

The Winning Formula

“HP UK&I Kick-off FY25”



Editor's Introduction

Portrait of HP: The Winning Formula

"HP UK&I Kick-off FY25".

At HP, the 1st of November comes with a light-hearted tradition of greeting one another with the familiar phrase, "Hello & Happy New Year!" As part of the new fiscal year, this date marks another meaningful moment: our annual Kick-off.

To me, this year's event was especially memorable as we gathered in Manchester, the world's first industrial city and a place brimming with cultural and technological heritage, as well as the city I call home. From legendary bands like Oasis, The Smiths, and Joy Division to groundbreaking innovations like the Manchester Baby—the world's first stored-program electronic computer—this city has continually shaped global progress. It provided the perfect backdrop for exploring **"The Winning Formula."**

With the perfect setting, the central theme of our Kick-off revolved around Artificial Intelligence. We explored the 4P initiative GAIN (Grow AI Now), which positions us to lead the Next Gen AI Computing market. Discussions highlighted Intel's Ultra Processors, which now incorporate not only CPUs and GPUs but also NPUs (Neural Processing Units, a dedicated low-power AI engine ideal for sustained AI and AI offload). We delved into the innovations of Copilot and HP Companion and the transformative experiences and benefits our customers can now access through HP Next Gen AI PCs.

After witnessing all these advancements AI has brought to our industry, my inner engineer was sparked with curiosity to delve deeper into how AI works—the theoretical and technical elements needed to fully understand its impact on our customers' lives and businesses. At the same time, I found myself pondering some perhaps more fundamental questions:

- How do we, as individuals and as an organisation, ensure AI serves humanity?
- What values will guide us as we integrate this technology into our lives and work?

This year also saw HP strengthening its ties with high-performance teams like Ferrari and Real Madrid. At the Kick-off, we drew inspiration from Helen Glover, the Olympic champion whose story underscored the importance of perseverance and teamwork. From celebrating the joy of shared successes to tackling perceived limits and valuing rest as a cornerstone of performance, Helen's insights were both profound and practical.

In true Manchester spirit, we embraced music as a unifying force during our "Rock Your Brand" team-building activity. For a few electric moments, we experienced how collective energy and collaboration can create something far greater than individual contributions alone.

This visual chronicle of **"The Winning Formula"** captures the essence of our FY25 Kick-off: the power of teamwork, the determination to refuse to lose, and the importance of celebrating collective success.

May it inspire us to lead with purpose and passion in the year ahead. Happy 2025!

Rodrigo Moctezuma

Portrait of HP Project Lead

Chair, HP Global Hispanic/Latino BRG

EMEA Commercial Theatre Category Manager

THANK YOU!



If we love, we grieve.
That's the deal. That's the pact.
Grief and love are forever intertwined.

Nick Cave



The past speaks to us, not as a closed chapter
but as the foundation for what we dare to build next.







Dream big,
work harder,
and let the vision pull you forward.

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The power of teamwork,
the determination to refuse to lose,
and the importance of celebrating
collective success.



THE

WINNING

FORMULA





Presence is the greatest gift we offer each other
–shared moments create infinite value.







In the rhythm of celebration,
we find the courage to be authentically ourselves.







We are never more alive
than when we are unapologetically
ourselves among others.





Awards remind us that our shared purpose
is greater than any single achievement.







To celebrate is to recognize
the beauty of effort and
the triumph of the human spirit.







The joy of celebration is not only in the event,
but in the people we share it with.







A good party is one where
people leave better than they came.





The Winning Formula

HP UK&I Kick-off FY25



We're Ready to Win

As we step into the era of Artificial Intelligence, we're not just participating—we're leading. We're committed to delivering groundbreaking AI experiences that will truly amaze our customers. With the power of our advanced technology, we're set to transform industries and shape the future of work.

A special thanks to our incredible partner, Intel, for their continuous support and innovation.

Together, we are unstoppable.





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The Winning Formula

Rodrigo's text translated from Spanish, reviewed and copy-edited by Gosia Polanska (Mojek).

"Moctezuma: The Corporate Human" is the artistic name of Rodrigo Moctezuma (Roddy).

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