

HQ FOR AGENCIES

Give every client their own

AI operating system.

Keep every client's context, credentials, projects, and history separate - while your agency reuses the methods that make delivery excellent.

YOUR AGENCY

Shared methods

STRATEGY

REPORTING

CREATIVE

01

NORTHSTAR

CONTEXT

ACCESS

PROJECTS

HISTORY

ISOLATED CLIENT HQ

02

FIELDWORK

CONTEXT

ACCESS

PROJECTS

HISTORY

ISOLATED CLIENT HQ

03

COMMON GROUND

CONTEXT

ACCESS

PROJECTS

HISTORY

ISOLATED CLIENT HQ

REUSE THE METHOD. NEVER MIX THE CLIENT.

THE CURRENT COST

Individual leverage becomes *organizational debt*.

The visible problem is slow onboarding. The deeper problem is that the agency does not own the system producing its work.

01

The method lives with one person.

Your strongest operator becomes the prompt library, quality gate, and help desk.

02

The client truth is everywhere.

Drive, Slack, task tools, calls, decks, local files, and chats hold different pieces.

03

Every handoff starts from zero.

The new owner receives files, not the decisions and working history behind them.

04

Access moves through DMs.

Keys and setup get copied around because the workflow cannot travel without them.

Chats end. Client context should not.

HOW HQ WORKS

Build the agency once. *Run it for every client.*

HQ separates what should stay private to the client from what should compound across your agency.

- | | | |
|----|---|-------------------|
| 01 | Create an isolated client HQ
Boundary for context, projects, people, agents, and access. | AGENCY OWNER |
| 02 | Add the client truth once
Approved brand, product, customer, history, goals, and decisions. | ACCOUNT LEAD |
| 03 | Connect approved systems
Useful access to APIs, MCPs, data, and tools without pasted keys. | OPERATIONS / IT |
| 04 | Install the agency method
Shared skills and specialist workers encode the best way to work. | FUNCTIONAL EXPERT |
| 05 | Build the work together
Teammates and agents contribute to one durable client project. | TEAM + AGENTS |
| 06 | Keep every correction
Feedback, decisions, artifacts, and open loops stay for the next run. | THE CLIENT HQ |

THE COMPOUNDING LOOP

CONTEXT -> METHOD -> ACCESS -> PROJECT -> OUTPUT -> LEARNING

THE MULTIPLAYER DIFFERENCE

AI can make the output.
HQ gives the work a home.

WHAT MATTERS	NATIVE AI SESSION	AGENCY RUNNING ON HQ
CONTEXT	Lives in the current chat and operator	Belongs to the isolated client HQ
METHOD	Copied between prompt docs and accounts	Maintained once as a shared capability
ACCESS	Local setup or credentials passed by hand	Granted to authorized people and agents
COLLABORATION	Separate outputs merged by one owner	One project resumed by teammates and agents
HANDOFF	Reconstruct decisions behind the files	History, feedback, and open loops persist

The durable asset is the context behind the file.

ALREADY HAPPENING

GOODO STUDIOS X HQ

One giant prompt document became *a system the studio shares.*

Goodo Studios moved its AI work into a centralized HQ system with isolated per-brand workspaces. Teammates inherit the setup, reuse workflows, resume projects, and build tools from shared context.

BEFORE HQ

One doc of prompts, copied by hand

WITH HQ

Whole studio, isolated per brand

WHAT COMPOUNDS

- 01

Onboard a client into a working system, not an empty folder tree.
- 02

Bring a teammate into the client's history without catch-up calls.
- 03

Reuse the agency method while every client's inputs stay separate.
- 04

Build reports, decks, briefs, portals, and plans from one project state.
- 05

Use connected tools without passing raw credentials around.
- 06

Improve the system once and make the improvement available to the team.

YOUR FIRST WIN

One client. One shared skill.

Two teammates, one system.

Do not migrate the whole agency. Start with one client workflow and prove that context, method, and output can move between people without starting over.

- 1 Create one client workspace.
- 2 Add one canonical client context file.
- 3 Create or install one agency skill.
- 4 Invite a second teammate.
- 5 Use the shared skill to save one reviewable client output.

CONTROL STAYS VISIBLE

SEPARATED CLIENTS

Deliberate workspace boundaries.

GOVERNED ACCESS

Connected and granted on purpose.

BOUNDED AGENTS

Known jobs, permissions, and history.

HUMAN REVIEW

Important work stays reviewable.

Create your first client HQ

START FREE | [HQFORWORK.COM](https://hqforwork.com)

