

2025

Our credentials



**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?

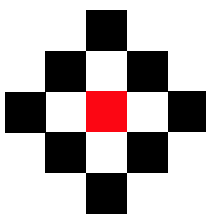
We get the **insight** we need to understand what makes your crowd tick and what motivates them so we can create campaigns made just for them.

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.

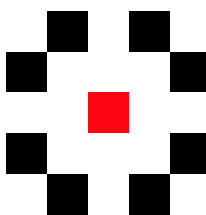
We'll **challenge you** along the way too... just don't mention the 'B' word and we'll get along just fine!

Our areas of expertise



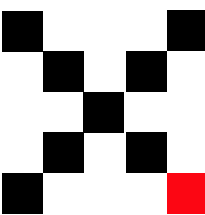
Internal Comms & Change

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.



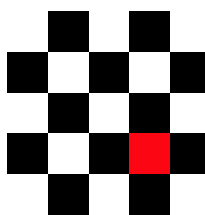
EVP & Employer Brands

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.



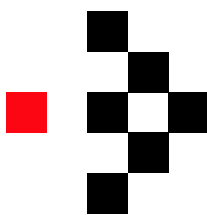
Design & Brands

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.



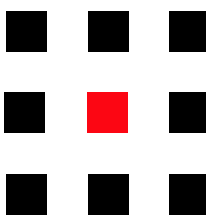
Events & Exhibitions

Virutal 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 expert organisers who makes the projects flow...



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!



Senior Account Executive

Kerri Fullman

Always up for a new experience, Kerri is constantly planning the next adventure. In between, she's also planning and managing our many client accounts and adores making the complex simple.



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.



Account Executive

Fran Gillard

Fran's a bit of a 'fanperson', but she can't decide between sci-fi or fantasy! While that debate continues, she manages everything digital, keeping the Surgery 'Matrix' running.



Financial Controller

Paula Francks

Brrrr-illiant Paula loves a bit of snow and ice and is a keen skier. Thankfully, she keeps all our financial management on piste!

We're a team of IC gurus
that creates content with extra insight...



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 Copywriter

James Blake

Senior Copywriter James once went out with an apostrophe. But it was too possessive. Copywriting jokes rock! When he's not writing, James will be playing the didge or swimming in the sea. Or both.



Employee Engagement Specialist

Greg Langham

As a ski instructor, parkour instructor and mountain marathon runner, Greg is always on the hunt for new, exciting experiences. He also loves creating interactive experiences for your employees.

We're a team of creative sparks
with forward thinking concepts...



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!



Head of Design

Adam Smith

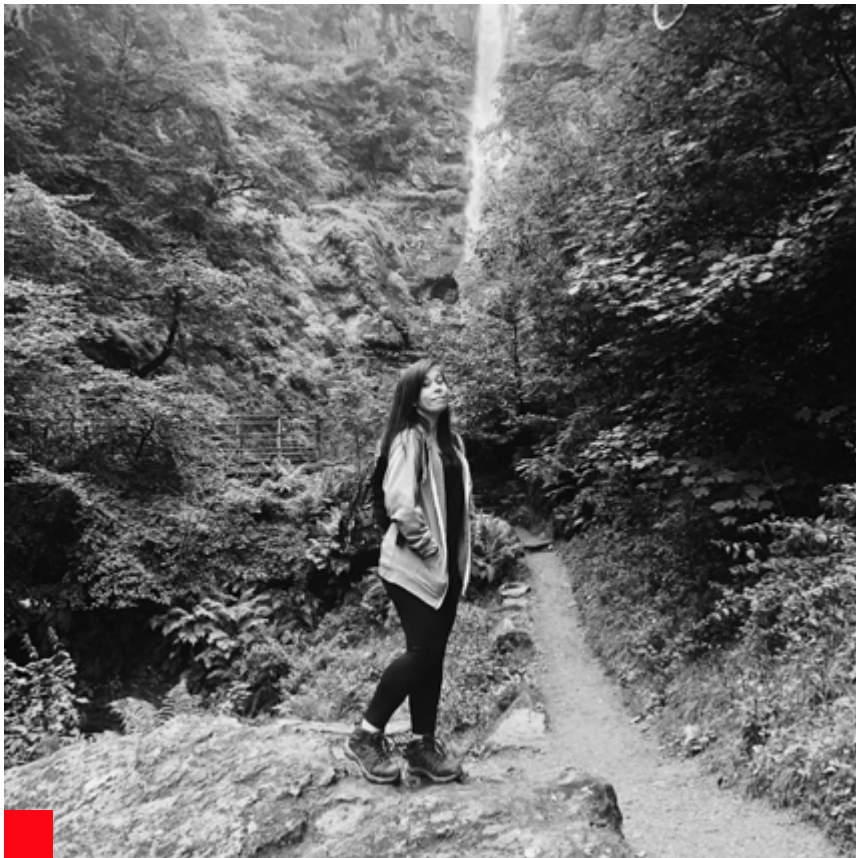
Adam splits his time at home between alphabetising his vinyl collection and tuning his telecaster. At work, you’ll find him weighing up the pros and cons of a 12-column fixed grid (rock 'n' roll, man!)



Senior Designer

Rebecca Teague

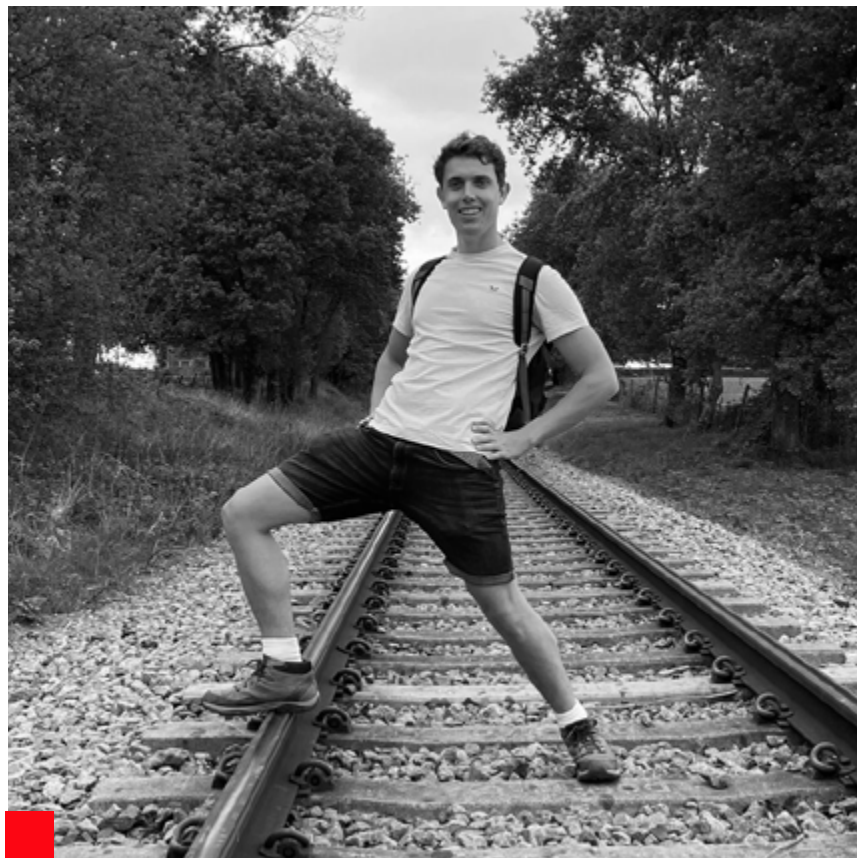
Becca's love and passion for animals matches her love of design. She is one of our creative design gurus, always ready to whip up something fab at a moment’s notice.



Senior Designer

Beth Feeney

Travelling to countries far and wide, Beth loves living in the moment. She’ll create that ‘wow’ moment for you - be it a brand refresh or an annual report.



Designer

Sam Jones

Designer Sam is a big Everton FC fan. So when he’s not suffering watching his favourite team from the terraces, he’s in front of a Mac knocking up killer designs. That or out the back having a kickaround!

We're a team of digital wizards with specialist solutions...



Designer & Head of Animation

Bradley Poston

Normally found climbing up a wall or somewhere in the water, he's ready to make a splash on your animation or video.



Designer & Animator

Luke Jones

When he's not quoting catchphrases from Jaws or reviewing scotch eggs on his YouTube channel (ask him about the Australian special), he can be found magicking up seriously skilful animations.



Developer

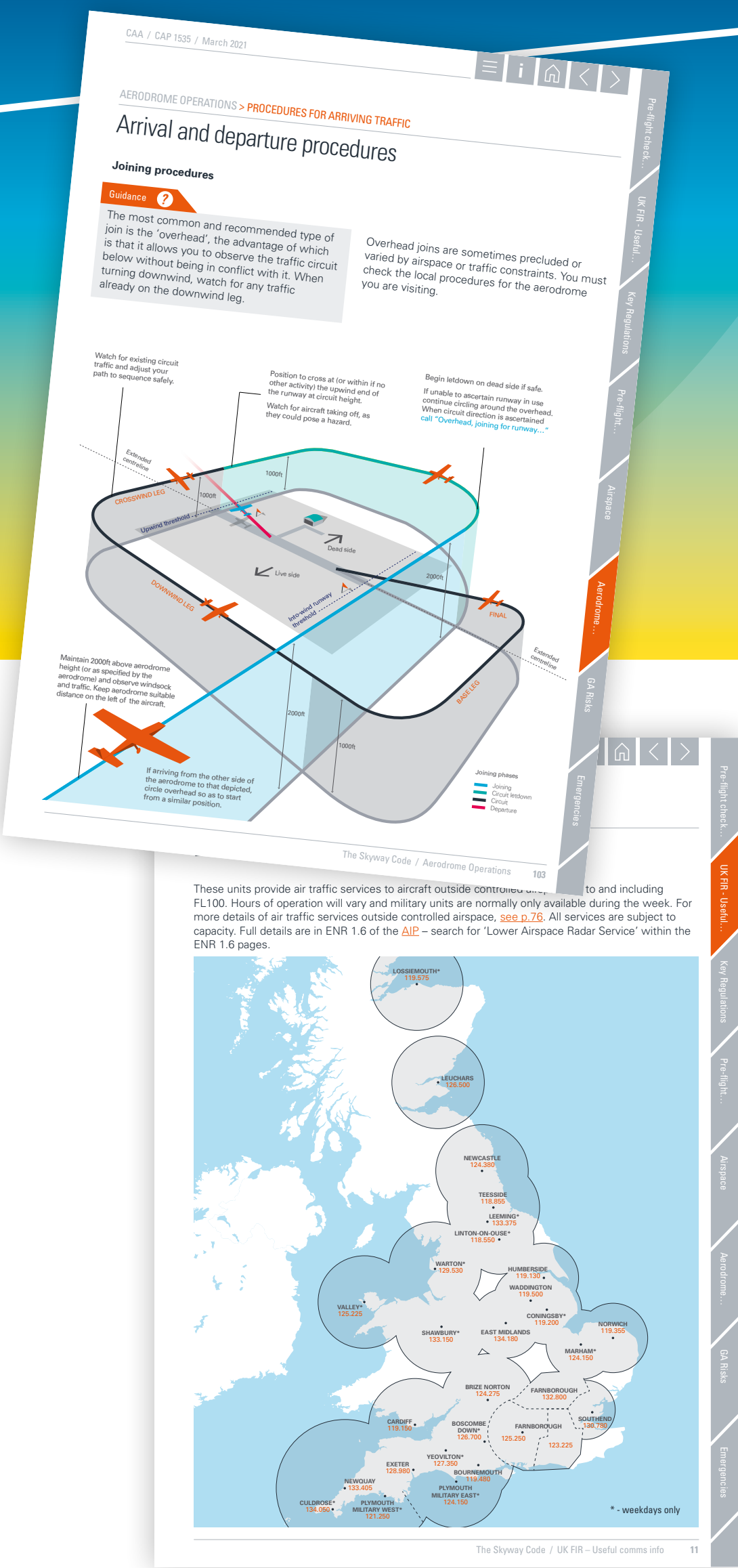
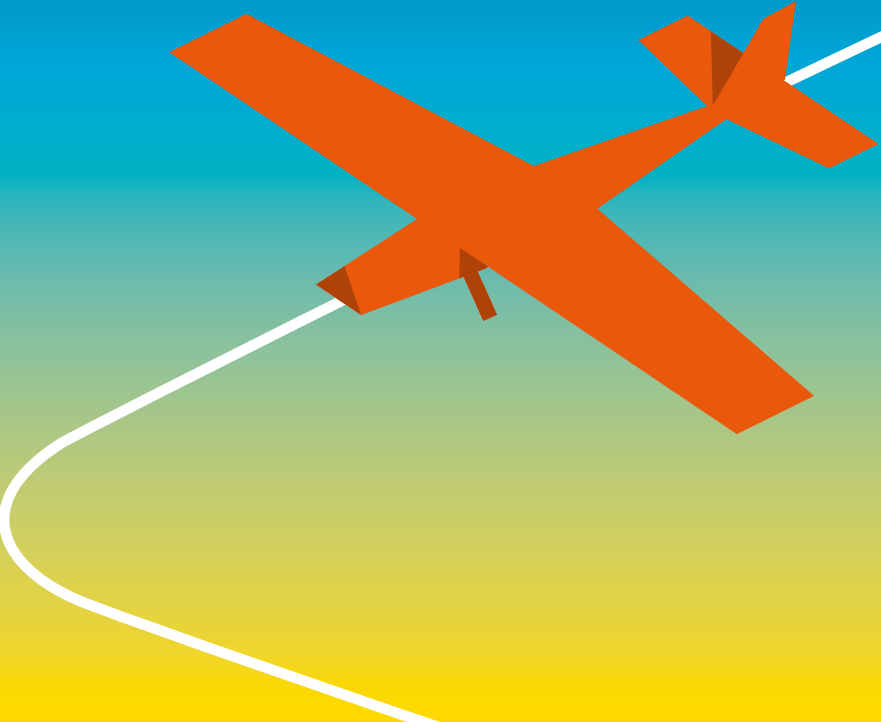
Caian Keyes

If he's not globetrotting, cooking up a storm or taking a well-earned gaming break, you'll find coding-spark Caian developing new projects through his love of learning new technologies.

Design & Brands.



THE SKYWAY CODE



Broadening horizons with a Skyway Code for the CAA

Insight

The Civil Aviation Authority (CAA) is the UK's aviation regulator. A vast amount of information and data is needed when private pilots train and attain their flying licences, all of which must be accessible once they are qualified. Our task was to create an easy-to-access way for them to see and use this information.

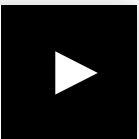
Idea

We worked alongside the CAA team to develop a short-form interactive PDF called the Skyway Code, much like the Highway Code. With clear design and well-presented information, it's a simple way for pilots to see and react to vital CAA advice and guidance.

Impact

With 18,000+ downloads to date, the Skyway Code interactive online guide is a must-have for private pilots. As a national and international first, it's held up as an example of best practice throughout the global aviation industry.

View guide





EMEA COMMS

surgery

Making EMEA messages stand out

Insight

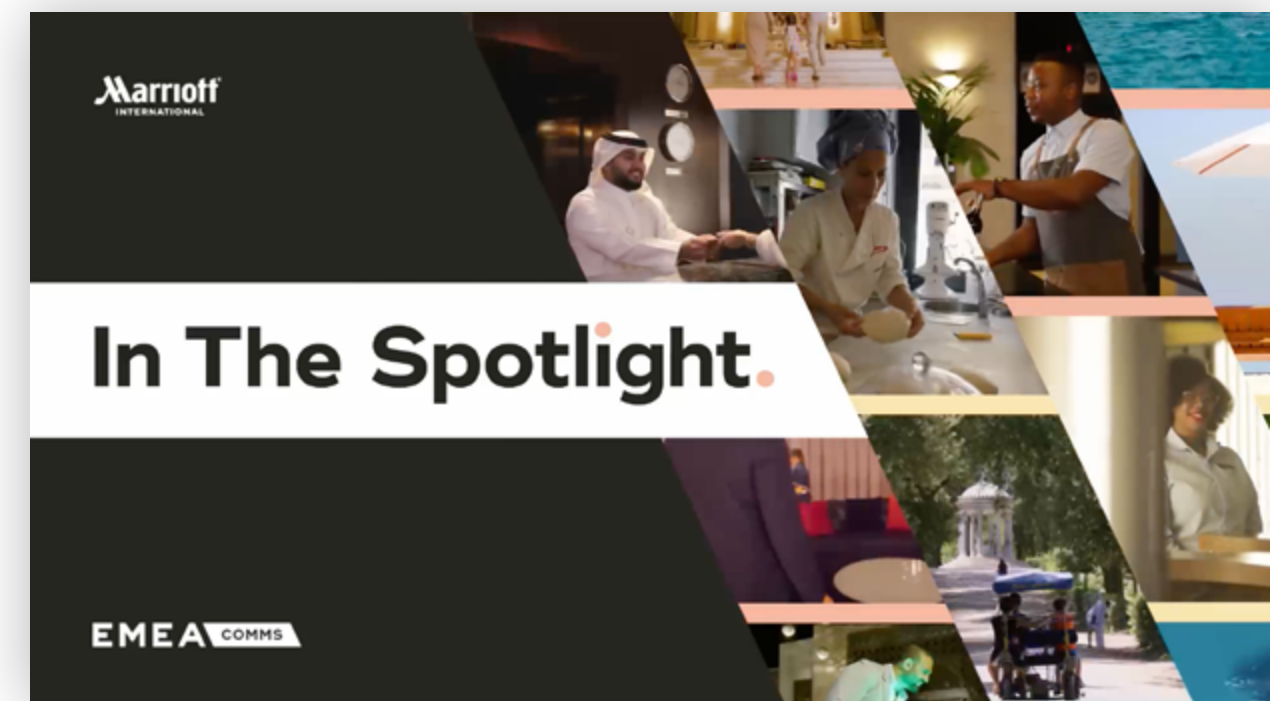
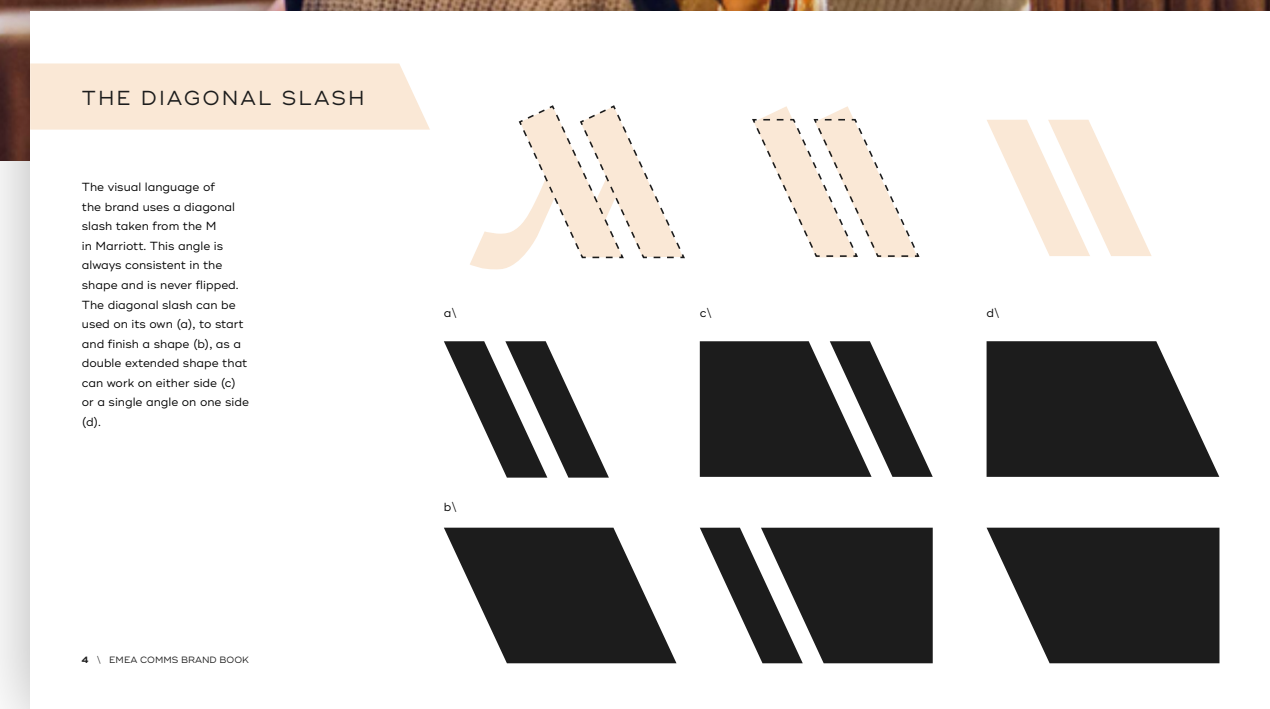
From an IC audit conducted by The Surgery, we knew that the communications experience for employees could feel overwhelming at times - it was a struggle to spot EMEA messages in amongst messages from many other sources. Employees wanted communication to feel more streamlined, less corporate and easier to find.

Idea

Using the corporate style, we wanted to create a standalone brand for all channels coming from the EMEA IC team. Our aim was to make sure that it felt fresh, strong and instantly recognisable. The clever use of the angle from the Marriott font creates a slice graphic that provides flexibility by housing various elements whether it's photography or graphics. And the use of the secondary colour palette makes the content pop.

Impact

Since the brand has been applied to all existing channels, the IC team have received feedback from employees who love the vibrancy and consistency. Having 'EMEA Comms' as an identifier across all their channels has raised the profile of the IC team and made sure that their audiences can more easily recognise messages most relevant to them.



southern coop

A fair, fresh approach, for all.

A fresh approach for Southern Co-op

Insight

The Southern Co-op is a large regional chain of supermarkets, funeral homes and burial grounds. Traditionally, they licensed their brand from the familiar Co-op Group. They'd decided to break free of group brand and develop their own identity when they contacted us.

Idea

To rebrand in a way that would be understood and accepted by their shareholders, suppliers, and many members. We developed a new brand to work across external and internal applications. From induction videos and customer programmes, to store fascias and employee comms, as well as the design of their just-launched ‘store of the future’ at Abbotswood.



surgery

CORPORATE - EMPLOYER BRAND PALETTE

This colour group has been compiled for use in employee materials to compliment the primary So Lime colour .

All the colours except **So Aqua** and **So Rose** are from the overall palette. These two colours are created especially for the Employee brand.

SO LIME	CO-OP GROUP BLUE	SO AQUA	SO ROSE	SO GREEN
Pantone® 385 C	Pantone® 2955 C	Pantone® 7685 C	Pantone® 7285 C	Pantone® 7585 C
C 10	C 55	C 55	C 55	C 55
M 10	M 5	M 5	M 5	M 5
Y 10	Y 5	Y 5	Y 5	Y 5
K 90	K 90	K 90	K 90	K 90
#22E1C0	#0070C0	#00B0F0	#E91E63	#4CAF50
HR BRAND	L&D	RECRUITMENT	REWARD & PERFORMANCE	TRANSITIONING

Southern Co-op Brand and Visual Identity Guidelines | 42

OUR VISUAL IDENTITY SYSTEM - CORE ELEMENTS

Our brand's visual identity system consists of more than just the brandmark.

It actually has six main elements: the brandmark, the Southern Pointer device, the typeface and style, the colour palette, the imagery and the icon system.

Each element – and how to use it – is explained in detail throughout these guidelines. All the elements work together to create a powerful and consistent representation of our brand and its values.

The brandmark

The icon system

The Southern Pointer device

The typeface

The colour palette

The imagery

Southern Co-op Brand and Visual Identity Guidelines | 36

COLOUR PALETTE - RATIONALE

Colour adds personality and promotes brand recognition.

Southern Co-op's colour palette is a combination of contemporary, sophisticated hues and fresh, bright accent colours, some of which have been part of our palette for a while now.

Solent Blue, as it's known, is the primary corporate brand colour and underpins the visual language, forming a stable background for the exciting accent colours. It also creates the bridge between the familiar Legacy Green and Co-op Group Blue .

LEGACY GREEN

SOLENT BLUE

CO-OP GROUP BLUE

Southern Co-op Brand and Visual Identity Guidelines | 24

Cadent



THE Patch

surgery

Read all about it - new print channel for Cadent's Field Force

Insight

Cadent were struggling to engage with their Field Force teams, who traditionally don't 'do' digital internal comms. The existing flagship printed publication, The Patch, had died on the vine during COVID. They needed a new publication which could speak directly to their field teams.

Idea

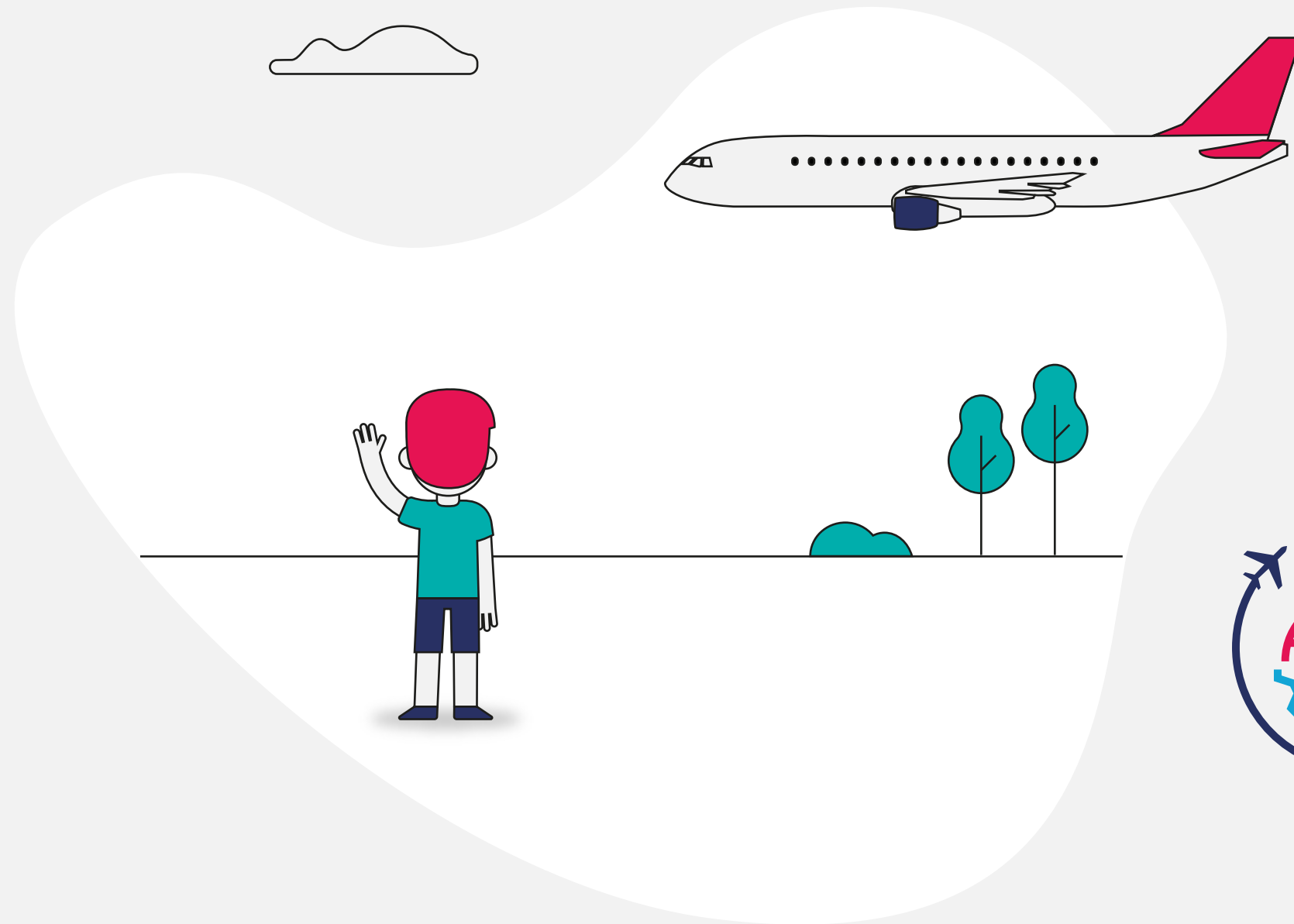
The existing publication didn't represent the modern, forward-thinking and inclusive organisation Cadent now is. The mag had to balance getting important business-led information across in an easy-to-access and highly visual way. We created a new style and format in print and as a digital PDF. With fewer but more practical stories it now reflects the lives and work of the Cadent community.

Impact

Working closely with Cadent's internal comms partners, the new incarnation of the publication has given them a way to reach people in the field. Competition entries and feedback suggest the magazine is well read and with more digital enhancements planned, it's set to be a great vehicle for creating more interaction with the field about what's happening in Cadent.



Animation & Film.



surgery⁺



STEM

OPPORTUNITIES IN AVIATION & AEROSPACE

Supporting STEM opportunities in aviation

Insight

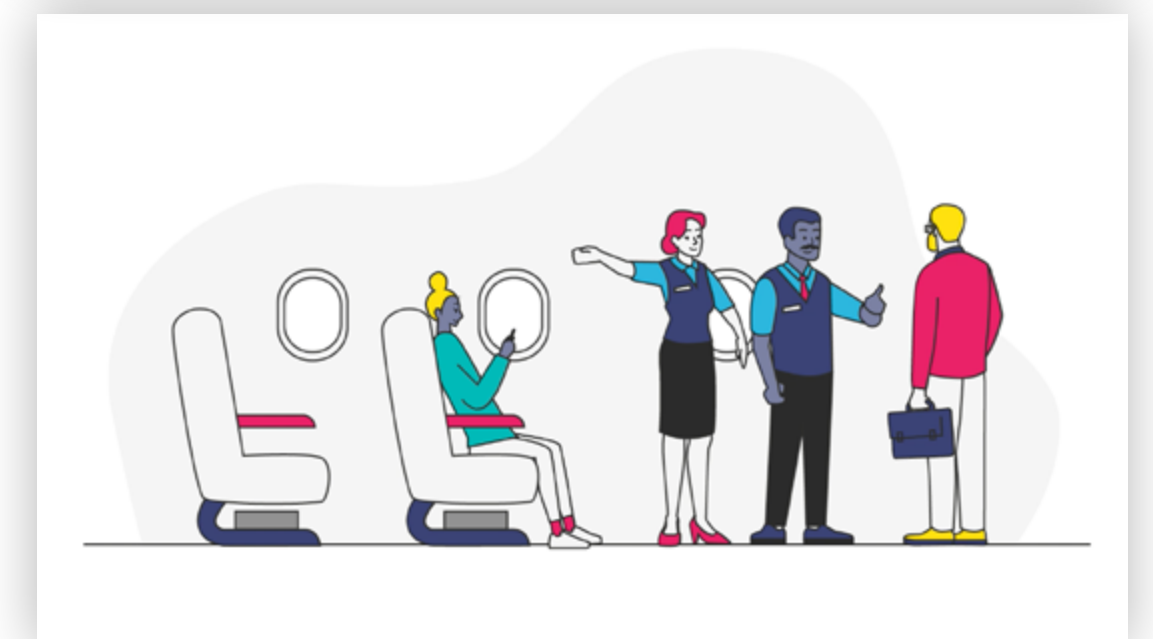
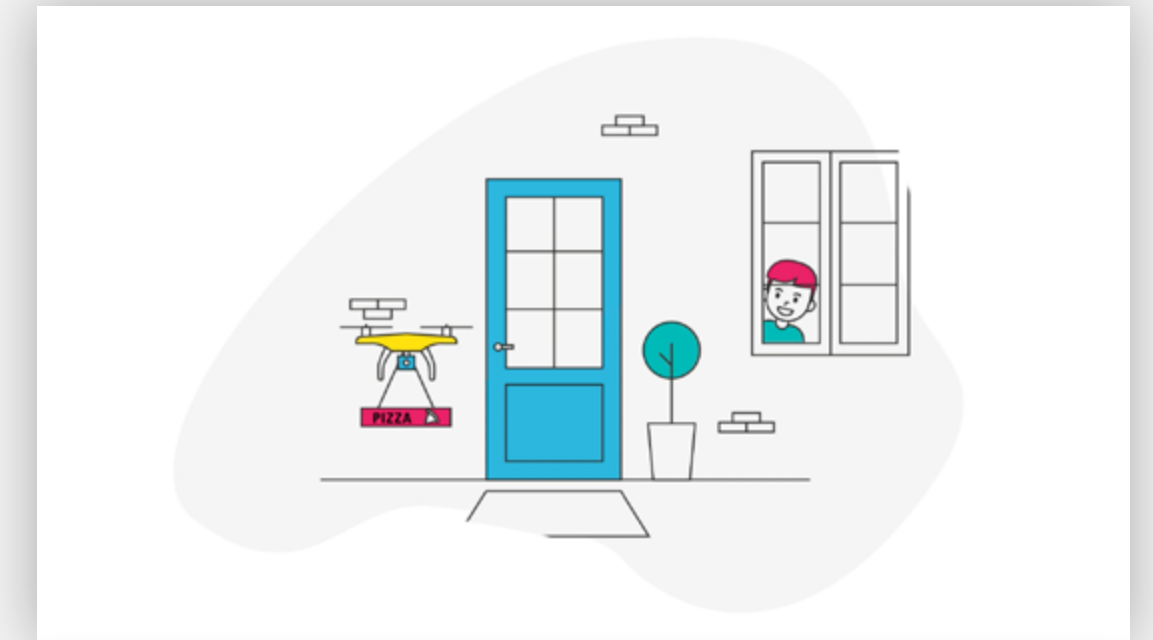
The CAA wanted to inspire and engage with young people to explore careers in STEM, aviation and aerospace to support and encourage their future career choices. They needed a brand that resonated with 5-16 year-olds and a place to house all the relevant information; be that background, resources or careers information.

Idea

We created a fun and highly engaging brand, driven by a vibrant, illustrative style, utilising colours from the CAA brand palette. The logo encapsulated aviation, science, tech, engineering and maths all in one mark. We also created a resource microsite at stem.caa.co.uk, as well as teaching packs, resource materials, animations, social media content and competitions.

Impact

Following the launch, the DfT (Department for Transport) has continued to invest heavily in the programme. User stats show that the education community is fully engaged, demanding more and more support to enable them to share available opportunities with their students.



View video





OUR NEW RECOGNITION SCHEME IS HERE

surgery

THANKS4

Thanks a lot! Reward and recognition at Channel 4

Insight

Channel 4 created a recognition programme to recognise and reward their people. They wanted to make them feel valued and suitably rewarded for their achievements. They asked us to come up with an animation that they could share on their intranet to launch the scheme.

Idea

We wanted to provide them with a look and feel that was really dynamic, with movement, sound effects and music in the animation.

Impact

We had a short turnaround time to get the project done and the team were really happy with the final output.



View video



NATS

surgery

Prototyping with the Wizard of Oz

Insight

The ask was to create an animation that clearly explained the work NATS and the University of York were doing around prototype techniques — their value in bringing new products and tech to the market whilst ensuring safety and keeping an eye on budget.

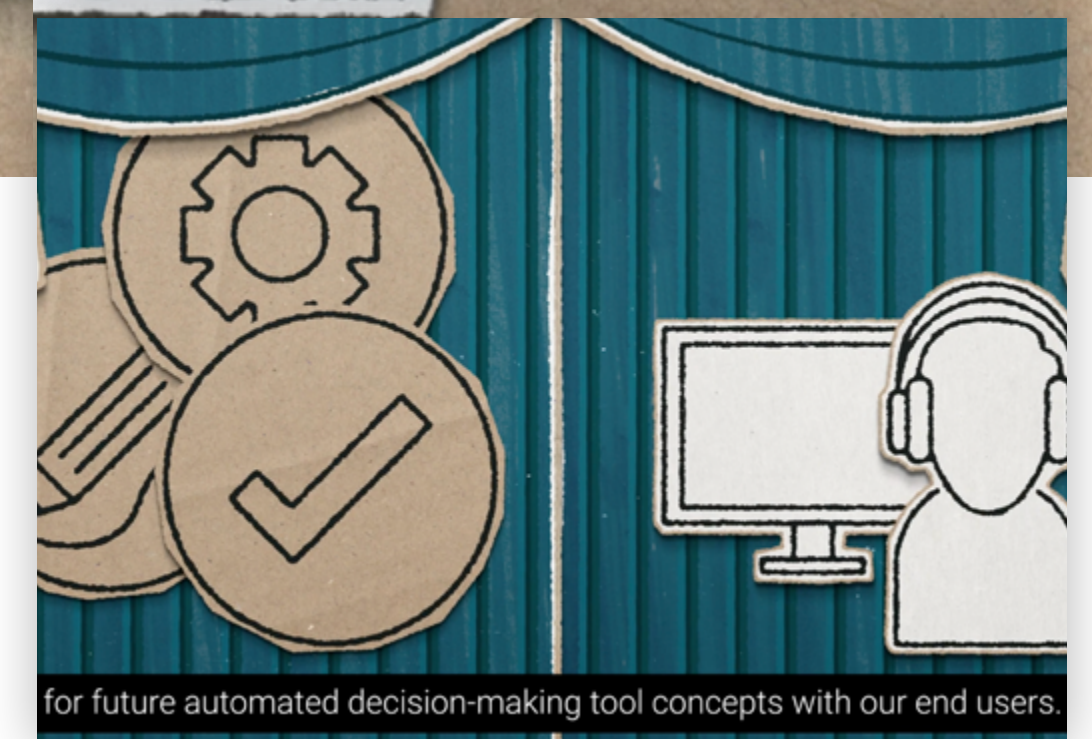
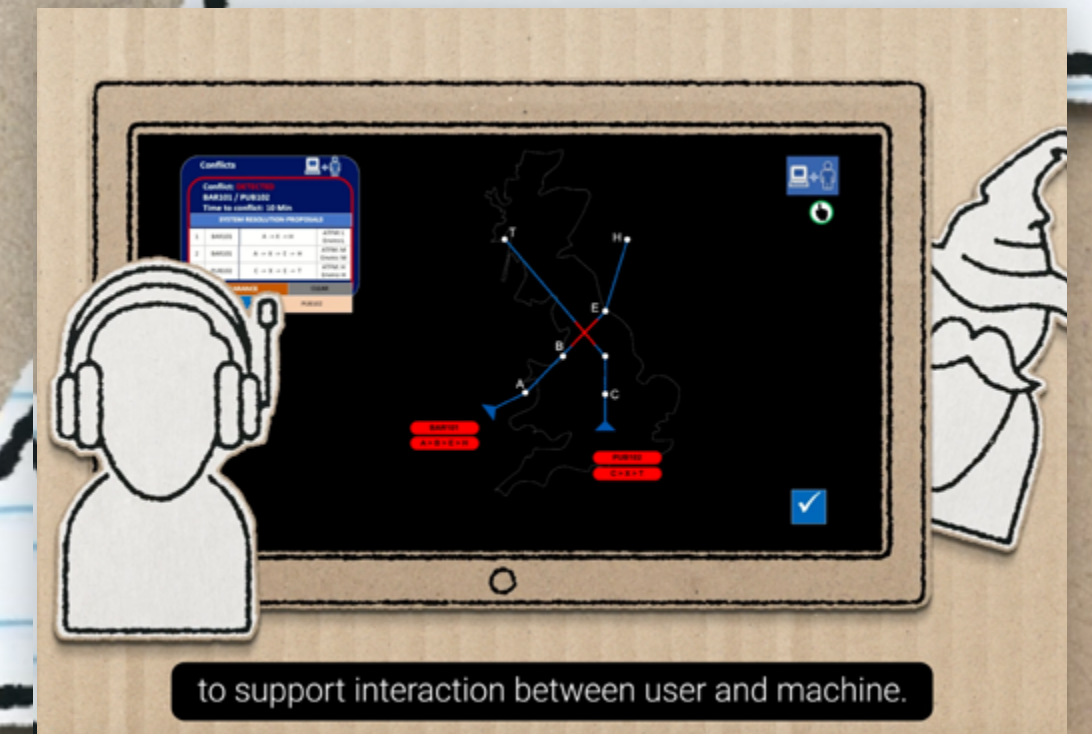
Idea

Part of the prototyping work started in cardboard form, moved to white boards and then off-the-shelf software solutions. As part of the animation, we thought it would be great to show this journey with the visuals that we used, along with the techniques and benefits.

Impact

We created an easy-to-understand, impactful video that showcased why prototyping is important and how it could be used across all aspects of the business.

View video

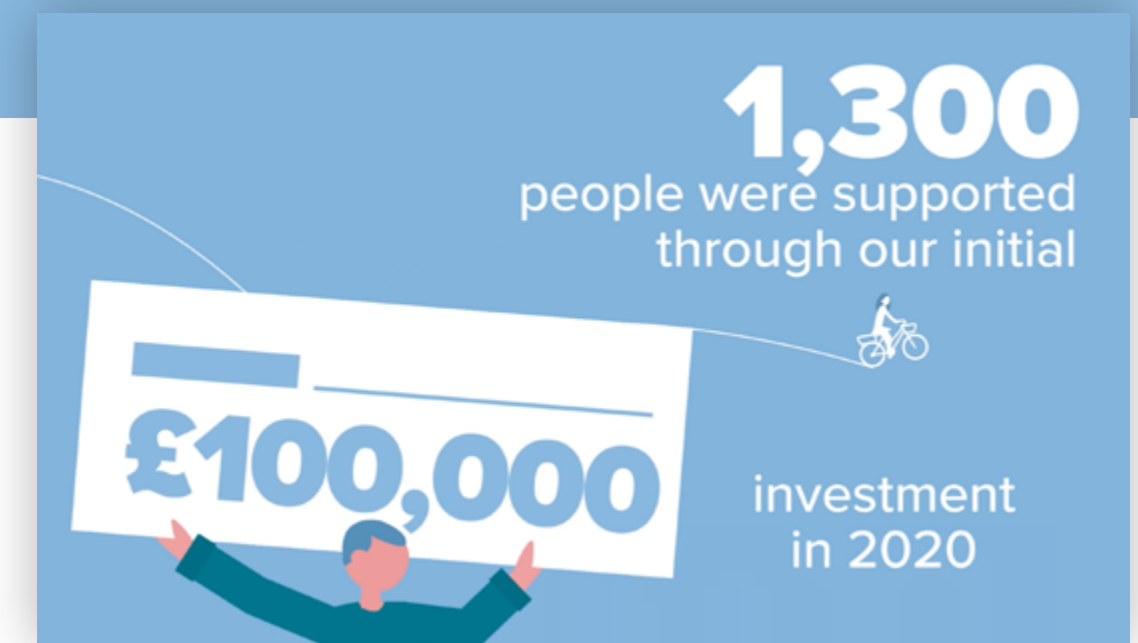


“

You take the time to get to know our business and our priorities and complexities so it really feels like we are working as one team; a team where we can bounce ideas, learn from each other and push the boundaries of our communications through creative thinking, friendly challenge and real partnership.

Lynsey Craven Head of Employee Communications

NATS



Bringing life to Southern Co-op's annual review

Insight

With its numerous members and employees, the Southern Co-op has a duty to tell them of the company's profits, donations and achievements over the past year, through an Annual Review and associated comms.

Idea

To make the huge list of numbers and stats easily digestible and engaging to learn, we created a short animated film which took the viewer through the stunning accomplishments of the past year.

Testimonial

"We shared it internally and on our LinkedIn and the reaction has been nothing but positive! Another fantastic job... we already know not to expect anything less from the Surgery team!"

Emily Radley
*Communications Manager,
The Southern Co-op*

View video



“

We shared [the annual report animation] internally and on our LinkedIn and the reaction has been nothing but positive! Thanks so much to you and the team for all your work in pulling it together. Another fantastic job... we already know not to expect anything less from The Surgery team!

Emily Radley Communications Manager

southern coop

“

The animation is fabulous I had some further positive feedback at our LT meeting this morning following our AGM. So really gone down a storm and the way the animation is done it draws you in and keeps you watching. Music super catchy too! Think we could make that our team anthem!

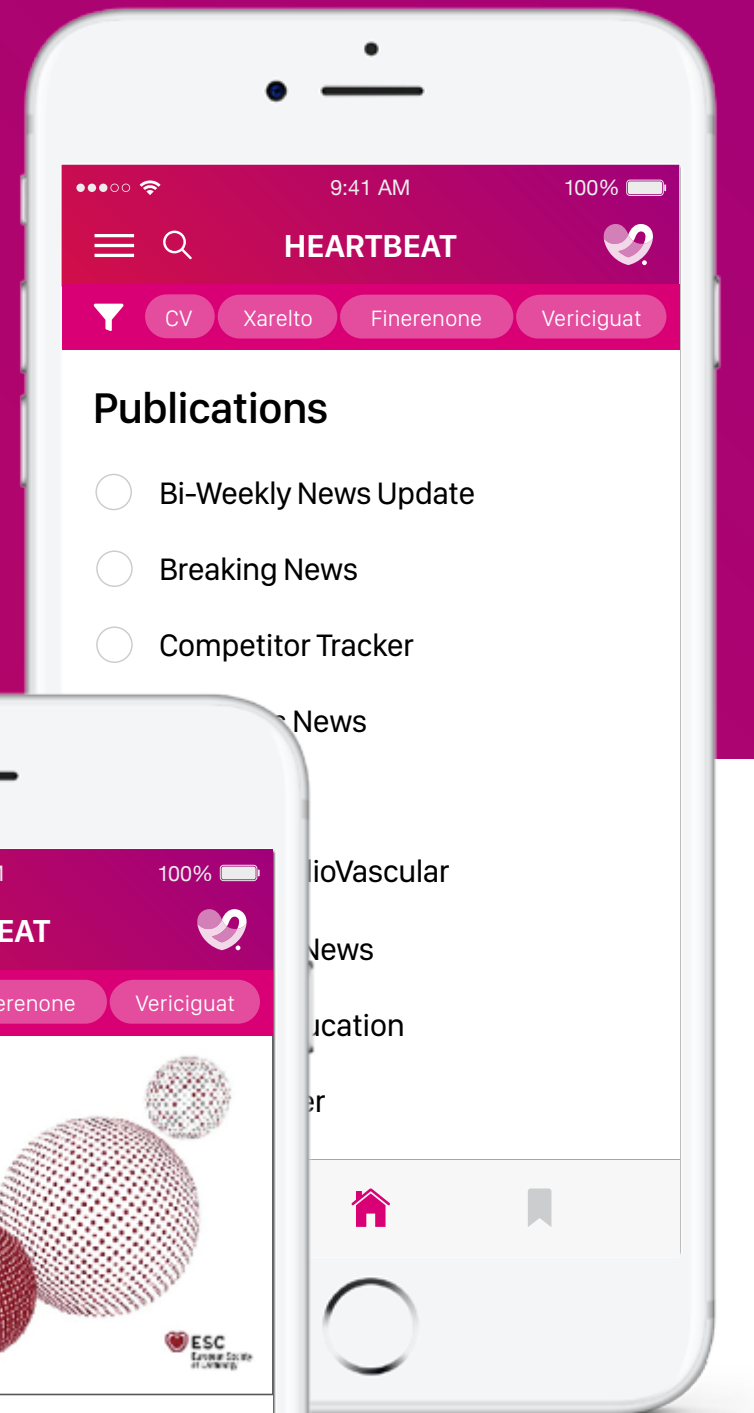
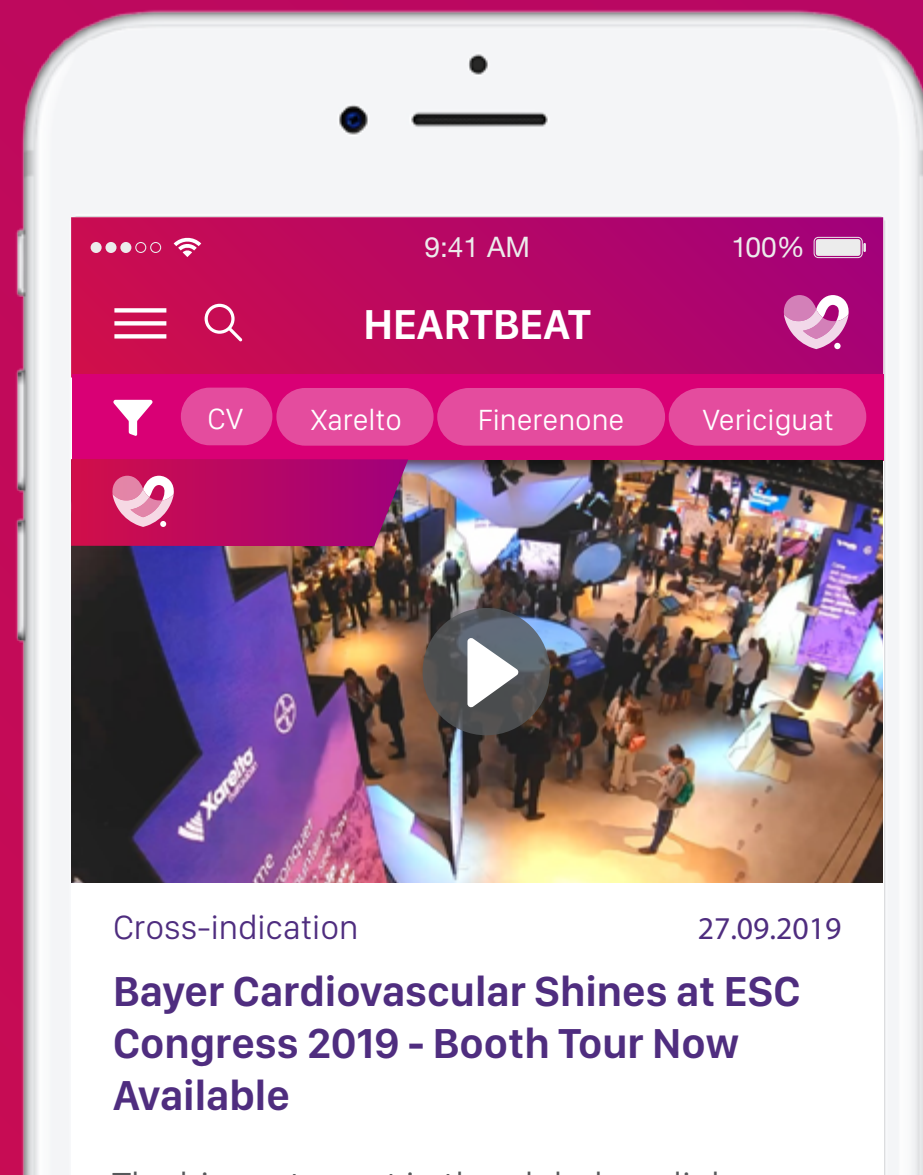
Gemma Lacey Director Sustainability & Communications

southern coop

Digital Solutions.



surgery



Hitting the beat – a new internal comms app for Bayer brand Xarelto

Insight

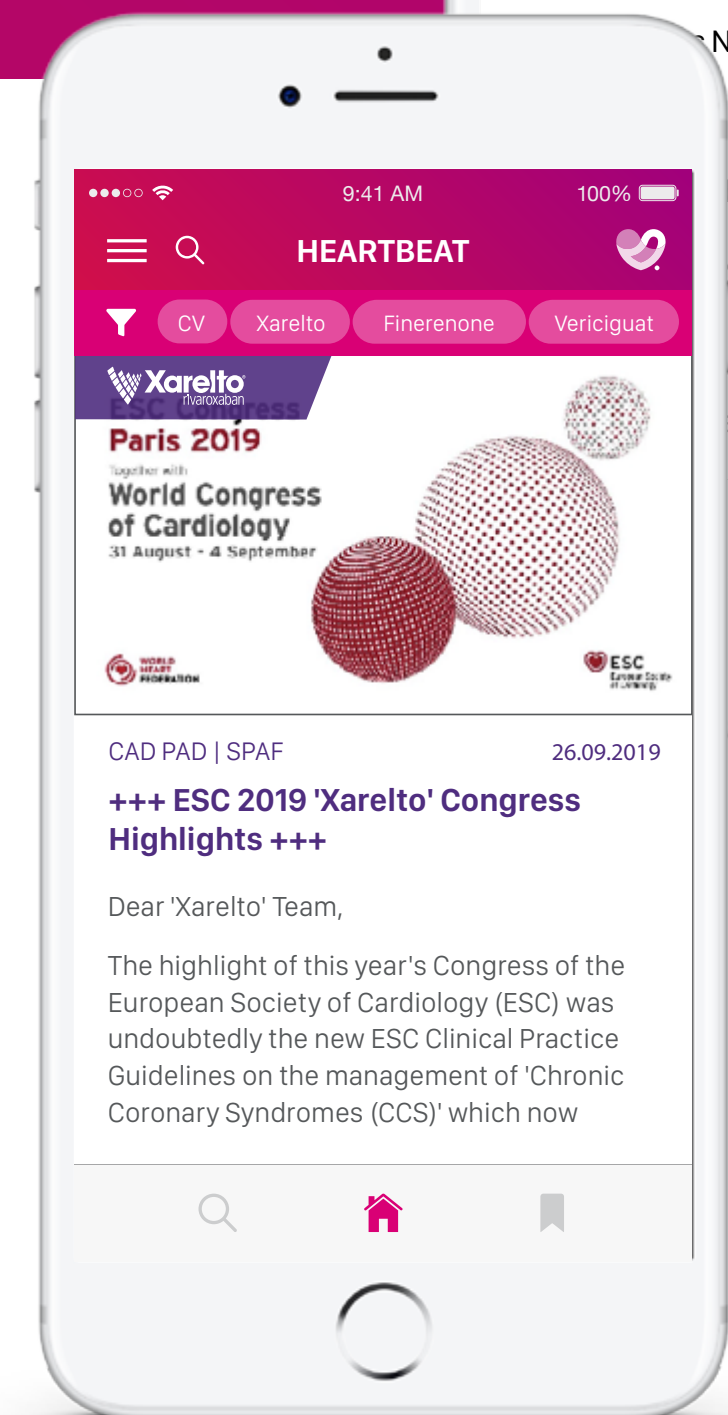
Bayer brand Xarelto, one of the world's leading cardiovascular therapies and treatments providers, needed a way to analyse and understand how their internal comms messages were landing with their people. The information was always important and timely, but they didn't know how, when or even if it was being read and acted on.

Idea

Xarelto came to us to find a digital solution to help their internal teams understand what was going on. Working within their existing IT resource framework and using platforms such as Sharepoint and Azure, we created a new 'Heartbeat' comms app. The functionality allowed users to set up push notifications and to track what they were sending out and the responses to it to ensure maximum impact.

Impact

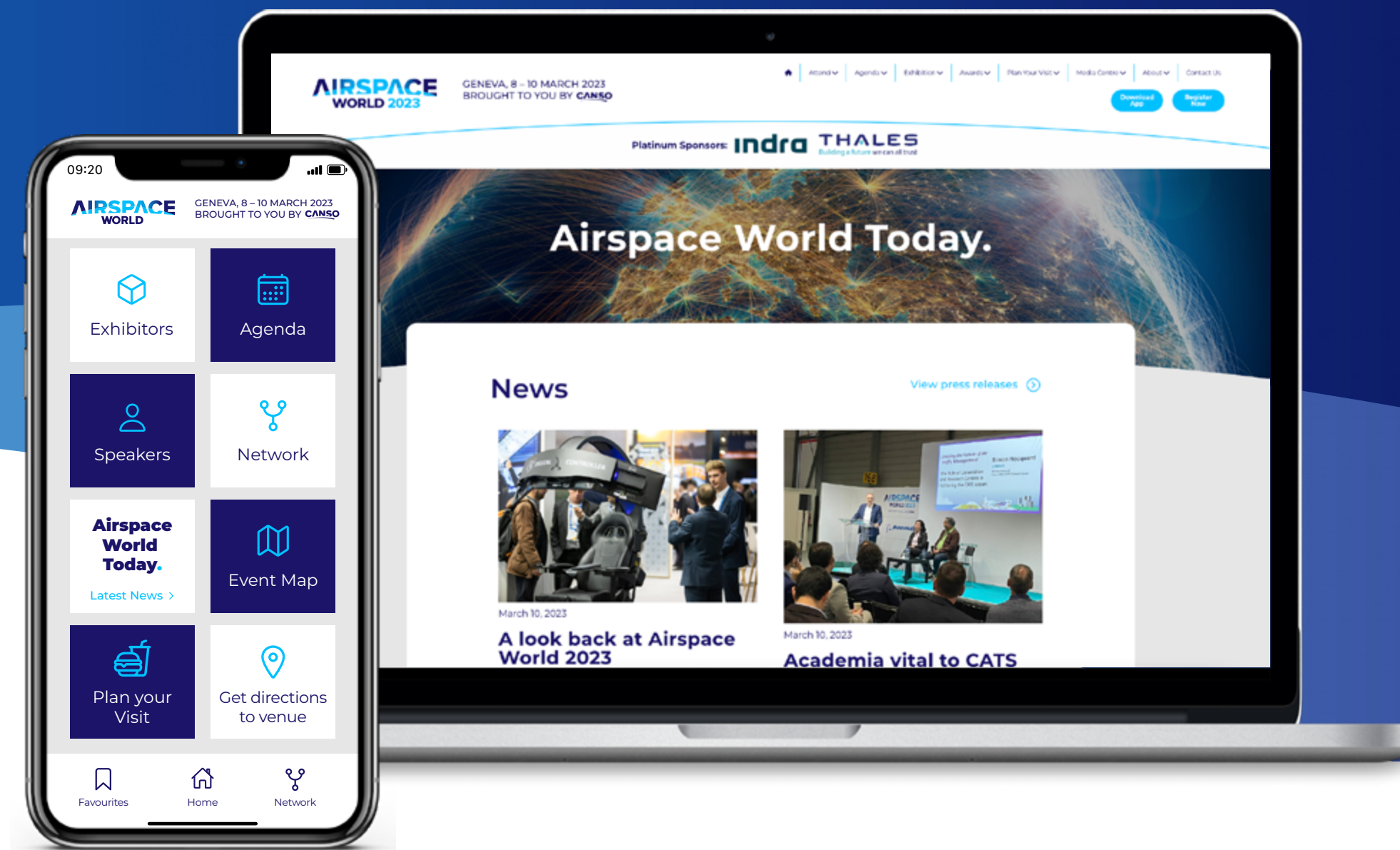
The app has proved so successful that word of mouth has clearly got around the Bayer group! We've been commissioned to build something similar for Eylea, Bayer's eye therapy brand, with more brands interested in developing an app of their own.



CANSO

surgery

AIRSPACE
WORLD 2023



The sky's the limit at Airspace World, Geneva

Insight

With only nine months to prepare, CANSO ran the world's largest ATM exhibition in Geneva. Having supported ASW's brand development, we were asked to create a platform to share event details, contact interested parties and collate speaker applications. Connecting attendees during the event and facilitating networking was also key.

Idea

To create an engaging global corporate event website, that also served as a digital marketing and event tool for the international event teams, as well as produce an app for attendees to plan their visit and network during the exhibition.

Impact

With over 800,000 page-impressions in the lead up to Airspace World, the website helped bring over 5,000 attendees access to over 170 exhibitors and up to 133 agenda sessions during the three-day event. Over 1,800 app downloads meant users could both network and plan visits smoothly.

View video



“

With ten months ago when I found out we would be taking over the running of the world's largest ATM exhibition, I genuinely didn't know how we would do it.

To be stood here today, having received so many great comments about the running of the show, the content of the theatres, the look and feel, the communications, the CANSO stand, the app, the best Executive Summit ever, etc is incredible.

Thank you. Every one of you played a vital role in making our inaugural Airspace World a huge success. Looking forward to the second edition!

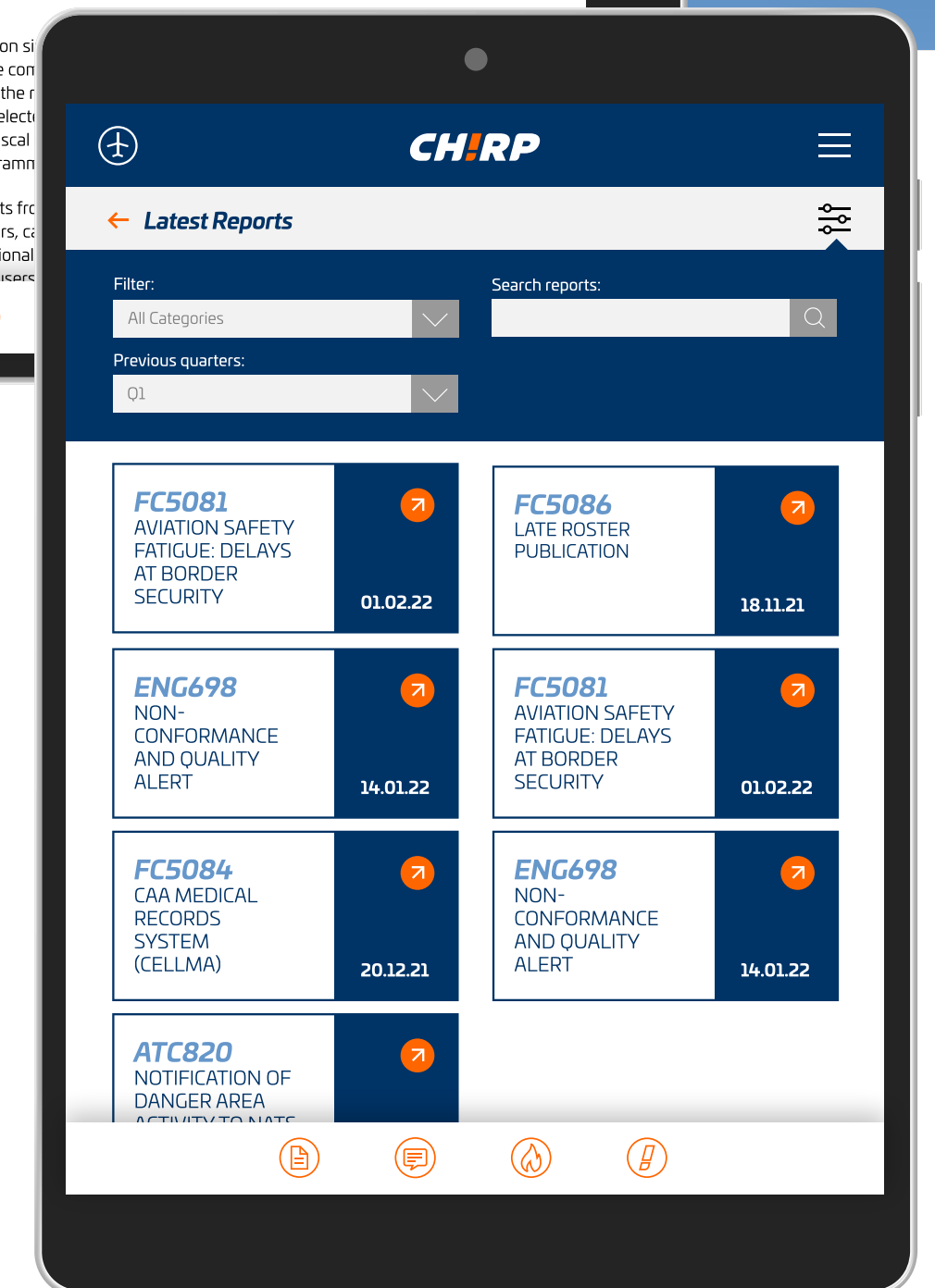
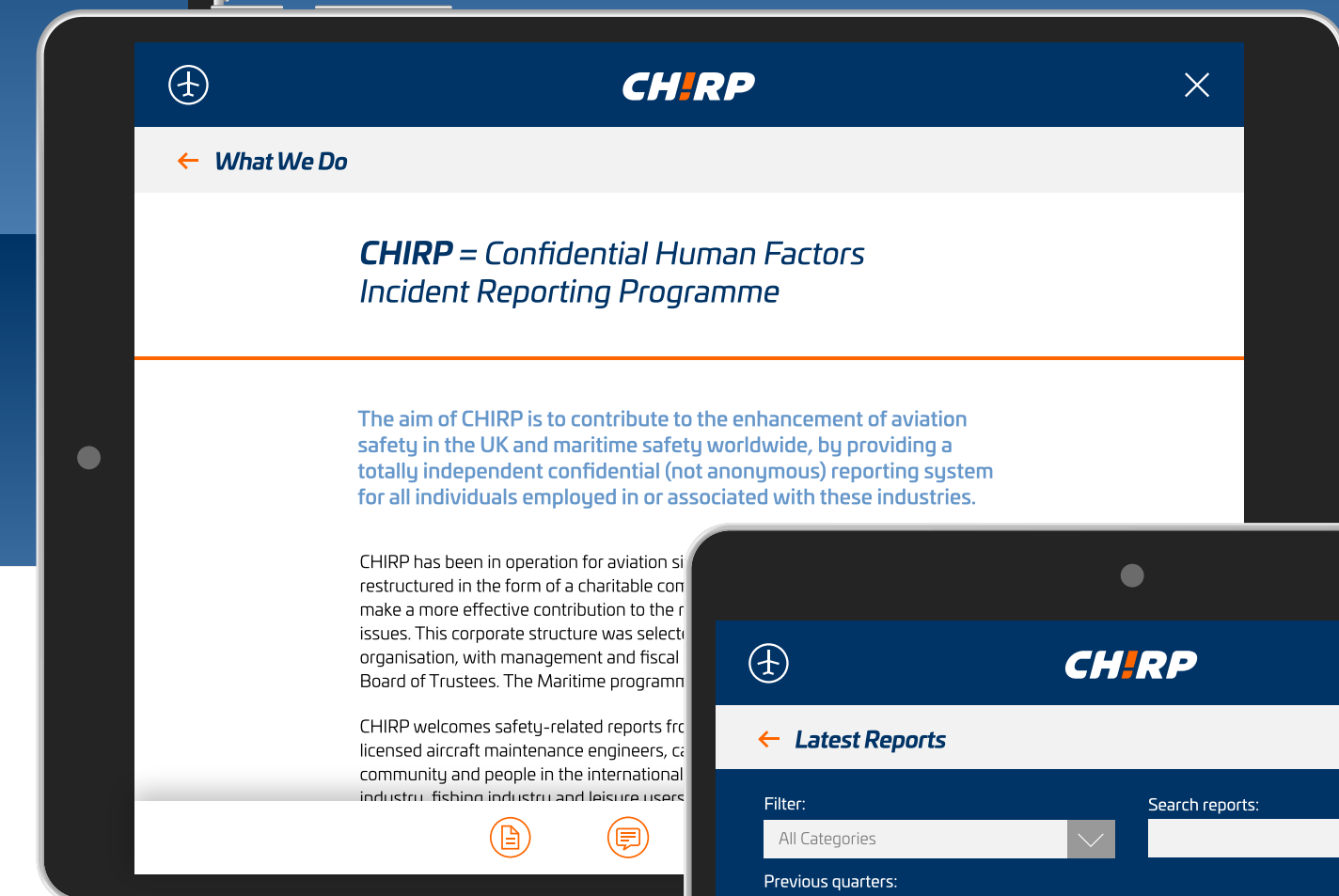
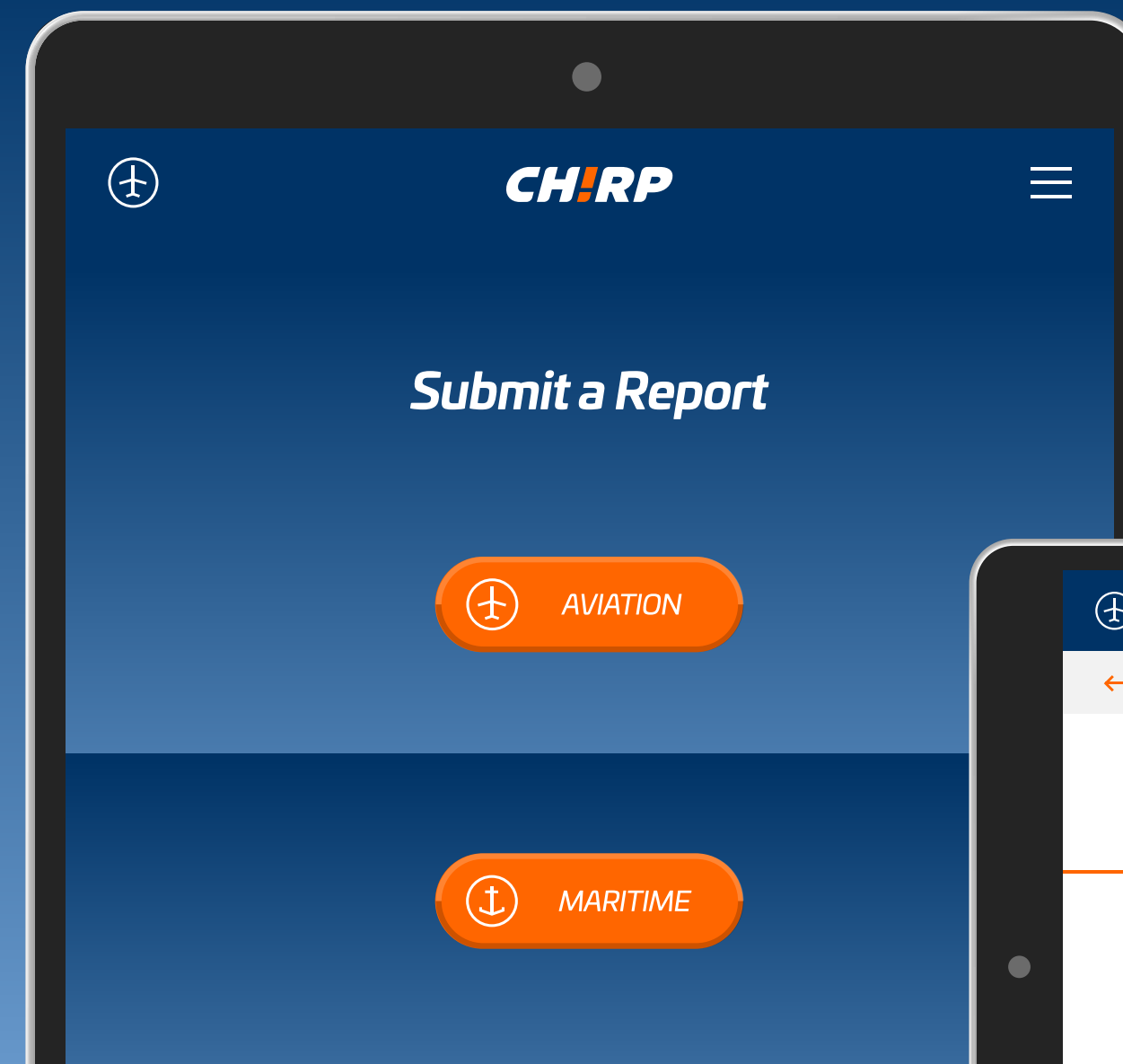
Deborah Seymour | Communications Director

CANSO

CHIRP

Confidential Human Factors Incident Reporting Programme

surgery



Helping people speak up to CHIRP about safety

Insight

We know good digital design doesn't just need to look good; it needs to improve user experience and customer engagement too. CHIRP required a new look and a refreshed, more practical digital presence and functionality to pursue their purpose of giving people a place to share aviation and maritime safety concerns. As always, we took the time to really understand the issue.

Idea

"We want even more people to share their experiences of aviation and maritime safety and submit reports", CHIRP told us. We created a new look around an air and sea safety theme and, through this new brand, built a bespoke website — bringing the aviation and maritime sectors together to make it as simple as possible to submit a safety report.

Impact

The new digital functionality made accessing and filling out reports easier and all new company publications are now readable with limited Wi-Fi. Maritime and aviation sector information is available all in the same place — reports can be submitted and saved on the go and there's already been an increase in reports received.

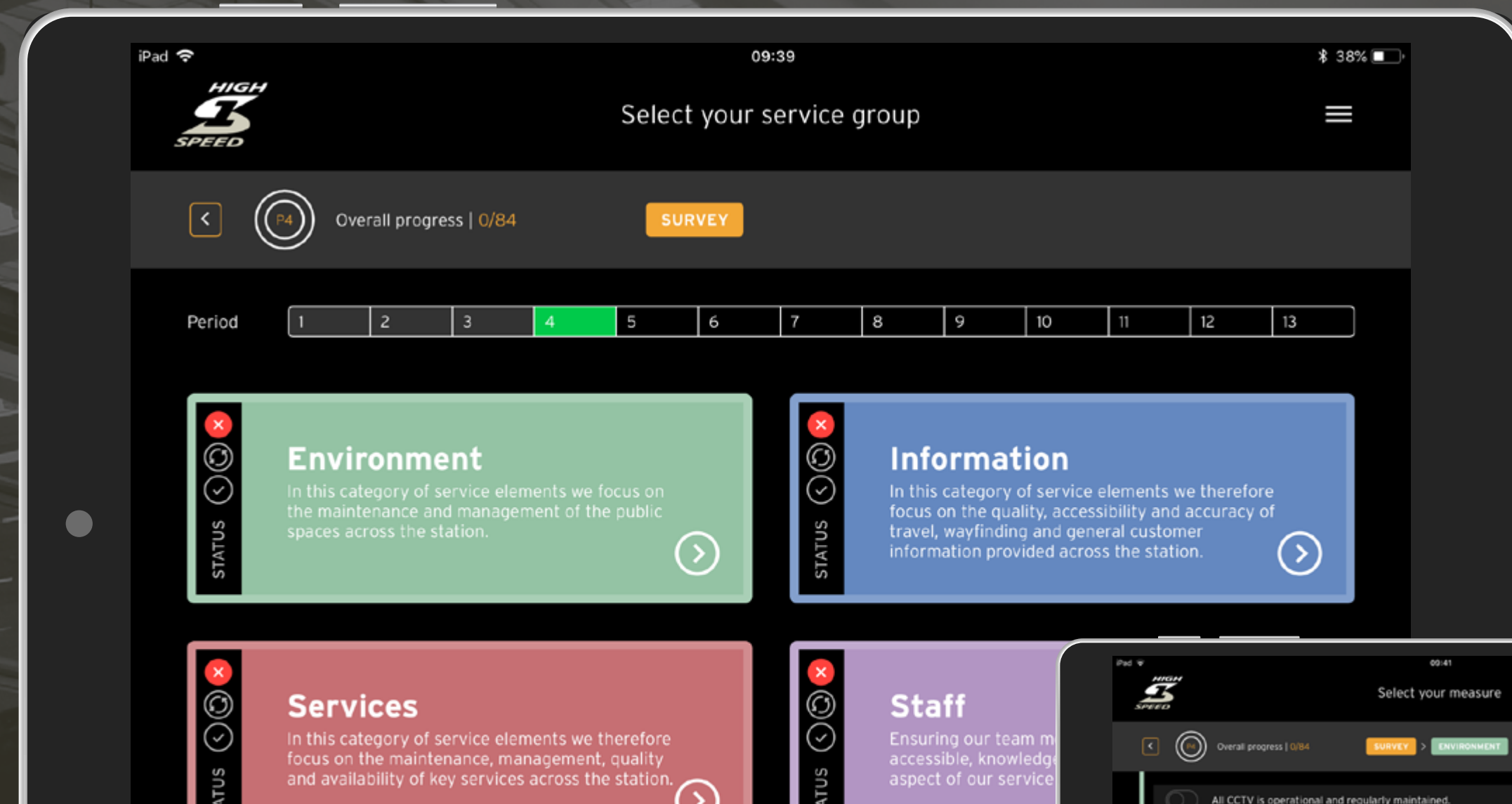
View video





[WHAT GOOD LOOKS LIKE]

Service Standards Reporting App



surgery

All aboard – solving problems for HS1 with an app to improve their station experience

Insight

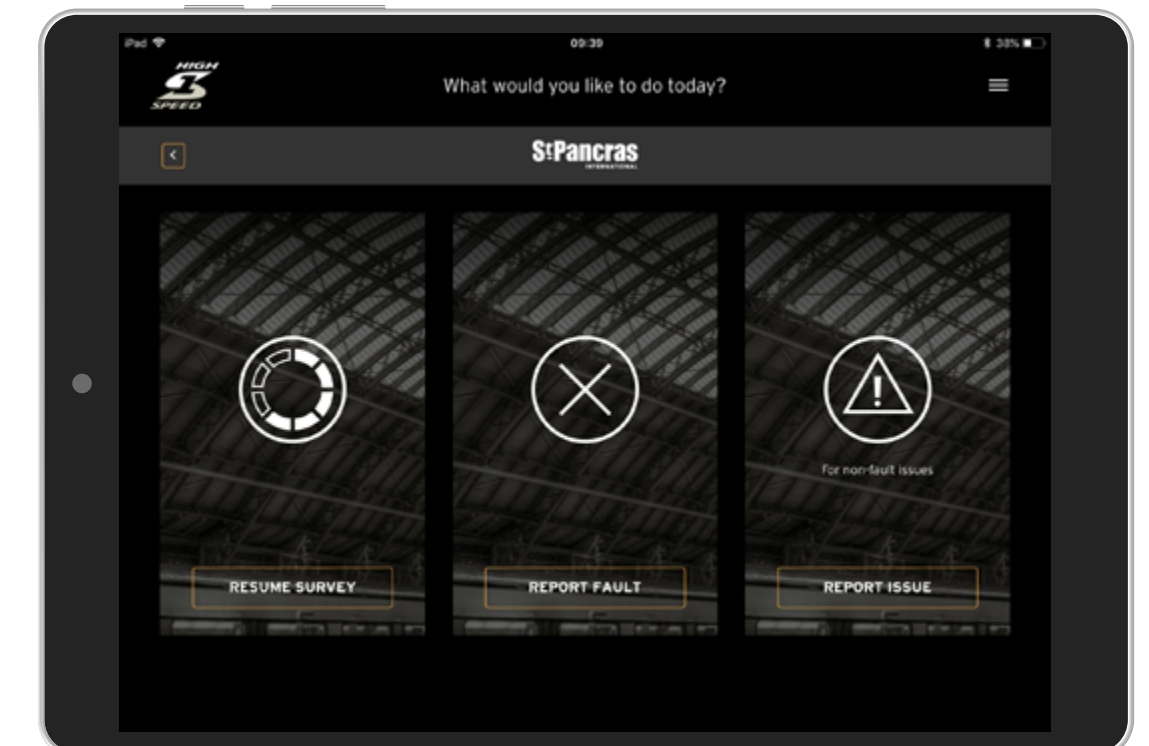
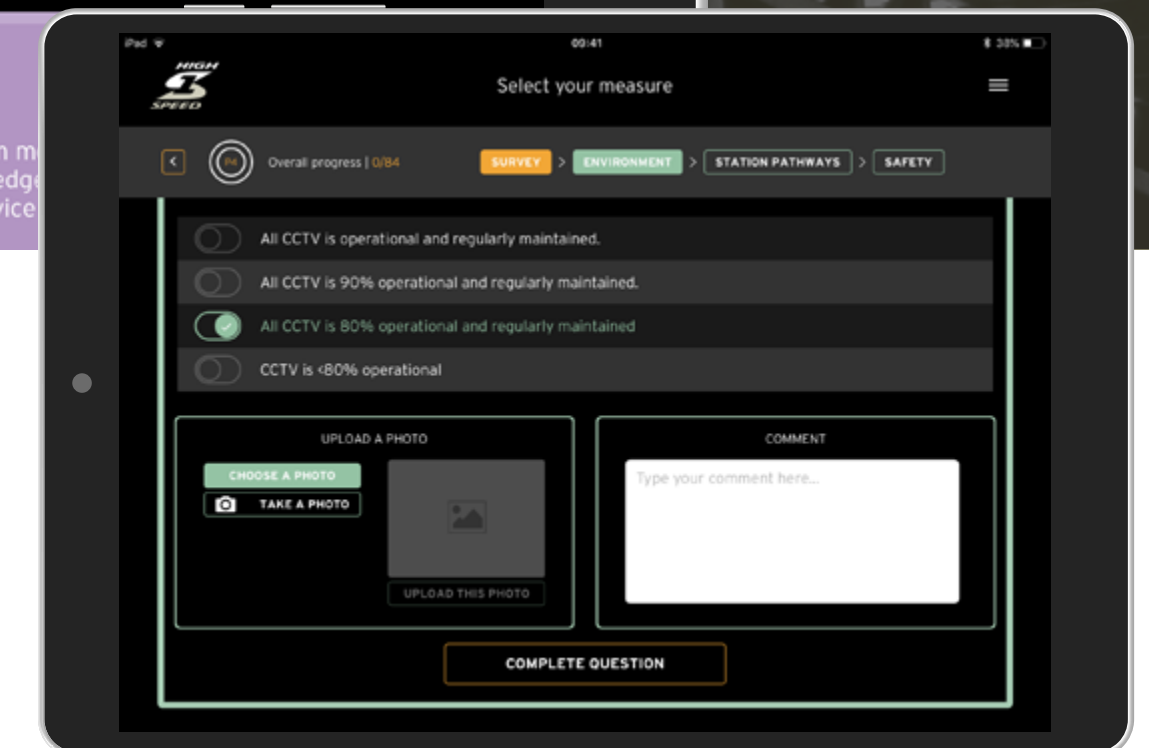
HS1 came to us with a problem. Since reopening St Pancras International the station had topped the customer satisfaction charts, but not anymore. What could we do to ensure they could deliver the 'World's Leading High Speed Rail' experience at the station and their other sites set against a range of service level measures?

Idea

We knew we had to make the solution as accessible as possible for their teams on the go, so we crafted a digital app solution giving them a tool to instantly record, monitor and subsequently improve the service level offering to passengers based a four-tier quality framework.

Impact

Our 'What Good Looks Like App' app allowed HS1 and Network Rail High Speed teams to plan and implement improvements much more efficiently. Team members could walk each of the HS1 stations in a pre-set order to instantly score services and get urgent faults and improvements organised straightaway.



Events & Exhibitions.

everyone^{TV}

The
Freemoji Island
Hotel

Welcome
to our
summer
party!!!

surgery

A time for celebration & gratitude

Insight

To mark the launch of their new free streaming service, Freely, Everyone TV transformed their summer party into a Freely celebration. The primary goal was to express gratitude to employees for their dedication and hard work on the new platform while providing a unique and memorable celebration to surprise and delight them. Typically, attendance at summer parties is low, so through creative, intriguing invitations and teaser communications, we aimed to create a 'can't miss' atmosphere.

Idea

The venue, featuring a central beach bar with real sand, was ideal for a fun and engaging theme. We transformed the space into a bespoke hotel within a hotel, complete with unique branding. Guests enjoyed a photobooth to capture memories, a custom employee-made playlist, cocktails, and a BBQ. Actors portraying over-the-top hotel staff added a touch of magic by handing each guest pink sunglasses and leis, enhancing the celebratory atmosphere.

Impact

89% of guests reported they really enjoyed or enjoyed the celebration.

93% felt extremely appreciated or appreciated.

68% attendance rate.

"It's been just brilliant working with you on it. You've been 100% dedicated, totally unflappable, resourceful, creative, and fun throughout."

Jess Hookway
Internal Communications Manager



GBG

surgery



Stronger together

A dynamic TV-show style virtual event to inspire GBG's people to feel stronger together

Insight

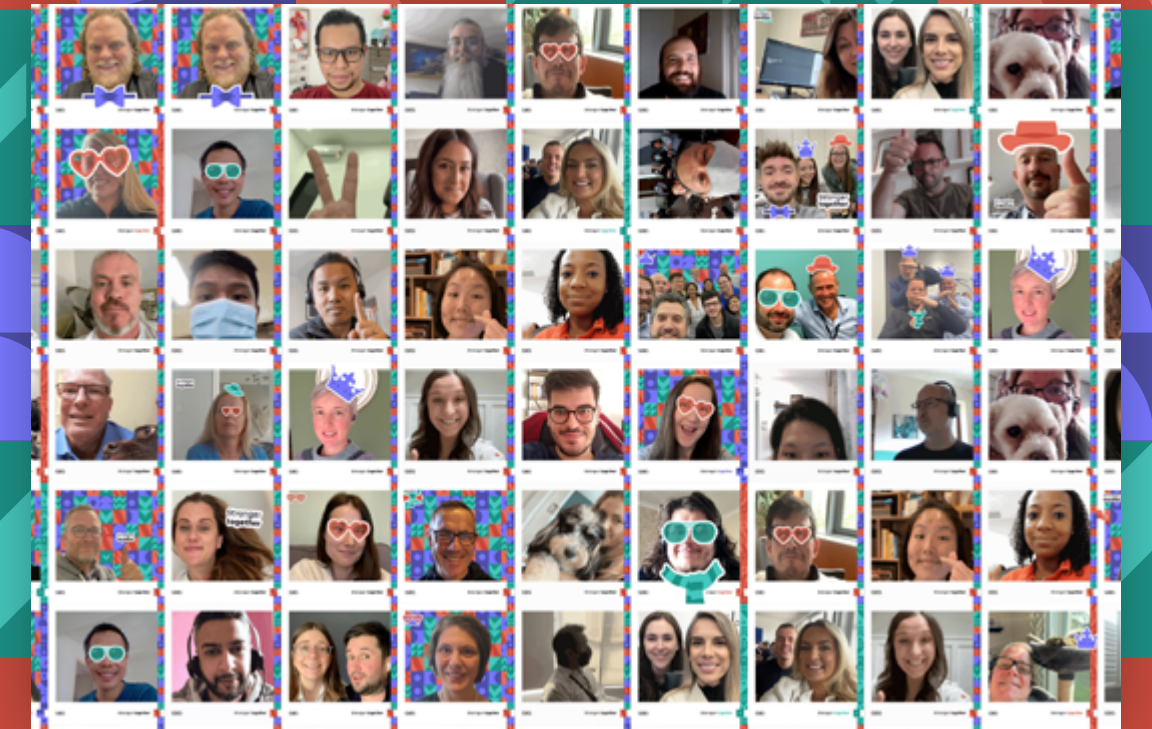
GBG wanted to bring their employees together globally to celebrate the year, thank everyone for their part in their success and to excite them about their future plans.

Idea

A live virtual TV-show experience with no speaker talking for more than nine minutes to keep it dynamic and interesting. We maxed out on the interactivity and created a bespoke virtual photobooth to capture the moment when everyone was 'stronger together'.

Impact

92% agreed that they enjoyed the event,
83% felt inspired to smash the year ahead,
91% felt proud about what GBG do,
87% felt clear on where they're heading and
95% believed they were stronger together.



View video





THE SECRET OF THE LOST SCIENTIST AMS ESCAPE ROOM



Aviation meets STEM in this ultimate rescue mission!

Insight

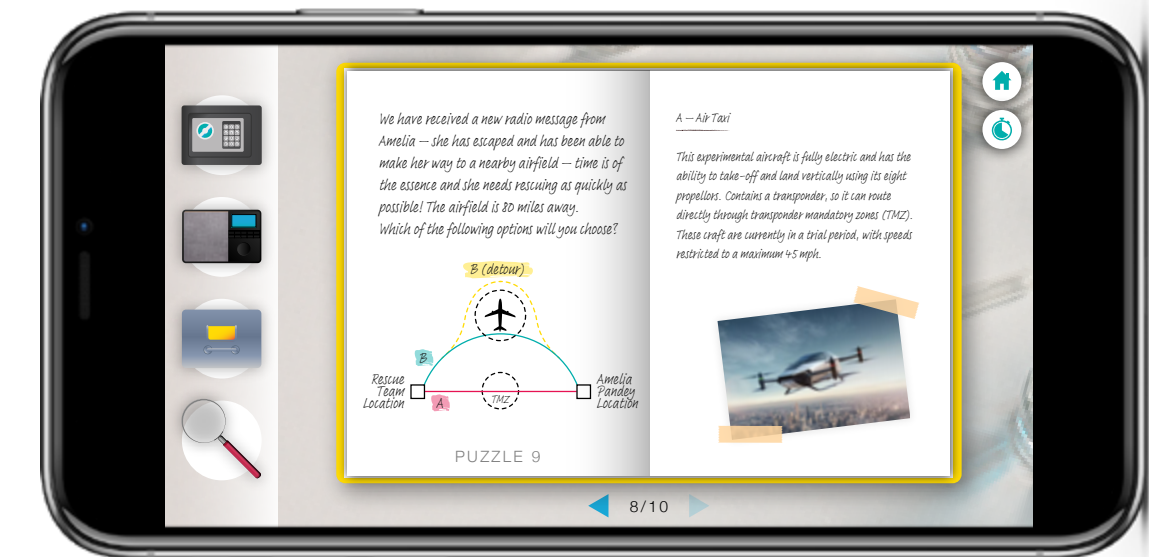
We needed to create an escape-room-based activity that centred around the airspace modernisation strategy, helped impart knowledge and learnings, while also being fun and engaging. The target audience was KS3&4 pupils and industry-focused individuals.

Idea

After a lot of researching and idea generation we finally landed on a puzzle-type story lead solution, that would lead the reader through the learning in an interactive way. The last two questions would then divert to a 'choose your own adventure' type approach, allowing for discussions — with no correct answers, just different outcomes and consequences based on the choices made.

Impact

Through the two versions created we received a hugely positive reaction from both audiences.



CANSO

surgery



A focus on CAN SO at Airspace World

Insight

CAN SO was charged with taking over the Airspace World global airspace navigation service providers' yearly trade show. They wanted their stand to have a real presence and be the main point of focus for their membership but also as a contact point for delegates to the Geneva Airport event.

Idea

There was only one way to go and that was BIG! We designed one of the biggest stands at the show. It was designed to grab delegates' attention, as well as being a meet and greet zone. We created an open and welcoming space which included cosy breakout zones. It was also designed to enable the hosting of an industry awards event on the second day of the show.

Testimonial

"We received so many great comments about the running of the show, the content of the theatres, the look and feel, the communications, the CAN SO stand, the website and app is incredible."

Deborah Seymour
Communications Director



View video



Internal Comms.



Don't wing it.

Don't use the same password twice.



surgery

Getting Channel 4 employees to use their noodle and get excited about cyber security

Insight

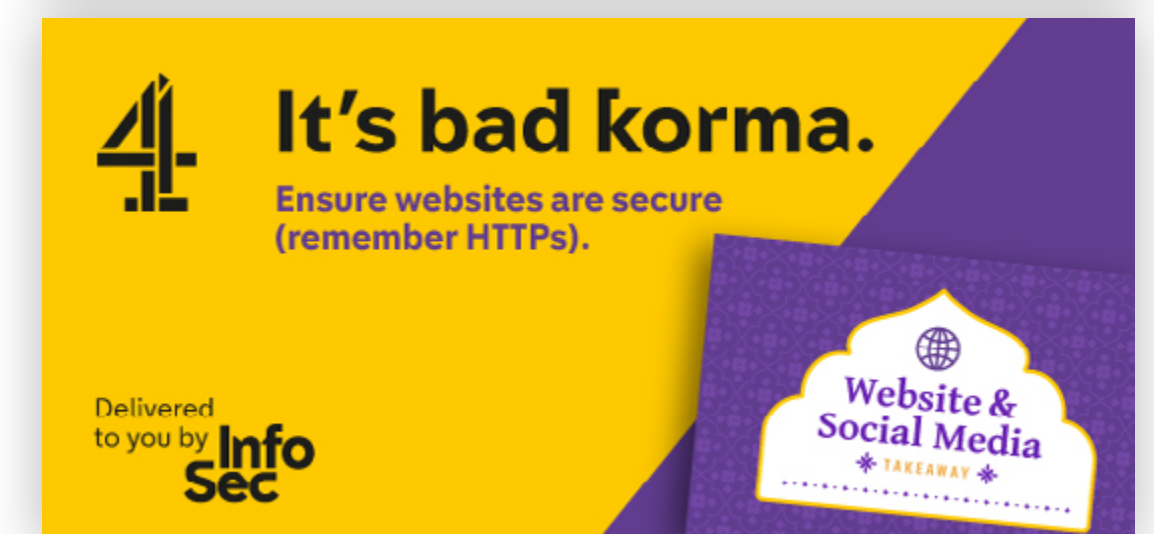
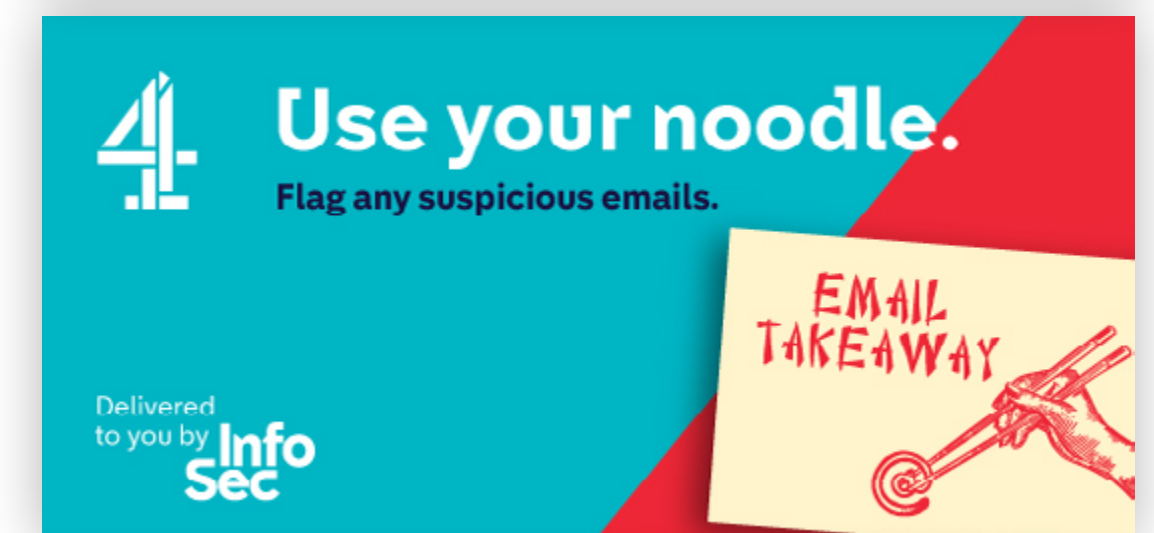
Channel 4 needed to make online security fun and engaging. They wanted to bring some life to a serious, dry message by grabbing attention and making it easy for their audience to get the information they needed. It had to be simple and stand out from a host of other internal comms messaging by being creative, innovative and visually powerful.

Idea

We got really creative with this one to 'deliver' a brilliant campaign! By turning the key Channel 4 safety actions into a takeaway menu of options, we produced a delicious, fun-copy rich and visually stunning campaign which really stood out. It's bad 'korma' not to look after your digital safety after all!

Impact

The campaign went down like a lovely Friday night chicken tikka. It was unique and, with big, bold and bright visuals became an instant Channel 4 comms classic. It got people intrigued and talking, driving internal discussion and action uptake. It's still making a progressive change to daily working practices thanks to its colourful and highly visual artwork.



easyJet

A LATTE
A DAY = CONVERTIBLE
WHEN GREY

Make a small sacrifice
for later on in life.

£11 less a month in your bank



#MONEYSAVINGMOMENTS

Engaging the hard-to-reach crew at easyJet with a financial wellbeing campaign

Insight

easyJet's cabin crew are a younger, happy-go-lucky bunch. They don't have time to think about their pension. That was a worry for easyJet and they needed help to find a comms campaign solution.

Idea

Pensions can be a bit boring, right? So, we captured our audience's imagination with a fun, engaging campaign making them easy to understand and encouraging people to start thinking about their financial future.

Impact

A huge rise in pension contributions – in fact, **27%** of employees chose to add more to their pension pot every month.

surgery

A MARS
A DAY = SPACE
WHEN GREY

Make a small sacrifice
for later on in life.

#MONEYSAVINGMOMENTS



easyJet

ELLENA
CABIN CREW MEMBER

25 years old 20k a year 5k pension pot

As easyJet has already been contributing towards her work place pension, her current pension pot is £5000.



FROM APRIL 2018

ELLENA'S CONTRIBUTION	EASYJET CONTRIBUTION	TOTAL MONTHLY CONTRIBUTION
1% of her monthly salary	5% of her monthly salary	
£16.67	£84.48	£101.15
NET COST £11.34	NET SAVING £5.33 (20% tax relief, 12% NI relief)	EASYJET PAY £83.33 NI SAVINGS £1.15
		A SMALL Sacrifice For A BIG Outcome

“

We love working with the Surgery because they're bright, creative, strategic, and they're so collaborative in their approach. Even when something isn't quite right, we work really closely together to get the best outcome for the business.

Laura Campbell Head of Internal Communications

easyJet

“

I think the comms campaign and the disruption influencing group is really excellent, best I've seen since I've joined this company and could really have an impact if we keep consistent with it.

Stuart MacDonald Head of Operations HR & Industrial Relations

easyJet

ROKE



surgery

Listening to our people and taking action

Hi there!

This is a toolkit and guide to We Are Roke, our listening and employee check-in tool. Inside, you'll find helpful information about We Are Roke and how it can help our people. Through We Are Roke, Rokies can share what's important to them, what they're thinking, and how they feel. This useful data helps you, as line managers and stakeholders, to understand where we're at as a business. So, please champion We Are Roke with your teams and colleagues. Through it, we're identifying the proactive actions we need to take to keep Roke a place where we can all be extraordinary every day!

02 | Stakeholder Guide

What makes you **happy** at work? ✓✓

Anonymous@Roke

When my skillset and experience are recognised and used to help both the business and our customers. ✓✓

and let's change our world together!



we are Roke
our listening platform

Insight

Roke's engagement survey was set up by their group company and no longer fit for purpose. Take-up was down, and the business was struggling to translate output into actionable results.

View video



View video

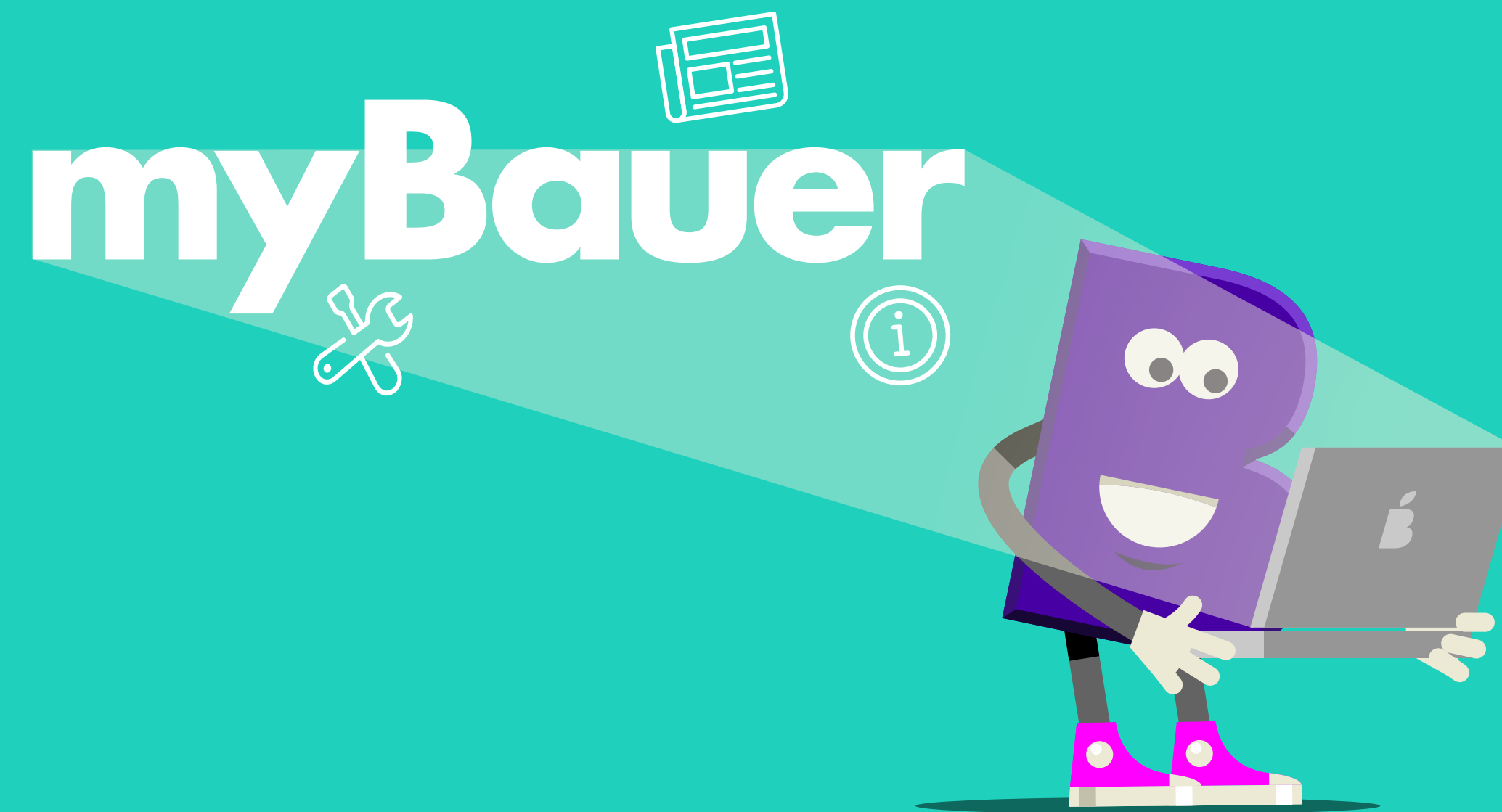


Idea

We did research with employees and the business to understand everyone's needs and preferences and create a new approach. We conducted a market review of software, helped the people team create strong new processes and launched a new engagement tool.

Impact

The target take-up was 70% of employees, and we achieved 78%. But more than that, feedback about the system was positive and the people team have an actionable plan to turn employee input into real change.



Getting Bauer buzzing about their intranet

Insight

Bauer asked for our help to make their new global intranet launch go with a bang. It was all about creating awareness, excitement and educating people on what to expect from the new platform.

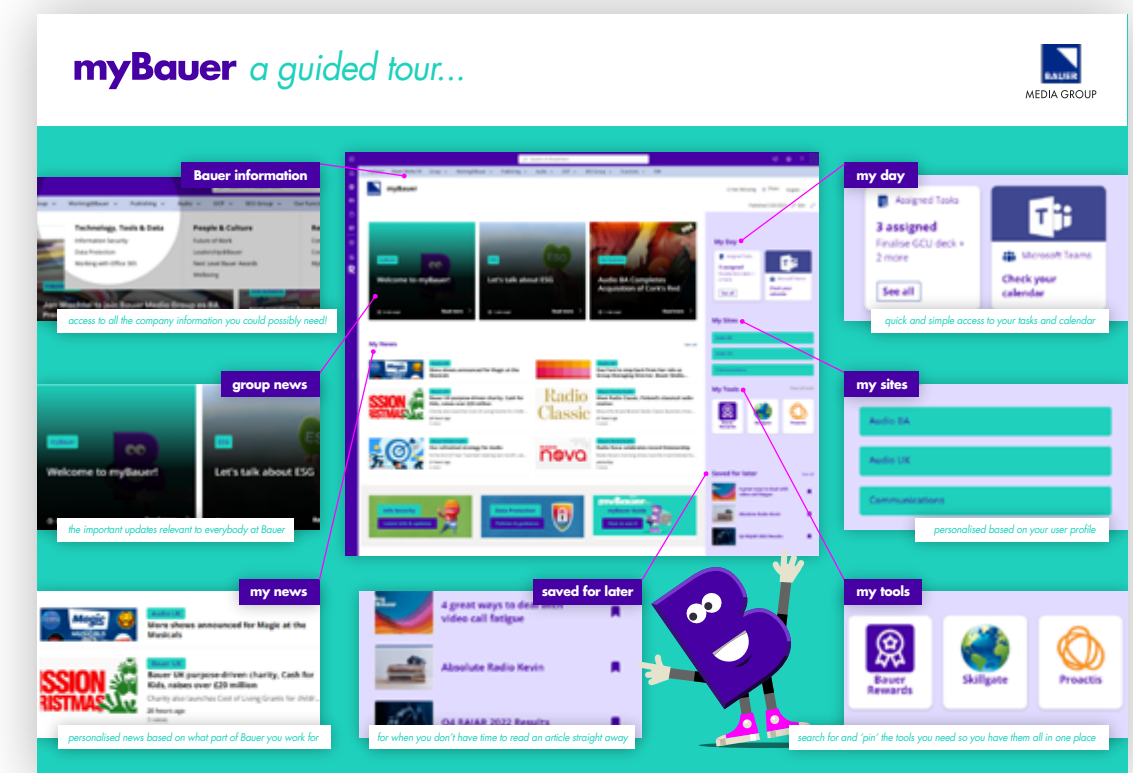
Idea

We developed a character-led approach with "Bee" walking employees through the new intranet. We produced an animation, several GIFs, infographics, email and intranet headers, plus a toolkit, to give Bee some real buzz!

Impact

The new platform launched successfully and we recieved this lovely message from the client: "The toolkit and assets were really well received by our global comms network yesterday, so thank you for all the work so far!"

View video



Cadent

Fuel a thriving career

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

John Smith

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

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

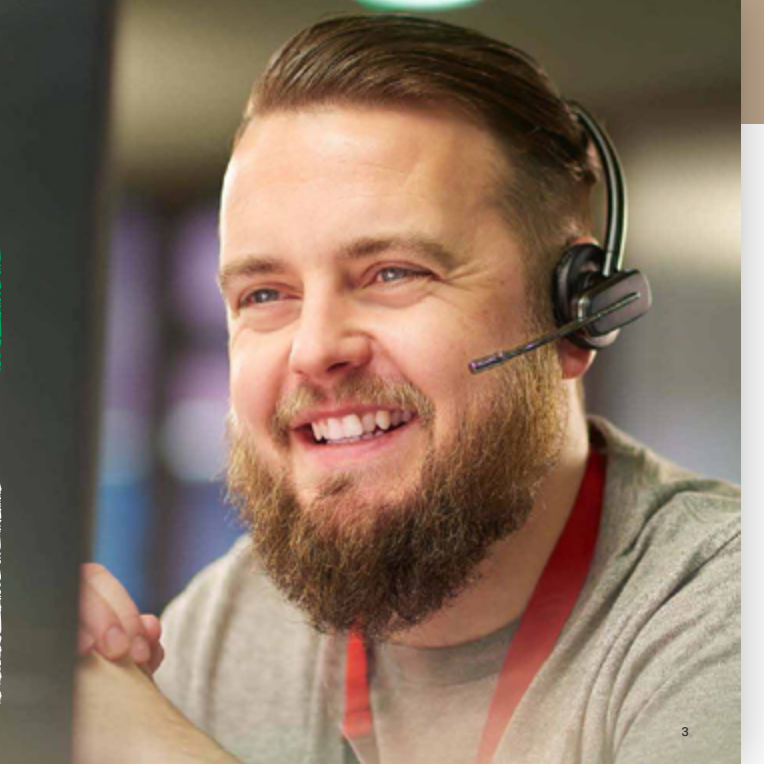
The Glassdoor score improved to 3.2 and Cadent started a continuous improvement plan. Alongside our work, they were able to recruit a full-time employer brand member and using our guideline have increased their presence across social media.

A brand as real as its people

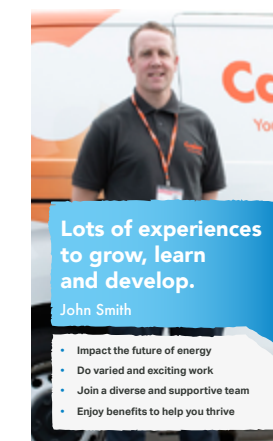
The employer brand is the feeling people get when they think about Cadent as a place to work. It's the result of reputation, experience and assumptions - it's complex to unpack. Our job is to focus on how best we can manage that perception.

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.



In action

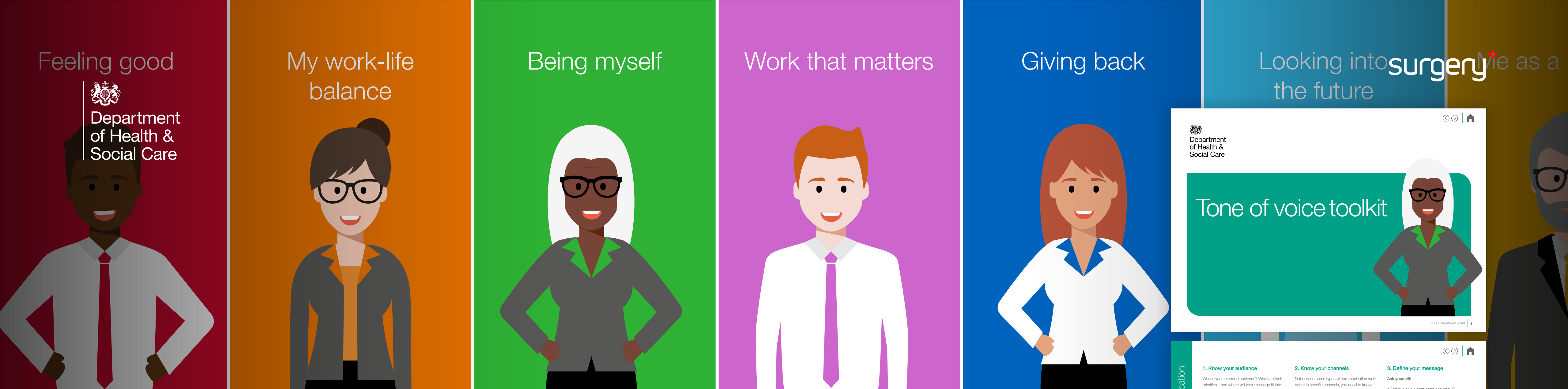


Fuel a thriving career
Cadent
www.cadentgas.com/careers
#ThriveWithCadent

Banner-up example



Poster example



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

Insight

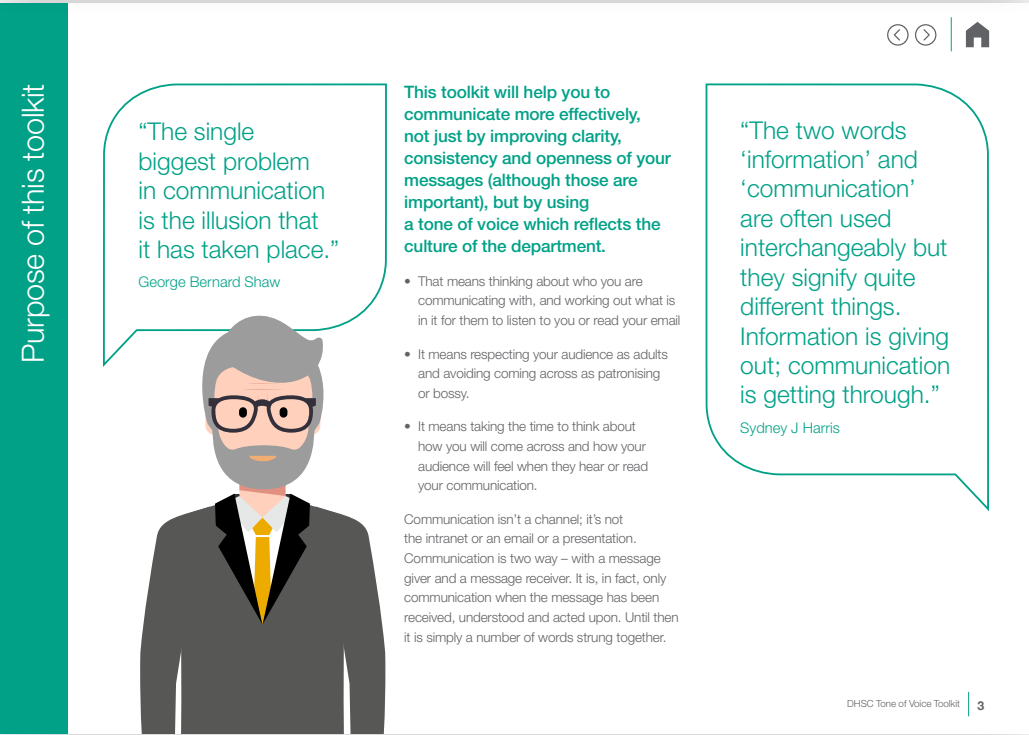
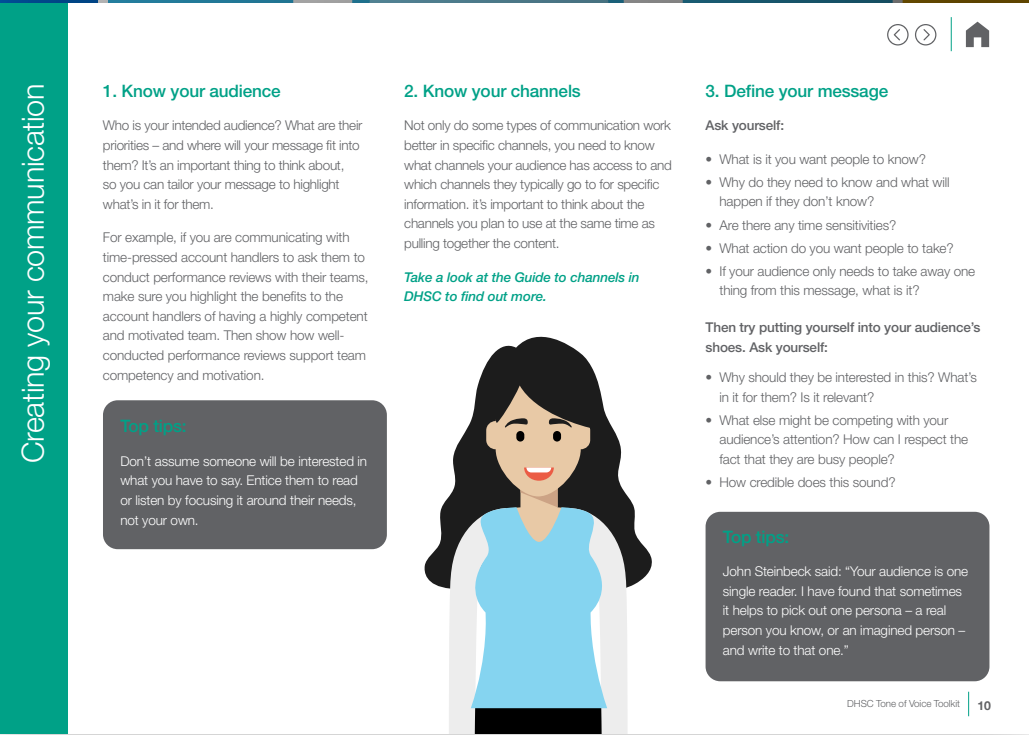
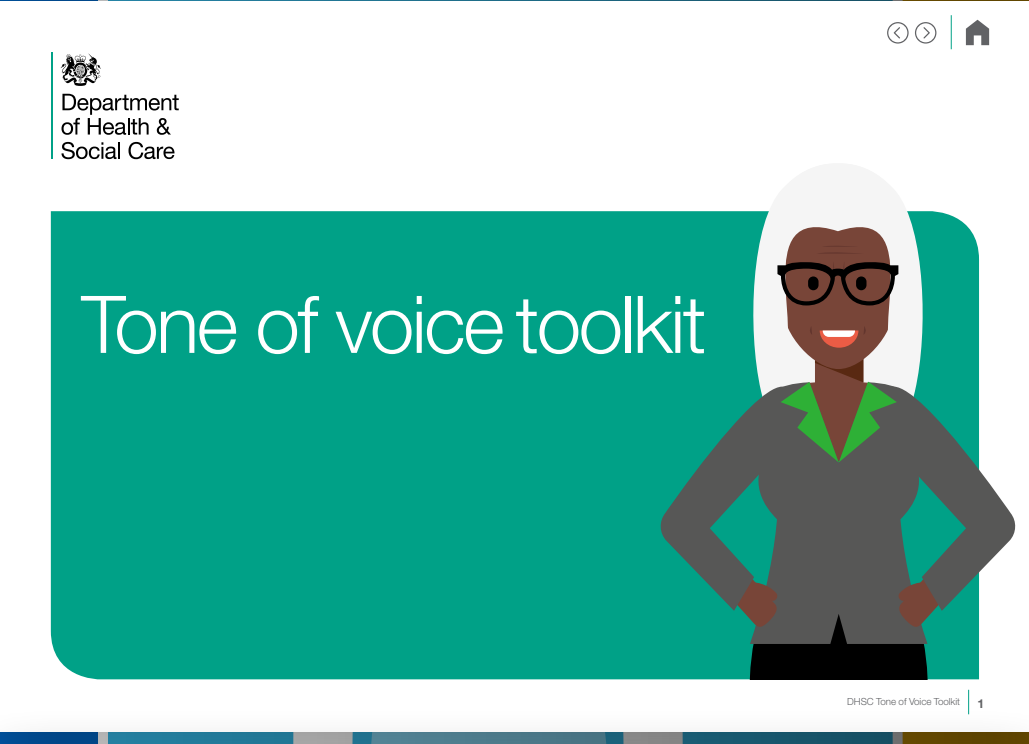
We worked with the Department of Health & Social Care to refresh their Employee Value Proposition (EVP), both from a narrative and visual identity perspective. Through talking to their people, we uncovered the perception of HR, its services and the EVP.

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.



View video

ROKE

MAKING THE *extraordinary.* EVERYDAY



surgery

so we asked **you** to help us create an authentic



Attracting new talent with a personal approach to innovation

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.

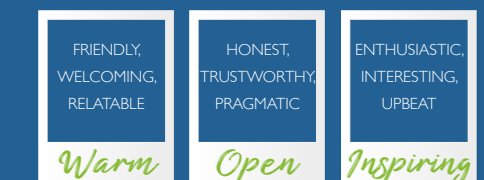
Impact

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.

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.



PAGE 12

ROKE *extraordinary.* EVERYDAY

EMPLOYER BRAND BOOK



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

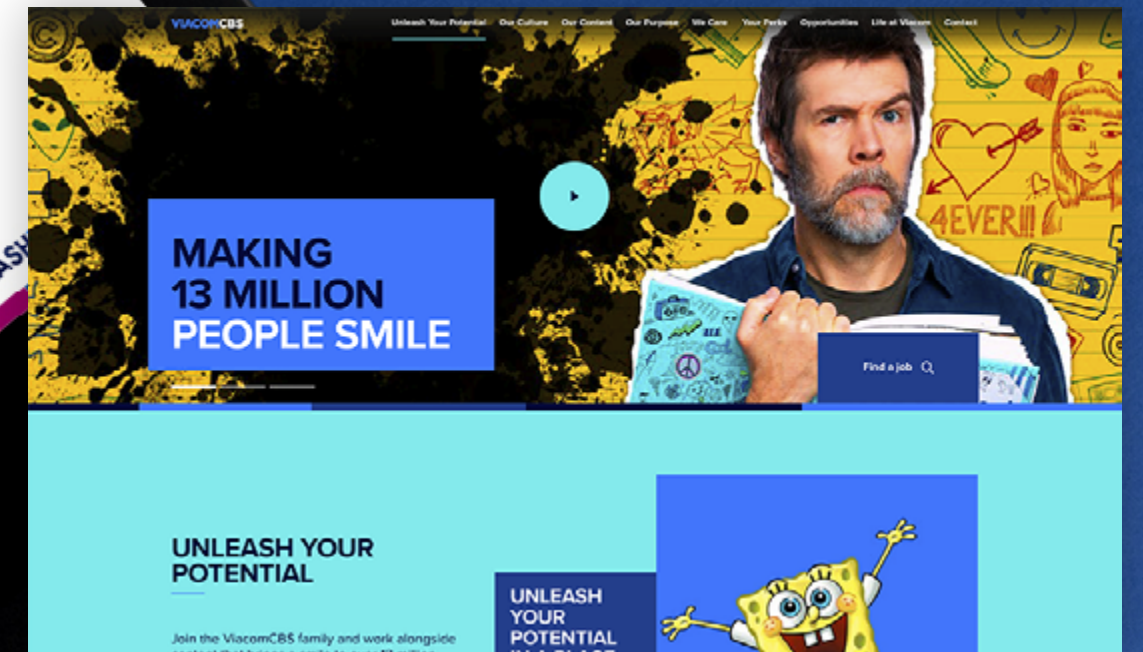
View video



Paramount

surgery

UNLEASH YOUR
POTENTIAL
EMPLOYER BRAND BOOK



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

Insight

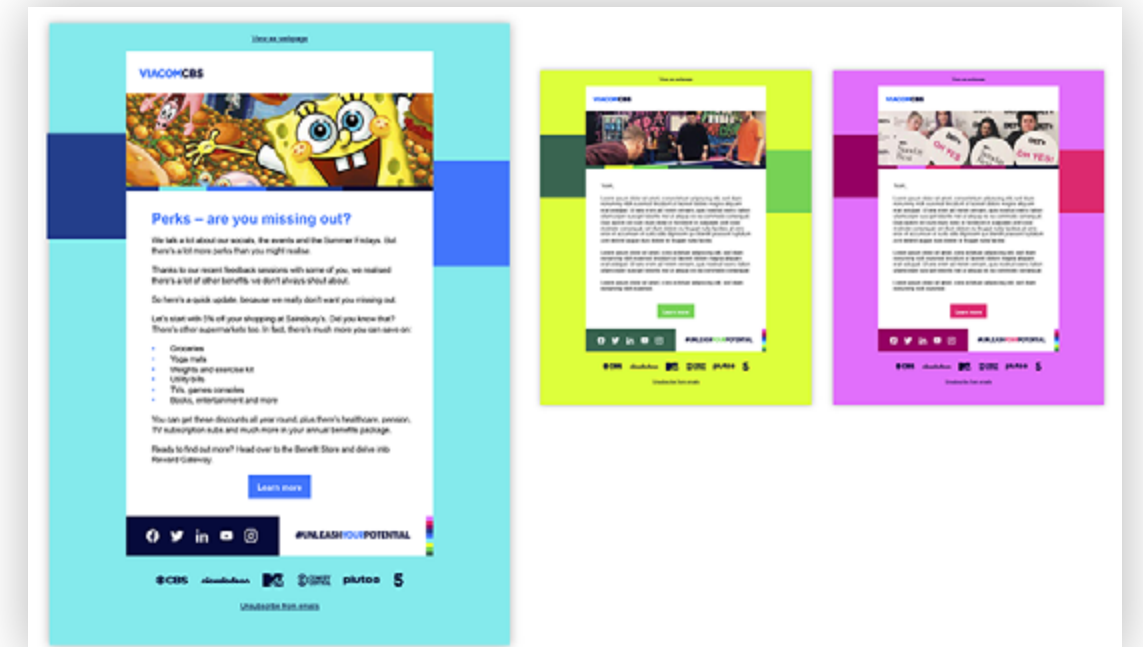
Paramount needed our help to create a new EVP and employer brand so they could recruit and retain the best possible talent. Our employer brand expert got to work researching who Paramount thought they were, from a leadership and employee point of view. Through a series of workshops, interviews, focus 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.

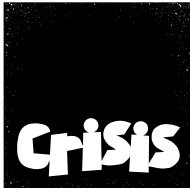
Every step of the way, the Surgery worked with us to develop our vision, challenge our thinking, improve our concept and ultimately create an employee-led EVP which we can really be proud of.

Catherine Pereira Talent Acquisition Director

Paramount

Our clients













Our awards

 Best Evaluation Process of Internal Communications Domino UK Ltd. and The Surgery 2025	 The Surgery IC Director Carly Murray Internal Communicator of the Year Finalist 2024	 Best Medium Agency 2023	 Award of Excellence GBG All Employee Virtual Kick Off 2023	 Best New Event CANSO Airspace World 2023	 IC Consultancy of the Year 2022	 Best Interactive Content Cadent Gas' Challenge Campaign 2021
 Best Use of Storytelling Cadent Gas' Challenge Campaign 2021	 Nestlé's Ignite Leadership Programme 2019	 Consultancy of the Year 2019	 easyJet Employee Pension Campaign 2019	 HS1 'What Good Looks Like' App 2019	 CAA Dronesafe Brand, Website & Drone Code 2018	 CAA The Skyway Code 2018
 E.ON Heartbeat CRM Video 2018	 Southern Co-op Annual Report 2018	 easyJet Employee Pension Campaign 2018	 National Grid Bring Energy To Life App & Web Platform 2018	 NATS Your Space Employee Engagement Programme 2017		

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

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:

Listen here →

The graphic is a comic book-style poster for the podcast 'Kick-Arse Employer Brands The Podcast'. It features a red background with white and yellow text. The title 'KICK-ARSE' is in large, bold, yellow 3D letters with blue outlines. Below it, 'EMPLOYER BRANDS' is in white, and 'THE PODCAST' is in white. A small 'surgery' logo is in the top right. A photo of two hosts, a man and a woman, is in the bottom left. A list of guest logos is in the bottom right.

surgery

KICK-ARSE

EMPLOYER BRANDS THE PODCAST

WITH SPECIAL GUESTS FROM

PRIMARK® amazon gsk

shopify MERCK

Entain holidayextras twilio

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

t. 01428 707524
e. info@ineedsurgery.com
ineedsurgery.com

Find us

Surgery Design and Digital Ltd
Granary Barn, Orchard Park Farm, Lurgashall
Petworth, West Sussex, GU28 9EU

Follow us

