Linklaters. Fast figuring out that a life in private practice was not for me, I was in receive mode, trying to figure out how I could create a business not limited by me being the main product. Travelling in India, I saw firsthand the realities of outsourcing offshore in the emerging LPO market and it struck me, why are we doing this when there's an untapped pool of high-quality legal talent at home?

Throughout history, women have blended domestic and commercial spaces, reflecting the multiple roles that society expects us to play and the competing demands of work and family responsibilities. Whilst it is only in the last 100 years or so that women have carved out some space of their own within the professions, working class women have always had to earn a living and contribute not only to the emotional and physical wellbeing of the family but also their material wealth. Perhaps this is why white collar industries including law have been for so long distrustful of "shirking from home", preferring their workers to be present and accounted for in shiny urban offices. However, modern technology means there is no longer any practical reason why work carried out at home should be in any way inferior to work done in an office. Factor in some of the less

productive habits office life fosters; bloated meetings and politics and homesourcing begins to have the advantage. That's before we talk about the environmental and social advantages of ditching the commute and creating more space for life and responsibilities outside of work.

All those years ago, I investigated attitudes to outsourcing amongst both law firms and in-house counsel. Had I listened just to the data, I would've stopped there. Luckily I listened to my intuition as well and now, ten years later, Obelisk has clients and consultants worldwide, delivers legal services to businesses ranging from the FTSE100 to the newest start-ups and has a thriving central team.

In our new post-pandemic world, homesourcing looks set to make a massive contribution to the new normal, as distributed teams demonstrate day after day that their performance is in no way impaired by the lack of an office.

We started our thinking space, The Attic, back in 2014. I hope you enjoy this celebratory selection of some of the pieces we have published so far. In looking back through our history I found plenty to inspire our view of the future, a future where work works better for everyone. I hope that you will be similarly inspired to come with us as we embark on the next ten years of changing the world of work.

A handwritten signature in black ink, appearing to read 'Dana'.

Dana Denis-Smith
CEO
Obelisk Support

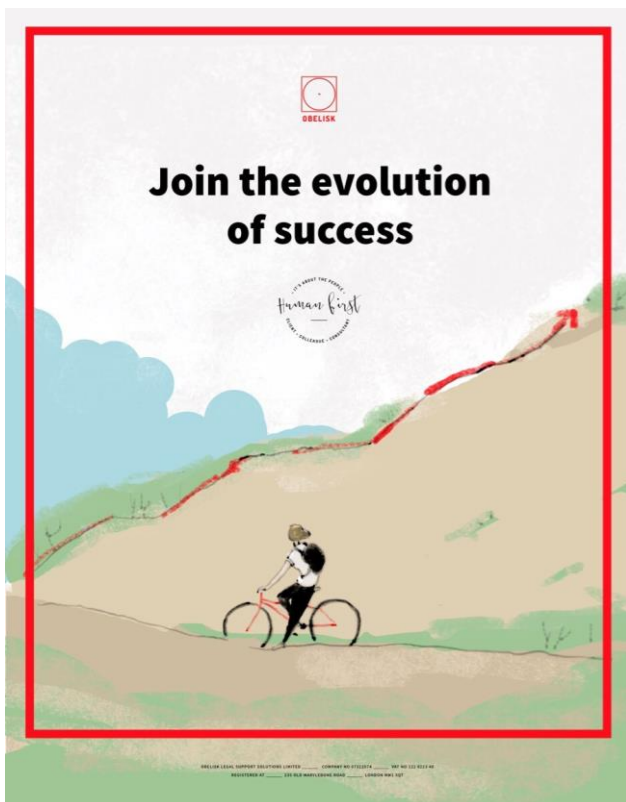


Thank you to all our clients, old and new

We are honoured to work with companies of all sizes and sectors worldwide.

Over the years our services have expanded so that we are now able to deliver:

- Flexible legal services, delivered on-site and remotely
- Multi-lingual services and legal translation
- Legal and paralegal support with one-off projects



Congratulations to our top 10 clients who have championed remote work!

- 1 BT
- 2 ING
- 3 Vodafone
- 4 Thomson Reuters
- 5 Kier
- 6 Ocado
- 7 LifeScan
- 8 Wavex
- 9 Farfetch
- 10 Hootsuite

Collectively, they have:

- utilised 50,000 hours of remote legal work
- spread across Commercial, Employment, Corporate, Litigation, Banking & Finance and Construction areas of law
- covered multiple, international jurisdictions
- made average savings of 35% compared to using traditional legal support channels
- and enabled 75 lawyers to work flexibly, of which 20% have been women and men returners to law.





CASE STUDY: ING

Published July 2015

How flexible can a quick fix be?

ING needed support for its legal team over a 3 month period.

The client had a full-time vacancy in Acquisition Finance, a highly technical post that cannot be filled

“The work of the Obelisk lawyer has been speedy, thorough and very helpful. We liked the fact that we paid for what we used only.”

-- ING

easily. In addition, one of the team was taking paternity leave for 6 weeks over the school summer holiday. As a result the team was stretched in the lending services and structured finance business.

“What we heard was that the client needed an on-call, dedicated lawyer – an exclusive extension to the team.”

-- Aimee Dyer, Resourcing Coordinator, Obelisk Support

The advantage of a dedicated, flexible resourcing solution is that the client can budget for a maximum cost and be confident that if the amount of work fluctuates, the price would be adequately adjusted.

The essence of Obelisk’s quality proposition is the one candidate recommendation, selected for a perfect fit:

- The selected candidate was an alumna of the bank who had taken 10 years out.
- The Obelisk lawyer could fit in very quickly and did not require extensive training.
- The contract ran over 3 months, carried out remotely and on the client’s IT system.

December 2010

15 consultants in the Obelisk community

2011

Obelisk's first client work, a multilingual project for Goldman Sachs



June 2011

Obelisk's first client brochure



December 2011

70 consultants in the Obelisk community

March 2012

Obelisk hits the headlines for the first time



July 2012

Obelisk included in the FT Innovative Lawyers report, the first of eight appearances so far

CASE STUDY: FARFETCH

Published July 2019

Learn how the legal team at Farfetch are working with Obelisk Support to deliver an award-winning service to their business.

“Working with Obelisk Support helps us to deliver a cost-effective and high-quality legal service for our business.”

-- Holly Sage, Head of Legal (Corporate/Commercial), Farfetch

Farfetch is the leading global technology platform for the luxury fashion industry. It connects curators, creators and consumers around the world and offers an unrivalled range of products from over 1,000 luxury brands and retailers.

With 18 lawyers and two paralegals worldwide, the legal team at Farfetch provide a comprehensive service within their business, covering a range of matters including general commercial, corporate, IP, brand protection, litigation, regulatory, compliance and data protection matters.

Outsourcing Legal at Farfetch

Farfetch first came to Obelisk Support in 2018, looking for extra resources as they approached their IPO on the New York Stock Exchange. Head of Legal (Corporate/Commercial), Holly Sage, remembers, “We had two of our team out on planned leave and were conscious of the need to manage our regular commercial and contract review work alongside the extra work required of the internal team for the IPO. In particular, we wanted to protect the requirements of business teams who contract to provide services to third-parties – we didn’t want to risk any disruption to their operations. Obelisk Support were recommended to us as someone who could provide help, fast.”

Initially staffed by just one Obelisk Support consultant covering general commercial matters, the remote team has now expanded to include consultants with financial services, corporate, banking and more diverse commercial expertise. Says Holly, “There are two main benefits for us. The first is that Obelisk Support’s consultants are experienced and hugely knowledgeable. We’ve always been impressed by their technical skills and the quality of the work that comes back. The second is that if we didn’t have this resource then we would have to either send work to law firms, which would cost a lot more, or the work would have to wait for us in the central team to have time, which could cause delays for the business. Working with Obelisk Support helps us to deliver a cost-effective and high-quality legal service for our business.”

For anyone else considering a similar service, Holly recommends thinking big from day one. “If I did this again, I would set up and brief a large pool of consultants from the start. That way as work comes in, you know you are covered without having to take extra time to get people up to speed. Obelisk Support are a useful source of knowledgeable lawyers who can act as an extension to your legal team.”



A special relationship from the beginning

Goldman Sachs have not only been a great client to work with over the years, Obelisk also participated in the GS 10,000 Small Businesses programme.

Thank you to everyone at Goldman Sachs who has supported us!

CNN BUSINESS



Your top-flight lawyer? She's a stay-at-home mom

By Catriona Davies, CNN

Updated 1155 GMT (1955 HKT) November 27, 2012

For six years, Eve King worked as a commercial lawyer for a leading London City law firm, complete with its long hours and fat pay

November 2012

Obelisk featured by CNN

December 2012

300 consultants in the Obelisk community

2013

Obelisk appointed to legal panels of BT and Vodafone



Celebrating our consultants

Our consultant community spans the world. Here are just a couple of members of the team whom The Attic has met over the years.

MEET OBELISK CONSULTANT JUDE MLADEK

First published October 2016

"It's great that the world of legal work has become a better place for working parents."

Tell us about yourself and your family:

JM: I am married to Mark, who is also a lawyer, and we have two young boys. I grew up in North Yorkshire and we love the outdoors and enjoy lots of country walks and cycle rides.

Why did you decide to change to flexible working?

JM: I've been working with Obelisk since 2013, when I left my full time permanent position with Transport for London. I wanted to work part-time and flexibly so that I could work whilst looking after our young family and it has worked out really well. I have really enjoyed working this way as it hasn't compromised the time I can spend with our children, and I can practice law at a high-level with good clients and develop my experience.

How do you work with clients?

JM: Generally, I work remotely on a part-time basis to fit in around school and child care. I did work full-time remotely once as a stand by consultant, when I assisted the in-house legal team at BT Ireland. As



part of this assignment I travelled to Dublin to attend some team and project meetings. This worked well and the clients were very happy to communicate by email and phone.

How has your career developed since?

JM: Since working with Obelisk, I have had 10 jobs with 8 clients. I've completed a mixture of roles in a number of areas: including engineering, IT services, telecommunications, pharmaceutical services and news and information services. The businesses I've worked for are all in growing sectors and that's been good to extend my experience and skills into new areas. The clients all seem to be very happy to have lawyers work in a flexible way. It's great that the world of legal work has become a better place for working parents.



MEET OBELISK CONSULTANT SIMON FRATER

First published November 2016

"Working with Obelisk has allowed me to consolidate and also broaden my range."

What were you doing before becoming an Obelisk consultant?

SF: I was working as a general in-house lawyer in the marine engineering, engineering and defence sectors. To diversify, I applied to businesses broadly similar to Obelisk but found them to be restrictive or they would not take it further. Obelisk was not as restrictive and they were keen to value my experience.

Tell us about the jobs you have had as a consultant.

SF: I have had five jobs, which have ranged from writing articles on legal issues, to covering for a head of legal during a vacation. On the way, I have supported a major, high-profile procurement for a household name, a ship refit for a cruise line and most recently supporting the head of legal in a tech start-up. I have worked both full and part time, at client offices and remotely.

How do you work and communicate with clients?

SF: Many of the people I work with are younger than me and some can be quite nervous or wary of perceived differences in approach from a senior lawyer, so I emphasise that I am open and have the team and client's interests at the centre of my focus. To do this, I am keen to establish their confidence by always allowing my supervisor access to my work, to the extent that technology allows. This tends to lead to a more hands-off supervision. However, if a client wishes to be closely involved, then that's their prerogative and I work with that.



What has working with Obelisk enabled you to do differently from working conventionally full-time?

SF: Recently I have managed to use some of my free time to become a jewellery-maker and silversmith. In some respects it is building on some basic skills I learnt many years ago, but much now is new ground. At a basic level Obelisk finds me more work, but also runs workshops on relevant 'soft' issues, ones that are traditionally neglected in the legal world. We are not all automata and professional life is complex and can present difficulties; it's useful to discuss this with other consultants.

Have you been able develop skills or extend your experience into other areas?

SF: Working with Obelisk has allowed me to consolidate and also broaden my range. I have continued to work with household names and in growing sectors. I've expanded my skill set professionally e.g. becoming experienced in software licensing and IP issues which are critical to many businesses today.

[Read the full article here.](#)

July 2013

Obelisk reception hosted at the House of Lords

December 2013

500 consultants in the Obelisk community



March 2014

Obelisk is the founding sponsor of the First Hundred Years project, celebrating the history of women in law



Working with Obelisk helps our consultants be so much more...

- Actor
- Coach
- Counsellor
- Entrepreneur
- Musician
- Parent
- Student
- Silversmith
- Technologist
- Yoga teacher



Bringing talent back to the industry for the last ten years

RETURNING TO LAW IN BANKING

First published July 2018

On 12 July 2010, Obelisk Support was founded. Now one of the fastest-growing independent businesses in Europe, Obelisk Support has become a leading legal services provider with a purpose - to make human first a priority. To celebrate how far we have come with our clients and consultants, here is a true story that illustrates how putting human first and how working differently can make a big difference in the legal world.

Gareth is a UK-qualified lawyer who trained at a Silver Circle law firm in 1992 and worked for several law firms, specialising in finance, asset finance, derivatives and syndicated loans until 1997. With 7 years' law firm experience, he was headhunted to join the in-house team of a global bank, becoming a transactional lawyer dealing with the suite of legal

documents, as well as a regulatory element.

From 1999 to 2005, he worked for a global bank first in London, then in Hong Kong, but in 2008, felt it was time to come back to the UK. He had a young family by then and was offered the chance to come into the family business, a school furniture manufacturer, with his father. He remained with the company until 2014, then worked in wealth management until 2017 but he missed being a lawyer.

He contacted Obelisk in March 2017 and was onboarded shortly after as an Obelisk consultant. In June 2017, the bank contacted Obelisk - they were looking for a banking and finance lawyer for the Debt Advisory team, someone who had experience with LMA style facility agreements or debt structuring or lending/security taking. Out of 14 legal consultants, Gareth was selected and in July 2017, started his first freelance legal role as a returner at the bank, a role that boosted his confidence in a rapidly-changing market.

He went on to win an Obelisk award in 2017. Thanks to this global bank, Gareth made a successful comeback on the legal scene.

April 2014

Obelisk thinking space The Attic arrives

December 2014

650 consultants in the Obelisk community

A needle-sharp eye for business

An inspired idea has given mums who want to work a new lease of life, writes Tony Dawe

It's a story that's been told many times over. A mum who wants to work, but can't find the time or the right opportunity. A mum who's been out of the workforce for years, but still has the skills and experience to make a difference. A mum who's been out of the workforce for years, but still has the skills and experience to make a difference.



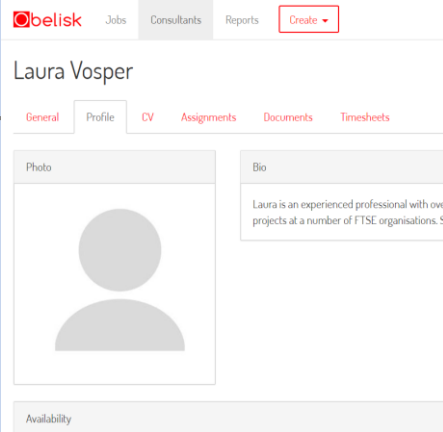
July 2015

Obelisk named as one of The Times Top 50 Employers for Women



September 2015
Obelisk's CEO, Dana Denis-Smith, recognised as Outstanding Legal Innovator by Legal Week

December 2015
800 consultants in the Obelisk community



January 2016
Obelisk launches Buzz, the industry's first proprietary platform for legal consultants

Remote-first, from the very beginning

We have always believed that technology can help us lead better lives, making remote and flexible working a reality.

FT NAME OBELISK LEGAL PIONEERS

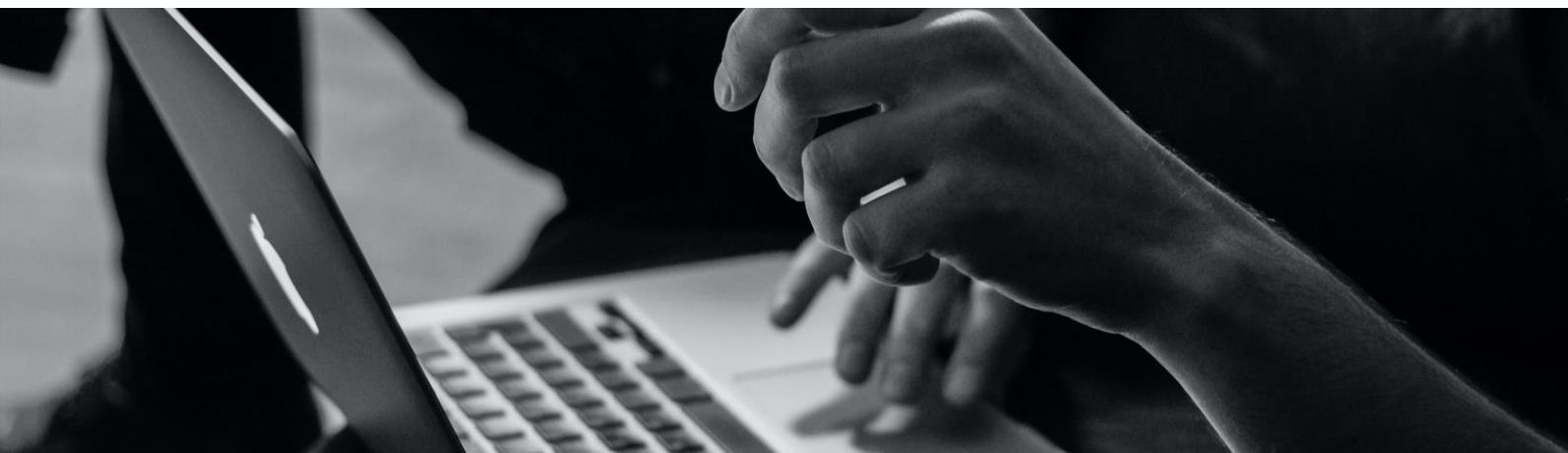
First published July 2013

Obelisk has been highly commended for the second year running in the Legal Pioneers category in the Financial Times Innovative Lawyer Awards.

We had a fantastic result for Obelisk at the FT Innovative Lawyers' Awards in 2012, and again in 2013. Obelisk was Highly Commended as a Legal Pioneer in a category that ranked 13 companies, including giants such as the Co-Op, for their innovative solutions.

Obelisk was shortlisted out of 600 nominations in 2 categories; Legal Pioneers and Dana Denis-Smith, our CEO, in the Individual Legal Innovator category.

The FT said Dana "attracted the judges' attention with her firm's use of parent-lawyers who choose the hours they want to work. Given how many women now study law and the appalling drop-out rate as their careers progress (or do not!), we thought she was addressing an important problem."



First for technology

- ✓ A proprietary matching platform
- ✓ A consultant-specific portal
- ✓ A mobile app for consultants

September 2016

Obelisk part of trade mission to US with London mayor Sadiq Khan



November 2016

Lord Chancellor Liz Truss commends Obelisk for challenging "old-fashioned culture"

December 2016

950 consultants in the Obelisk community



Strength in diversity

We believe increasing inclusion of all across the legal profession is essential to its future success. We are proud to have supported the **First Hundred Years** project since its inception.

FIRST 100 YEARS: THE MISSING LINK

First published July 2015

Grand portraits hang in the halls of our profession's historic buildings – from the Law Society to the Inns of Court – and coherently chart the history of men in the legal profession over hundreds of years. They tell of imposing, confident, impressive individuals that have been some of the country's leading names in law. Not so for women – however confident, achieving, impressive and successful their story, it is not written in canvas and oil as few of them have risen to the top. It is high time that this should change.

Enter the First 100 Years project I initiated and Obelisk Support, my business, has funded and coordinated since 10 March 2014. It all began with an image from 1982 – that of one woman surrounded by a group of 50 or so male partners marking the 100th anniversary of one of the City of London's best known law firms. I was fascinated to understand how it felt to be the only woman and what her journey in the legal profession had been. I was anxious to ask her how it felt to be a lonely star? And I am delighted Dorothy Livingston, the sole woman in the middle of the photograph, has embraced the project and will share her story with us all.



The aim of the First 100 Years project was ambitious and clearly defined from the outset: a 5 year project (2014-2019) to create the world's first digital museum (www.first100years.org.uk) dedicated to the journey of women in law. It would include 100 video personal stories of women lawyers as well as hundreds of digitised artefacts and exclusive content to chart our own journey in the legal profession since 1919 to the present.

[Read the full article here.](#)

October 2017

Obelisk included in London's technology trade mission to mainland Europe



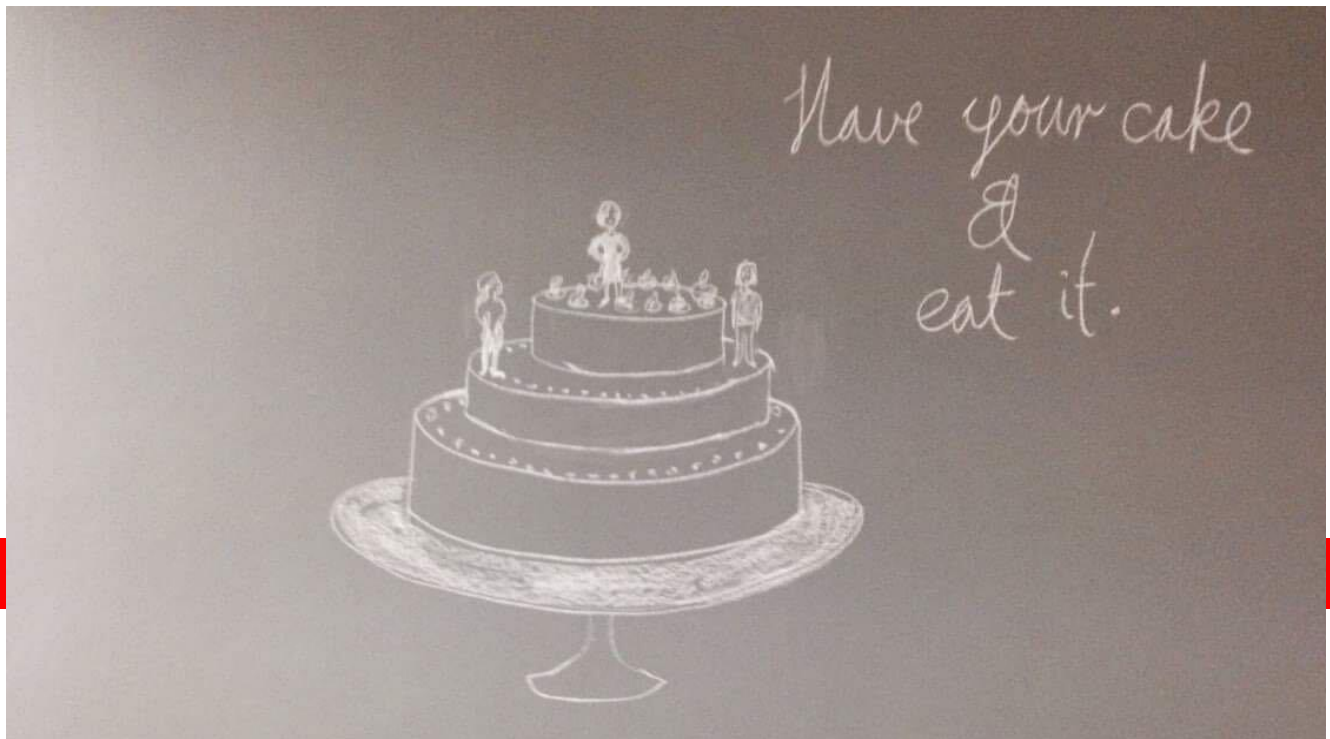
December 2017

1,000 consultants in the Obelisk community

February 2018

Obelisk named in Inc 5000 Europe's Fastest Growing Companies List





The changing world of work

Insight and inspiration from just some of the thinkers who have joined us over the years to think about how the world of work is changing.

"As we continue to adapt to a rapidly changing legal market, all law firms must rise to the challenge of giving their clients more for less."

– *Charles Martin, Senior Partner, Macfarlanes, The Attic in print (2014)*

"Innovation is about facing new challenges – whether they come from technology, climate or politics – and providing new solutions, but we should also continue to support human progress. We'll always meet new challenges and we'll always want to achieve more in life, but innovation should aim to bring a step forward for humanity."

– *Matthew Taylor, Director, RSA (February 2018)*

"We should recognise that flexibility can be extremely useful for life and being able to choose when and how much we work, but also bear in mind that flexibility in some circumstances can be very one sided. Where flexibility is one sided, and people don't have the choice of the work they want, that becomes insecurity. If flexibility is two sided, it is brilliant."

– *Jeremias Prassl, Associate Professor of Law, Magdalen College, Oxford (July 2018)*

July 2018

Obelisk launches Profile mobile app for consultants



December 2018

1,100 consultants in the Obelisk community

February 2019

CEO Dana Denis-Smith awarded the Legal500 Award for Outstanding Achievement in Legal Services 2019



"Technology is in the process of transforming the legal sector, and for some firms is their biggest expenditure after people. Technology is changing what lawyers do and, in the case of junior lawyers, what they can get paid for doing. I don't, though, buy the idea that robots 'replace' lawyers. Technology, regulation and legislation are together making the world more complex, not less – boosting the demand for lawyers."

– Eduardo Reyes, Commissioning Editor, Law Society Gazette (March 2019)

"Not every innovative solution has to be a technology. Will tech be involved in improvement? Yes probably, but we need to first change the view of the way legal services are provided. The focus needs to shift from what lawyers do, to *how* we do it; how we are utilising and leverage tech in order to improve our service and provide better legal products."

– Michele DeStefano, Professor of Law, University of Miami (September 2018)

"There's no single factor that delivers agility. I think about a gymnast – to be truly agile, you need a really strong spine, and then you need to discard all the extraneous stuff that weighs you down. For a legal team, your purpose is that spine, along with the core systems and processes you absolutely need to keep yourself on track."

– Jennifer Emery, Global Leader for People and Culture, Arup (July 2019)

"If you want to get the best out of your team, if you want to do the best for the countries you are working with, then you need to think consciously about how you create a diverse workforce and the type of inclusive environment that will help people from different backgrounds flourish. Whether it's private sector, public sector or international financial institutions, you have to represent your clients and stakeholders in order to remain relevant."

– Sandie Okoro, General Counsel, World Bank (October 2019)

1 million hours

What would you do with it?

With the UK's largest pool of legal talent, we've got a lot of capacity on hand. So you can spend less time examining long contracts and more time exploring great cities.

#MyMillionHours

www.obelisksupport.com

June 2019

Obelisk's Back to the Future report challenges the exclusive culture of the legal industry



December 2019

1,200 consultants in the Obelisk community


February 2020

Obelisk delivers 100,000th hour of remote work




April 2020

Obelisk outlines blueprint for sustainable work for in-house legal teams



BUILT TO LAST?

A blueprint for developing future-proof in-house legal teams



July 2020

Obelisk celebrates 10 years in business



TEDx
RoyalT

LOOKING BACK AT 10 YEARS IN AWARDS

We are proud to have been recognised for our contribution to the legal industry throughout our first 10 years.

Supporting the Industry - Highly Commended
Modern Law Awards 2020

Dana Denis-Smith, Women In Law Award - Highly Commended

British Legal Awards 2019

Dana Denis-Smith, Legal Personality of the Year - Finalist

The Law Society, 2019

Dana Denis-Smith, Outstanding Achievement Award 2019

Legal 500, 2019

Dana Denis-Smith, Winner of Legal Personality of the Year Award

Lexis Nexis, 2018

Dana Denis-Smith, Best Mentor and Role Model

WeConnect International, 2017

2016 Everywoman Awards

Everywoman UK, 2016

30 Inspirational Women in the City

Brummell Magazine, 2015

2015 Outstanding Innovator

Legal Week - Legal Innovation Awards, 2015

Legal Innovation Awards - Finalist

Legal Week, 2015

Opportunity Now Awards for Excellence in Practice - Finalist

Opportunity Now, Business in the Community, 2015

Best Management of Innovation and Alignment of Resources Award - Finalist

Managing Partners Forum Awards for Management Excellence 2015

Opportunity Now Awards for Excellence in Practice - Finalist

Opportunity Now, 2014

Best Emerging Firm - Finalist

Managing Partner Forum Awards for Management Excellence, 2014

Best Strategic Leadership Award Winner

Managing Partner Forum Management Excellence Awards, 2014

"Legal Pioneers" - Stand Out for Innovation

Financial Times, 2013

"Best Emerging Firm" 2013 Award - Finalist

Managing Partner Forum Awards 2013

"Investment in Women in the Law" 2013 Award - Finalist

Halsbury Legal Awards, 2013

"Legal Pioneers" - Highly Commended

FT Innovative Lawyers Awards 2012

Legal Innovator of the Year - Shortlisted

Financial Times, 2012

Best Supporting Business Winner

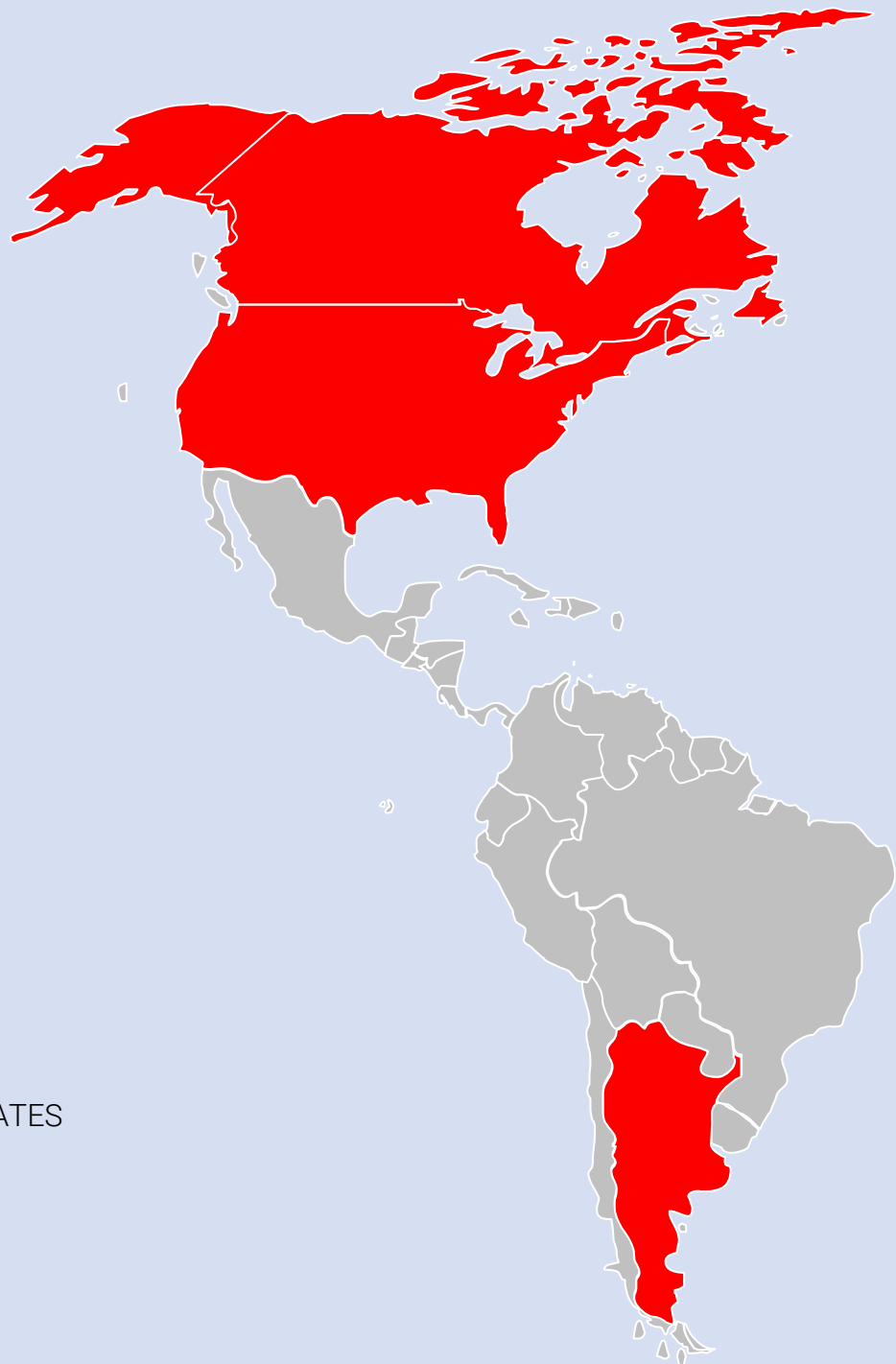
Mumpreneur UK Awards 2012



Obelisk around the world

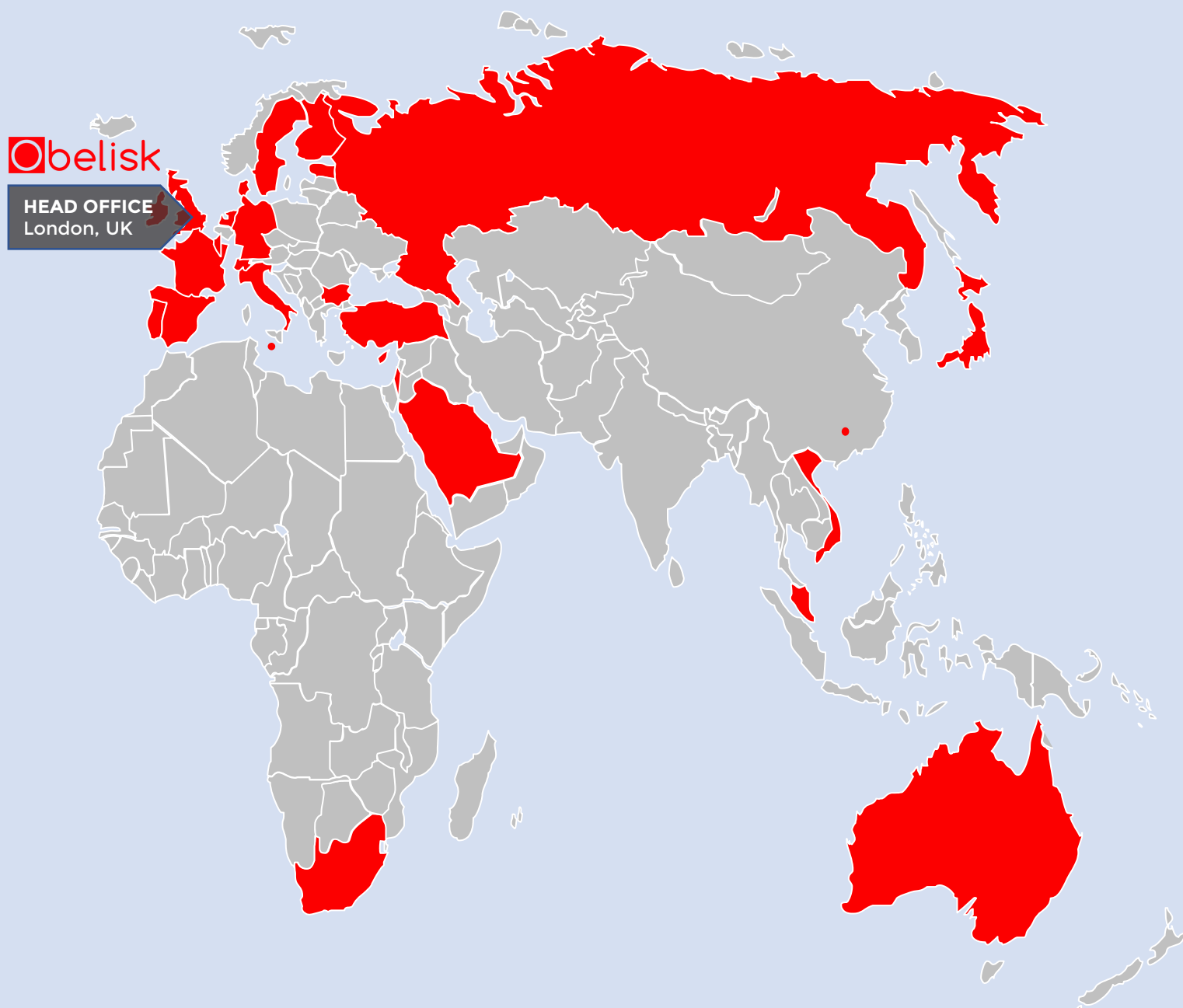
From our home in London, we reach out around the globe, delivering legal services and legal translation projects.

ARGENTINA
AUSTRALIA
BELGIUM
BULGARIA
CANADA
CYPRUS
DENMARK
ESTONIA
FINLAND
FRANCE
GERMANY
HONG KONG
IRELAND
ISRAEL
ITALY
JAPAN
LUXEMBOURG
MALTA
MALAYSIA
NETHERLANDS
PORTUGAL
RUSSIA
SWEDEN
SPAIN
SOUTH AFRICA
SPAIN
SWITZERLAND
TURKEY
UNITED ARAB EMIRATES
UNITED KINGDOM
UNITED STATES
VIETNAM



Obelisk around the world

From our home in London, we reach out around the globe, delivering legal services and legal translation projects.



Contact us



Debbie Tembo
Client Relationship Director
Obelisk Support
020 3417 6590
info@obelisksupport.com



Laura Vosper
Head of Talent
Obelisk Support
020 3417 6590
apply@obelisksupport.com

© Obelisk Support 2020. Any other trademarks are property of their respective owners.
Obelisk Support, Suite 3.02, 44 Southampton Buildings, London WC2A 1AP
Obelisk Legal Support Limited is registered in the United Kingdom, company number 07312074.
Registered for VAT number 122 8213 48.

