

Credentials 2024

Employer Brand



**Best
Medium Agency**
2023



**IC Consultancy
of the Year**
2022

We want to see a world where boring is banned!

Can you imagine that? A world where we don't have to settle for stale and stodgy, where the tedious is taboo and boredom is soooo last year. No one deserves the dreary after all!

So, we're on a mission to boot boring out the barn door through killer IC campaigns, daring design and sparkling digital innovation.

Everything we do starts with you because your audience are the most important people, right?

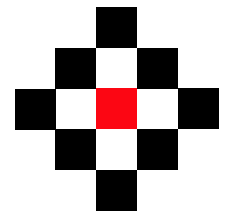
We get the **insight** we need to understand what makes your crowd tick and what motivates them so we can create campaigns made just for them.

We **make the complex simple** by surgically removing the BS and turn the mundane into the marvellous...

... and **we zero in on the problem** that needs solving, helping us to smash your targets through creative, bushy-tailed, and emotionally engaging comms.

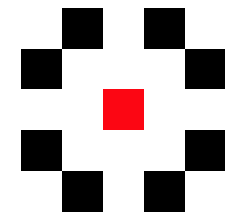
We'll **challenge you** along the way too... just don't mention the 'B' word and we'll get along just fine!

Our areas of expertise



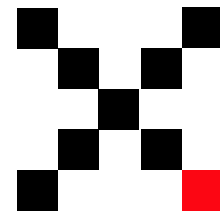
Internal Comms & Change

We'll cut out the chaff, keep it simple and help you create and share engaging and impactful stories. It's our insight, our ability to pair solution-providing campaign strategies and activations with cool, creative content that keeps clients coming back for more.



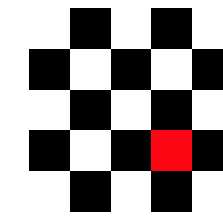
EVP & Employer Brands

Come for the internal comms and stay for the EVP! So your internal brand is a little drab, and you're not getting your fair share of the talent out there. We get it. Our Employee Value Propositions expert team can reinvigorate your employer brand, and make you dazzle for new recruits and existing teams alike.



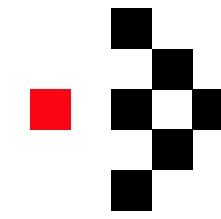
Design & Brands

Bad design is soooo 2021. Because we get to know you before we even think about opening InDesign, we're one step ahead. We'll take your brief and turn it into something beautiful which just works across multiple channels and settings. It will hit your brief and maybe even take it to another level.



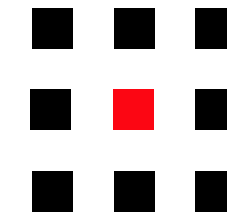
Events & Exhibitions

Virtual or face-to-face, we apply our banish boring mantra to the events and exhibitions we set up and run for our clients, too. We're 'people' people and love connecting people to people to get important messages across and embedded in an immersive and engaging way. It's an approach that works, evidenced by how our clients keep coming back to us to tell their stories through events and team get-togethers.



Animation & Film

Real-life videos, talking heads, interviews, animation, GIFs, minimations, rich pictures, scripting, storyboarding – whether it's for internal or external audiences, we can bring your story to life through moving pictures.



Digital Solutions

We transform your digital solutions and bust the complex by designing, developing, and delivering multi-platform solutions for web and mobile apps and online gamification.

We're a team of insight and IC gurus, creative sparks and digital wizards

Meet a few of us...



Design Director

Paul Cohen

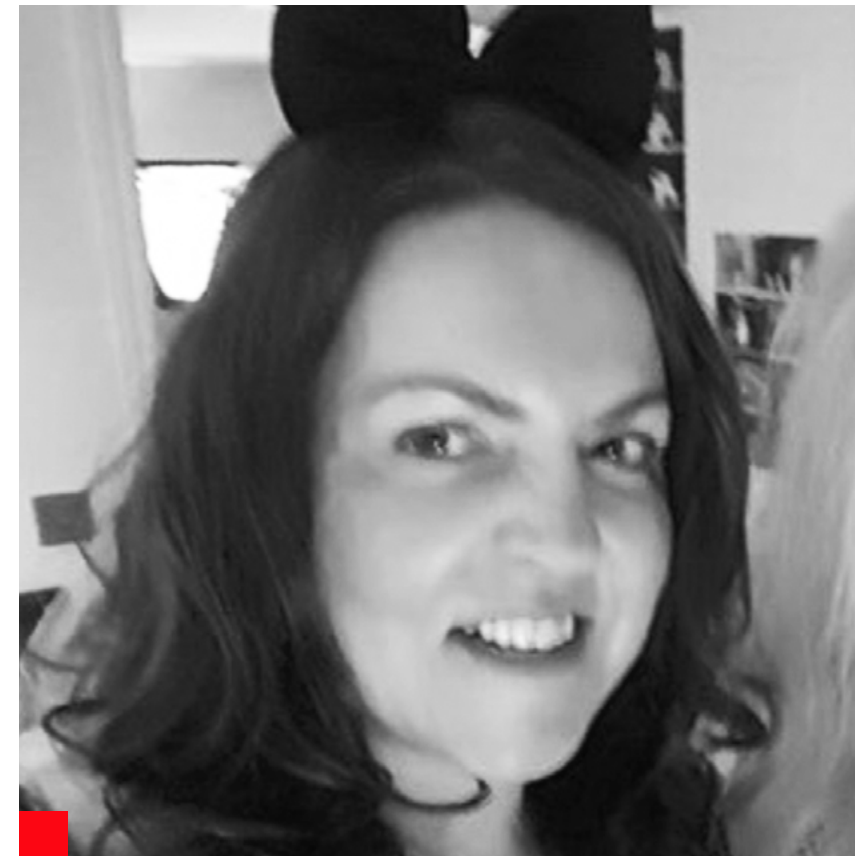
Loves all things Christmas and would like to be employed by Father Christmas one day. Paul, or PC as he's better known, creates beautiful, uncluttered and practical designs—a mere 1,785km from the North Pole!



Creative Director

Nick Cordell

He likes to think he's an expert mountain biker, but Nick tends to spend more time in hospital after crashing than on the trails. No matter how incapacitated he is, he always comes up with design gold!



Internal Communications Director

Carly Murray

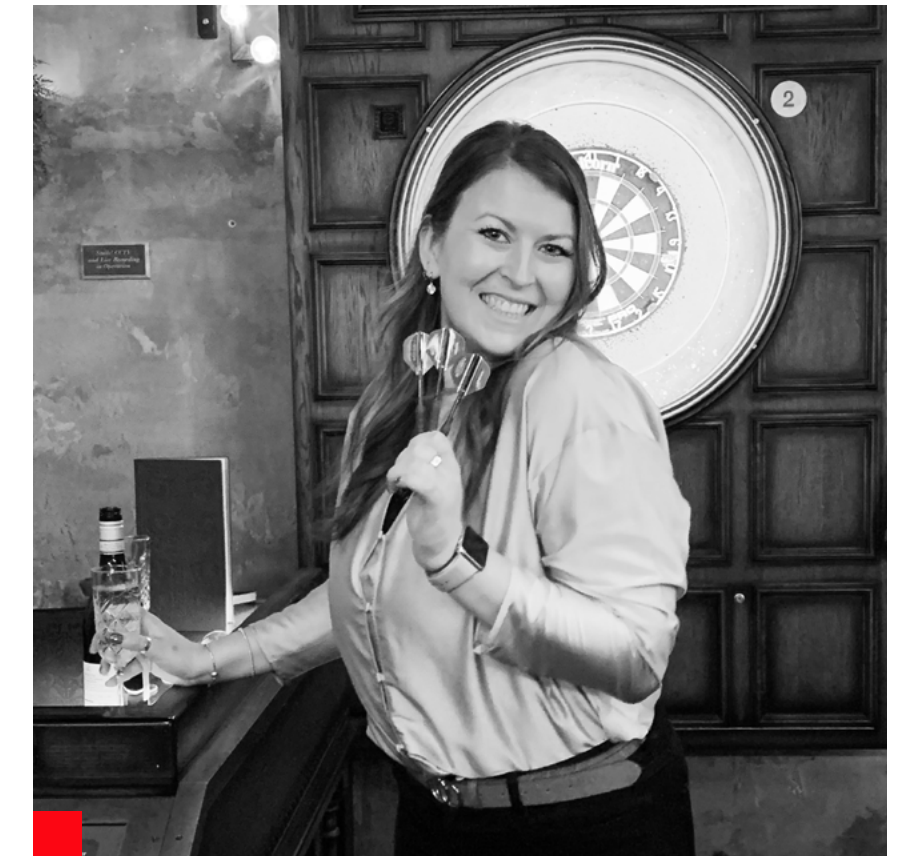
Fancies herself as an 80s popstar, but unfortunately, she can't sing for toffee. Even in the shower. Thankfully, Carly sounds much better when talking about all things internal communications related.



Behaviours & Employer Brands

Simon Andrew

Hasn't done a triathlon for years but still bangs on about it today. Also bangs on about understanding employee behaviour being key to any successful employee-led project.



Senior Account Executive

Megan Hambly

Typically buried somewhere in a bookshop reading the current best-seller. But when she's not, she'll be digesting the latest client briefs and turning them into perfect project plans.

We put your people front and center

We believe passionately that a strong employer brand starts with your people. We'll learn about their real experiences to create an authentic EVP that speaks to your strengths, and forms the basis of a wonderful yet believable employer brand.

We'll capture the essence of the business to reflect you honestly.

We'll create an adaptable EVP toolkit that you can use for any region and role.

We'll develop an employer brand that will showcase your human values to attract the right people for you.

Kick-Arse Employer Brands, the podcast

Our employer branding and EVP passion doesn't stop with our clients. We like to speak to in-house experts about their journeys and experiences which we share with our peers via our podcast.

We cover a range of topics, including:

- Using a global framework
- Authenticity vs aspiration
- Becoming an internal journalist
- Connecting EX and the EB

Find us on Spotify, Apple Podcasts
or check out all episodes:

surgery

KICK-ARSE

EMPLOYER BRANDS THE PODCAST

WITH SPECIAL GUESTS FROM

PRIMARK® amazon
shopify MERCK gsk
Entain holidayextras twilio

Our work

Cadent

There's always something to test your mind...

John Smith

Fuel a thriving career

Why Cadent

Your pride keeps our purpose on track

Search and apply

surgery

How we talk about it

Our people should feel inspired. That's our people here today and those still to join us. More than that, we want them to feel welcome.

We build personal connections, speak honestly and aren't afraid to showcase our achievements. Where possible, we use the employee voice to speak for us.

We are warm, honest and clear.

That is our tone of voice.

Warm personal, welcoming, relatable	Honest open, trustworthy, pragmatic	Clear simple, straightforward, understandable.
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A brand as real as its people

The employer brand is the feeling people get when they think about Cadent as a place to work. It's the result of reputation, experience and assumptions - it's complex to unpack. Our job is to focus on how best we can manage that perception.

Our strategy is to give people a window into the workplace. We show them what we have to offer in an authentic and credible way.

Our brand came from our employees so it's as authentic as it gets.

Shining a light on Cadent colleagues

Insight

Cadent had some dissatisfied employees and were struggling to keep people and fill new roles. Their Glassdoor review score was 2.9 and they looked to an employee EVP to define what Cadent is like as a workplace and package it up in a way they can share.

Idea

Through working closely with colleagues, we were able to understand the challenges with life at Cadent as well as the things that people still loved about the business. We gave HR concrete suggestions for areas to address and created an EVP founded in the colleague experience.

Impact

The Glassdoor score improved to 3.2 and Cadent started a continuous improvement plan. Alongside our work, they were able to recruit a full-time employer brand member and using our guideline have increased their presence across social media.

In action

Banner-up example

Lots of experiences to grow, learn and develop.

John Smith

- Impact the future of energy
- Do varied and exciting work
- Join a diverse and supportive team
- Enjoy benefits to help you thrive

Poster example

The people I work with feel like family

Jane Smith #ThriveWithCadent

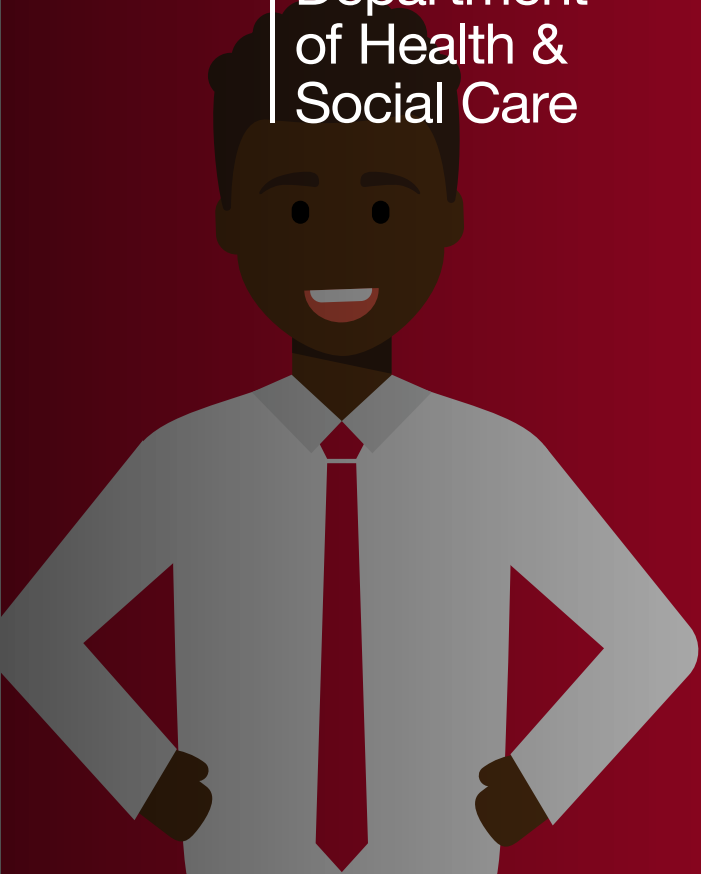
Fuel a thriving career

We're on a mission to fuel a thriving career. People want and protecting the planet, with the following job innovative work, with the following job innovative work, with the following job innovative work, with the following job innovative work.

Feeling good



Department of Health & Social Care



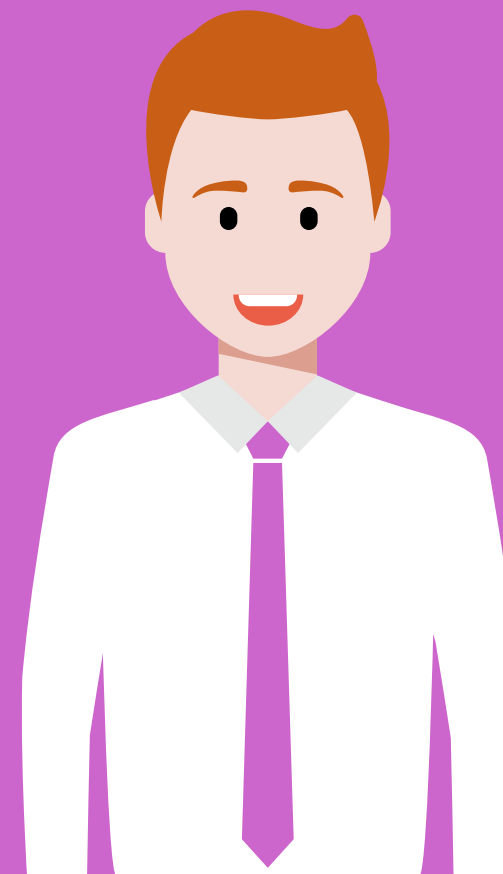
My work-life balance



Being myself



Work that matters



Giving back



Looking into the future **Me as a**



Purpose and people - connecting the two with an EVP for DHSC

Insight

We worked with the Department of Health & Social Care to refresh their Employee Value Proposition (EVP), both from a narrative and visual identity perspective. Through talking to their people, we uncovered the perception of HR, its services and the EVP.

Idea

This insight allowed us to develop a new inspirational narrative about what the Department offers to its people. It now has a much stronger link to the Department's purpose, as that's what their people are most proud of.

Impact

The new visual identity for their EVP makes it stand out in a noisy comms environment, makes it easier for their people to understand everything that's on offer to them and also makes it much easier to find what they need at the right moments in their career.

"The single biggest problem in communication is the illusion that it has taken place."
George Bernard Shaw



This toolkit will help you to communicate more effectively, not just by improving clarity, consistency and openness of your messages (although those are important), but by using a tone of voice which reflects the culture of the department.

- That means thinking about who you are communicating with, and working out what is in it for them to listen to you or read your email.
- It means respecting your audience as adults and avoiding coming across as patronising or bossy.
- It means taking the time to think about how you will come across and how your audience will feel when they hear or read your communication.

Communication isn't a channel, it's not the internet or an email or a presentation. Communication is two way - with a message giver and a message receiver. It is, in fact, only communication when the message has been received, understood and acted upon. Until then it is simply a number of words strung together.

"The two words 'information' and 'communication' are often used interchangeably but they signify quite different things. Information is giving out; communication is getting through."
Sydney J Harris

ROKE

MAKING THE *extraordinary,* EVERYDAY

surgeny



Attracting new talent with a personal approach to innovation

TONE OF VOICE

HOW WE TALK ABOUT IT
Our people should feel inspired. That's our people here today and those still to join us. More than that, we want them to feel welcome. We have been praised for our open and friendly interviews. We can bottle up that approach and share it with everyone through the words we choose. We build personal connections, speak honestly and aren't afraid to showcase our achievements. We are warm, open and inspiring.

FRIENDLY, WELCOMING, RELATABLE <i>Warm</i>	HONEST, TRUSTWORTHY, PRAGMATIC <i>Open</i>	ENTHUSIASTIC, INTERESTING, UPBEAT <i>Inspiring</i>
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PAGE 12 | [www.roke.co.uk/surgeny](#) | EVERYDAY | (P) OTHER BRAND BOOK

Insight

Roke is a research and development business that rely on a strong supply of highly skilled engineers. They are a complex company with business units that feel like distinct entities. They needed a central employer brand with enough flexibility to tailor to each audience – ensuring it was authentic to the employee experience.

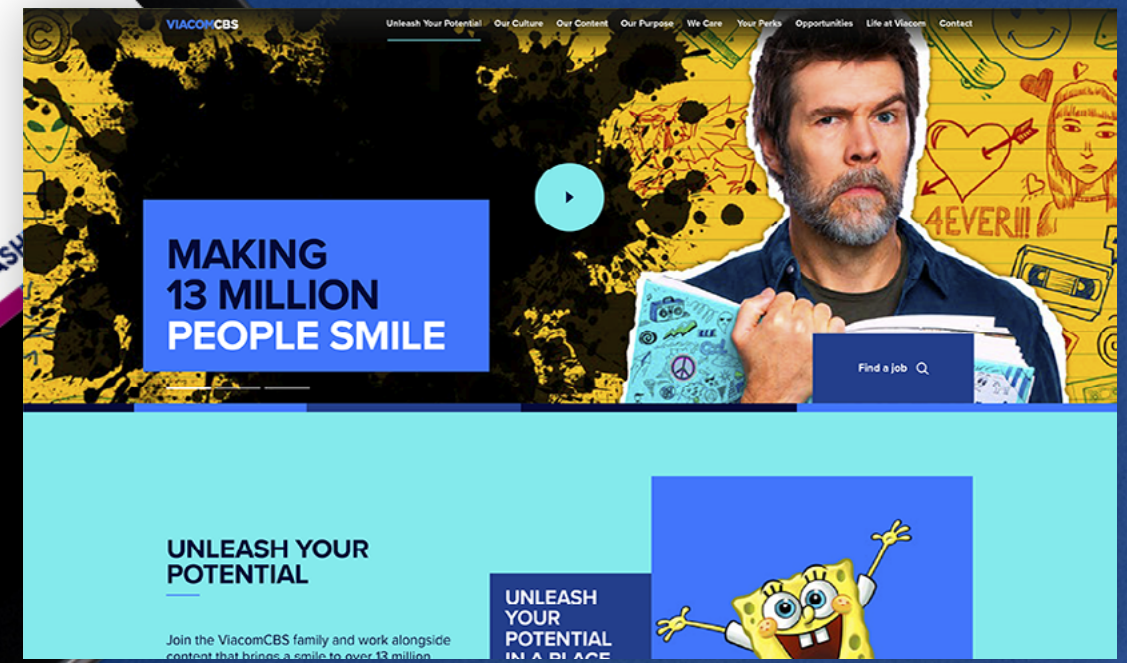
Idea

We did some extensive research with employees to understand what they love about working there. We used this to create their employee value proposition, and surrounding employer brand. The solution had one central theme, a number of underlying key messages and a wealth of proof points to bring it to life. The result was a clear brand with the depth and flexibility to work for each department and role.

Impact

We used employee Polaroids and quotes to make it personal and build the authenticity. Our assets were put to immediate use across a series of recruitment marketing campaigns. Initial feedback has been fantastic. Roke is continuing to review and improve their recruitment content with our new approach.

Did you know about our **ambition** to make a **difference** to the world?



Unleashing Paramount's potential with a new EVP and employer brand

Insight

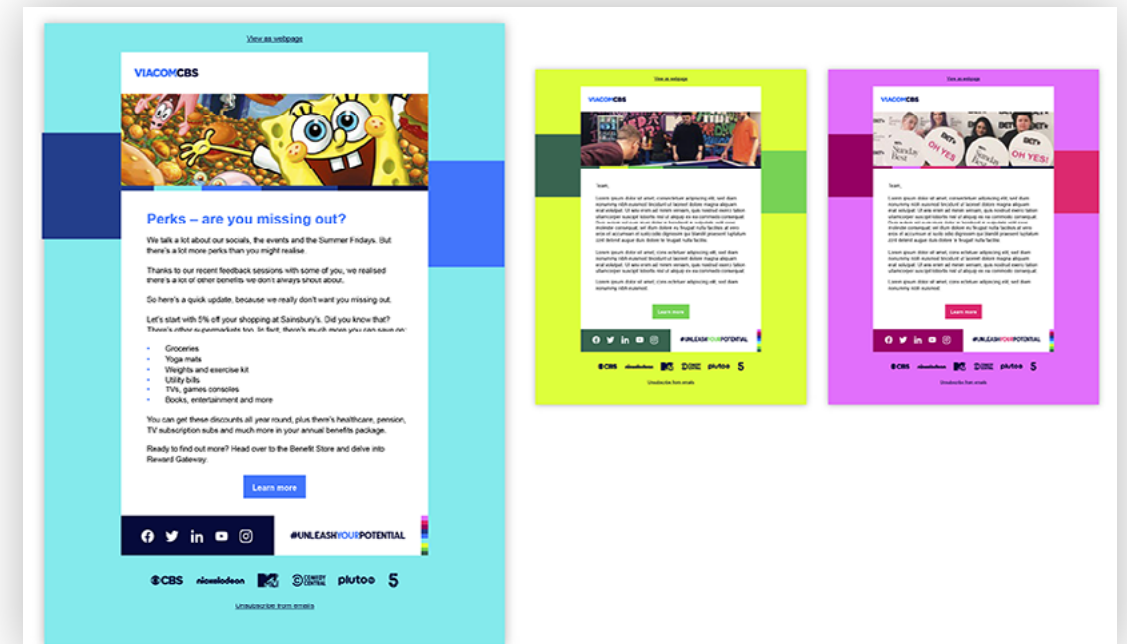
Paramount needed our help to create a new EVP and employer brand so they could recruit and retain the best possible talent. Our employer brand expert got to work researching who Paramount thought they were, from a leadership and employee point of view. Through a series of workshops, interviews, focus groups and steering group sessions, we uncovered what makes them appealing and why people stay.

Idea

It was all about making Paramount a place where recruits could truly unleash their potential. We created a new Paramount EVP story, bringing it to life with new branding and online creative assets. We identified the proof points and made it simple for people to talk about why they felt proud to be at Paramount.

Impact

100% of employees felt the new employer brand was a strong showcase for Paramount. **84%** said they loved the look and feel. **86%** have a better understanding of what the business offers them. **96%** of HR are clear on the brand and when and how to use it. It was shortlisted for an Employer Branding award.





The Surgery created a path to encompassing everything we wanted and more - from identifying what our true employer brand was, to implementing it both internally and externally.

Every step of the way, the Surgery worked with us to develop our vision, challenge our thinking, improve our concept and ultimately create an employee-led EVP which we can really be proud of.

Catherine Pereira Talent Acquisition Director

Paramount

BARN TO BOARDROOM

Bringing our friends, colleagues and clients together to talk all things IC. Our Barn to Boardroom (B2B) networking event was established way back in 2015 and is a chance for IC and engagement professionals to come together and share their challenges, experiences, ideas and frustrations.

We're very lucky to work in a beautiful bit of the West Sussex countryside. Our location (in an old converted barn) gives everyone the time and space, and the freedom they need to think creatively.

At B2B we unearth new thought-provoking and down-to-earth real life stories from our speakers (the sort you won't typically find on the speaker-circuit). We get five-star rave reviews every year, so don't be shy, just ask for an invite.

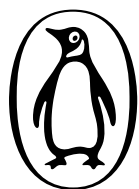
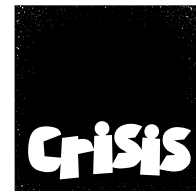
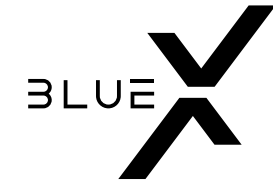


It's so easy to neglect your own personal development, but events like this, with like-minded IC professionals are a great opportunity to learn, grow and focus on the things that really matter.



















Claire Widd Head of EMEA Internal Communications

rackspace
technology

Our clients



Our awards

 <p>The Surgery IC Director Carly Murray Internal Communicator of the Year Finalist 2024</p>	 <p>Best Medium Agency 2023</p>	 <p>Award of Excellence GBG All Employee Virtual Kick Off 2023</p>	 <p>Best New Event CANSO Airspace World 2023</p>	 <p>IC Consultancy of the Year 2022</p>	 <p>Best Interactive Content Cadent Gas' Challenge Campaign 2021</p>	 <p>Best Use of Storytelling Cadent Gas' Challenge Campaign 2021</p>
 <p>Nestlé's Ignite Leadership Programme 2019</p>	 <p>Consultancy of the Year 2019</p>	 <p>easyJet Employee Pension Campaign 2019</p>	 <p>HS1 'What Good Looks Like' App 2019</p>	 <p>CAA Dronesafe Brand, Website & Drone Code 2018</p>	 <p>CAA The Skyway Code 2018</p>	 <p>E.ON Heartbeat CRM Video 2018</p>
 <p>Southern Co-op Annual Report 2018</p>	 <p>easyJet Employee Pension Campaign 2018</p>	 <p>National Grid Bring Energy To Life App & Web Platform 2018</p>	 <p>NATS Your Space Employee Engagement Programme 2017</p>			

Get in touch

We can engage your people in an **empathetic, exciting and different** way.
We will work closely with you to develop ideas and **smash your objectives**.
We can't wait to start working with **you**.

Contact us

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