

# BARN TO BOARDROOM

THE BIG CHRISTMAS



# BARN TO BOARDROOM

THE BIG CHRISTMAS



Hosted by

**Carly Murray**

Internal Communications Director, Surgery

**Sarah Meurer**

VP Global Internal Communications, Elsevier

surgery<sup>®</sup>



# FEEDBACK AFTER THE SESSION

“Thanks to all the speakers”

“Thank you for a fantastic session!”

“Thanks for a great session!”

“Thanks for all the info”

“Thanks everyone –  
really enjoyed my first meeting”

“Thanks everyone, till we can meet  
in person sometime soon!”

“Very nice event, thank you very much!”

“Great event!!!

Thank you so much for organizing”

“Brilliant speakers!”

“Thank you, that was a really lovely  
respice from the madness of today!!”

“Thank you all - it’s been great to join  
the event, meet some new people and  
can’t wait to hopefully see you all in  
person next year!”

“Thanks to Carly, Megan and everyone  
else at The Surgery for this session”

“Great job everyone - looking fwd to  
seeing you all in person soon!”

“Thanks for a great event! :)”

“Thanks all! Great event “


“Thank you so much Carly and  
everyone else who put this together.  
Really enjoyed the event ❤️”

“Lovely session, see you next time “

“Great event.  
Thanks very much for having me”




# LINKEDIN FEEDBACK

 **Caroline Coomber** • 2nd  
Employee Campaigns at GTR (Govia Thameslink Railway) 1d ...


It was a great session - both in terms of content and Christmas jumpers 😊

Like · 🗨️ 4 | Reply · 1 Reply

 **Lizzie Sparrow** (She/Her) • 2nd  
Enabling senior leaders in B2B businesses to manage reputation a... 17h ...


It was a lovely festive surprise! Thanks to all at [The Surgery](#) for a great event and good chats

Like · 🗨️ 1 | Reply

 **Claire Widd (CIIC MCIM)** (She/Her) • 1st  
Head of EMEA Internal Communications, Rackspace Technology & IoIC ... 1d ...


There's not many people that I'd willingly deck myself in sequins for but that's a wrap on [#barntoboardroom](#) for this year.

Huge thanks to the team at [The Surgery](#) for having me and letting me share the gift of employee-led conversations and thanks to everyone who came along to listen! It's always a pleasure to meet and share with such an enthusiastic group! [#internalcommunications](#) [#festive](#)



with You and 7 others


🌿 You and 28 others 7 comments

 **Joanna Parsons MPRII** • 2nd  
Head of Internal Communications, Regional Director for Ireland. Board ... 23h ...

🎵 It's beginning to feel a lot like Christmas! Thanks to [Carly Murray](#) for hosting a festive internal comms event last night in which Santa himself made a surprise appearance.

It was a great snappy format - 6 speakers who had 5 mins each to give us their insights and ideas, followed by some networking and chats.

Great start to December. [#barntoboardroom](#) 🎄👶



with You and 34 others 1 comment



# BARN TO BOARDROOM

THE BIG CHRISTMAS



Giving you the gift of  
EX - the next frontier for IC

**Sarah Meurer**

VP Global Internal Communications, Elsevier



surgery<sup>®</sup>

# SARAH MEURER

## Comments from the event:

“Centrica created a head of employee experience around 5 years ago 👍”

“A friend and former colleague joined Adobe's Employee Experience team in the Summer. Adobe do this really well. Unsurprisingly their employees are recognised as some of the happiest”

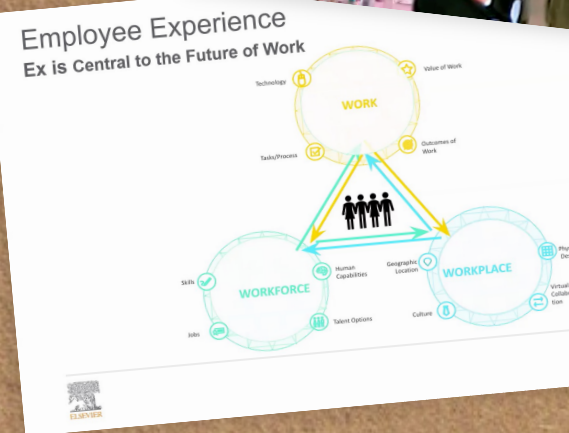
“I just joined dentsu as their Global Director of Employee Experience - when they approached me I was impressed they had a role purely focused on this (hence one of the reasons I took the job!)”

“Luckily for me.... most companies are terrible at EX! (Otherwise I'd be out of work!)”

“Centrica created a head of employee experience around 5 years ago 👍 Nice guy who has since moved to an agency”

“My former org Aldermore has done a lot around developing an EVP and putting a team in place to deliver it.”

“We do not have a Head of Employee Experience in our HR team here at ViacomCBS but The Surgery did help our Talent Acquisitions Director create our first-ever EVP which was shortlisted for an award this year. So, the journey has begun...”



How relevant did you find Sarah's session?

A bit relevant  
9%

Extremely relevant  
91%



surgery

# BARN TO BOARDROOM

THE BIG CHRISTMAS



Giving you the gift of  
a new channel idea

**Mike Lantzy**

Co-Founder of Soundbite



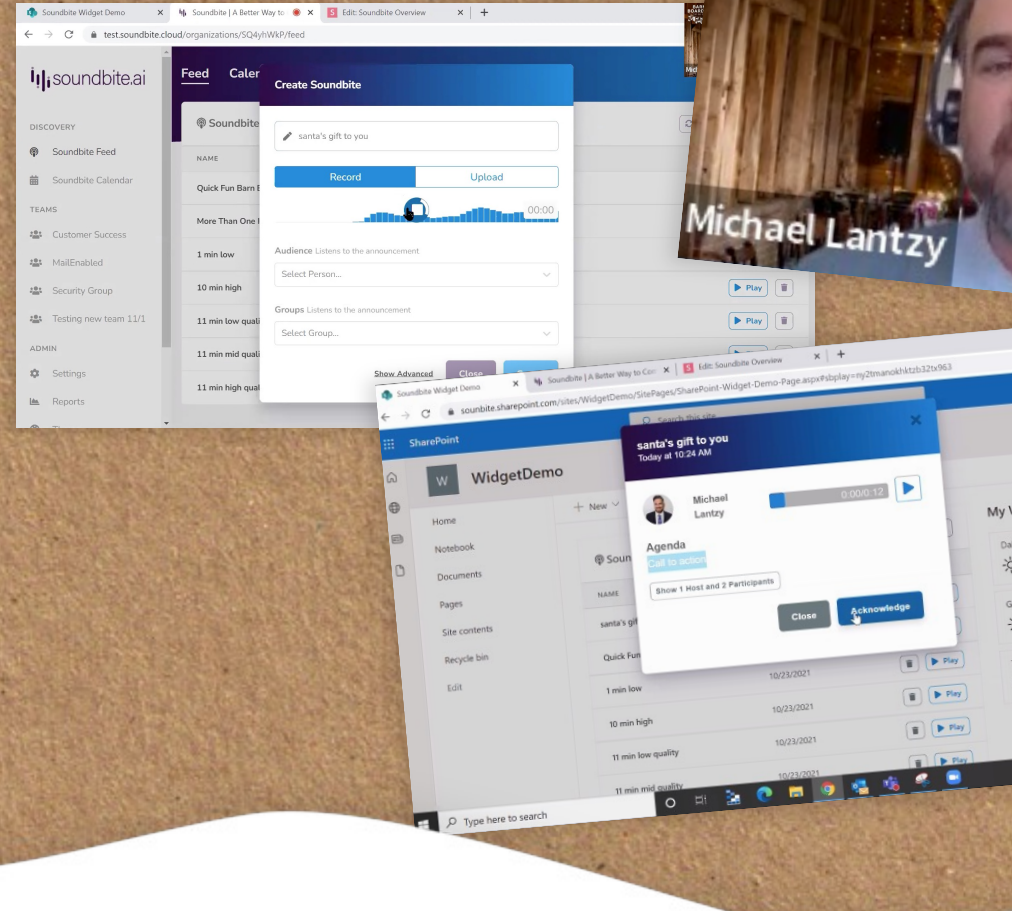
surgery<sup>®</sup>



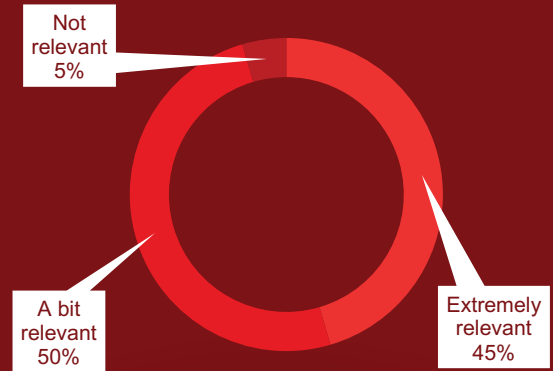
# MIKE LANTZY

Comments from the event:

"I'm curious about Soundbite"



How relevant did you find Mike's session?



# BARN TO BOARDROOM

THE BIG CHRISTMAS



Giving you the gift of  
employee-led conversations

**Claire Widd**

Head of EMEA IC, Rackspace

surgery<sup>®</sup>

# CLAIRE WIDD

## Comments from the event:

“Yes to listening and learning from employees 👍👍👍”

“We can all learn so much when we really take the time to listen”

“The ACT bit is so important - and highlighting ‘because you told us XYZ.... we have done this’. Without action employees give up and say ‘what’s the point in telling you this stuff if nothing changes’.”

“Sometimes a simple you said/we did campaign can work wonders but you have to commit to it - employees can see through superficial actions”

“In terms of listening, we have a great opportunity as IC professionals to show listening (beyond surveys) in the content we curate and share - giving employees an authentic and uncensored voice that’s supported by senior leaders.”



How relevant did you find Claire's session?

A bit relevant  
36%

Extremely relevant  
64%

# BARN TO BOARDROOM

THE BIG CHRISTMAS



Giving you the gift of  
how to work happy with Microsoft 365

**Alex Graves**  
CEO, Silicon Reef

surgery<sup>®</sup>

# ALEX GRAVES

## Comments from the event:

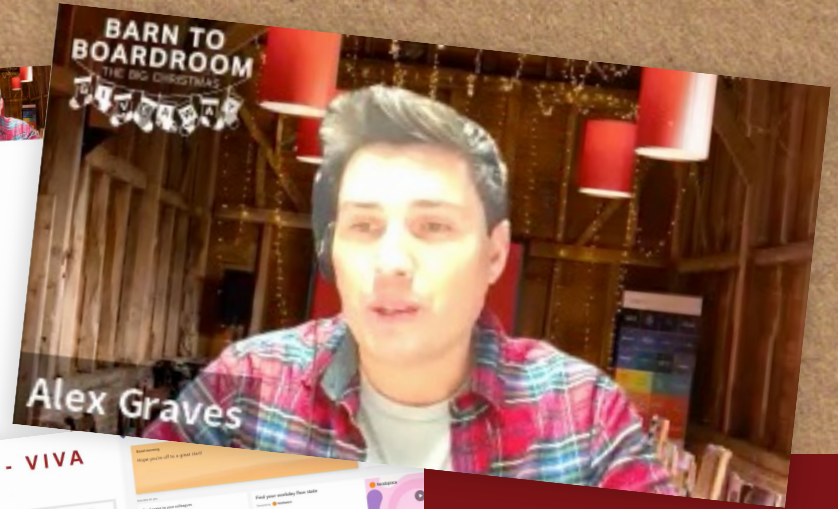
LinkedIn: "No AGENDA, No ATTENDA  
#barntoboardroom"

"Wow I never knew this existed! Just found it  
on our system. Thanks for this gift"

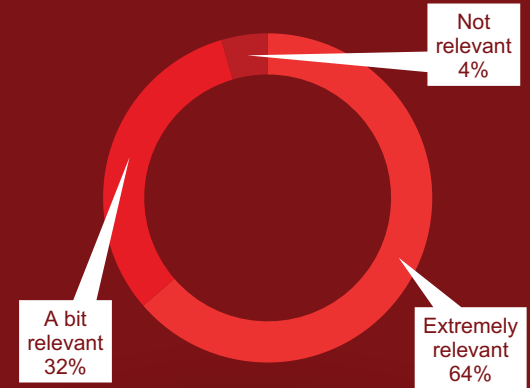
"Love that - no agenda, no attenda, gonna  
pinch that."

"Really great insight, thank you!"

- 1. VIVA Insights personal productivity**
  - Use VIVA Insights to block book diary for focus time
- 2. MS To-Do**
  - Personal task management
- 3. MS Planner**
  - Team task management
- 4. Outlook - Shorten meetings and always have an agenda**
  - Reduce 30 mins to 25 mins, and 60 mins to 45 mins



How relevant did you find  
Alex's session?



# BARN TO BOARDROOM

THE BIG CHRISTMAS



Giving you the gift of  
confident speech

**Richard Etienne**

Internal Communications Director, Elsevier



surgery<sup>®</sup>

# RICHARD ETIENNE

## Comments from the event:

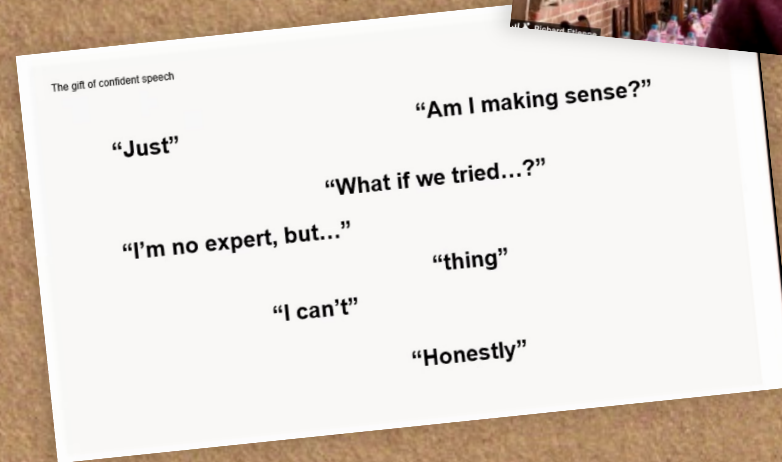
“Love how removing JUST makes no difference to the sentence and you sound more confident :)”

“Also try changing every 'but' to 'and'. It's magic for making things more positive!”

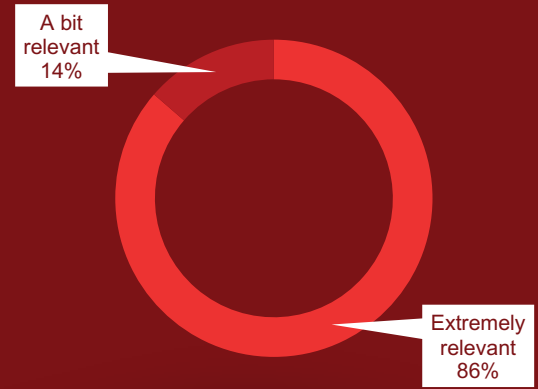
”Ah listen, can we start a Richard Etienne fanclub? He is THE BEST”

“Thanks Richard, I need your 7 deadly sins on a sheet right next to my desk!”

“I'm going to pin those 7 phrases up and use them as a check list on every email!”



## How relevant did you find Richard's session?



# BARN TO BOARDROOM

THE BIG CHRISTMAS



Giving you the gift of  
engaging events

**Joe Gilliver**

Founder & Executive Producer, The Chameleon Agency



surgery<sup>+</sup>



# JOE GILLIVER

## Comments from the event:

“Changing format is great advice.”

“We have a kick off event in January to launch our new strategy/vision - so this is very timely for me and given some food for thought! Thanks”

“I love the sound of Chameleon”



How relevant did you find Joe's session?

A bit relevant  
50%

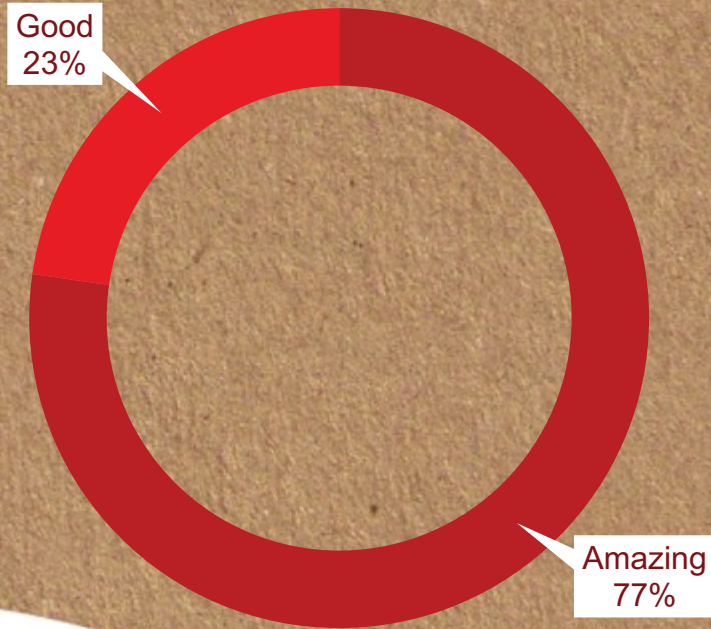


Extremely relevant  
50%

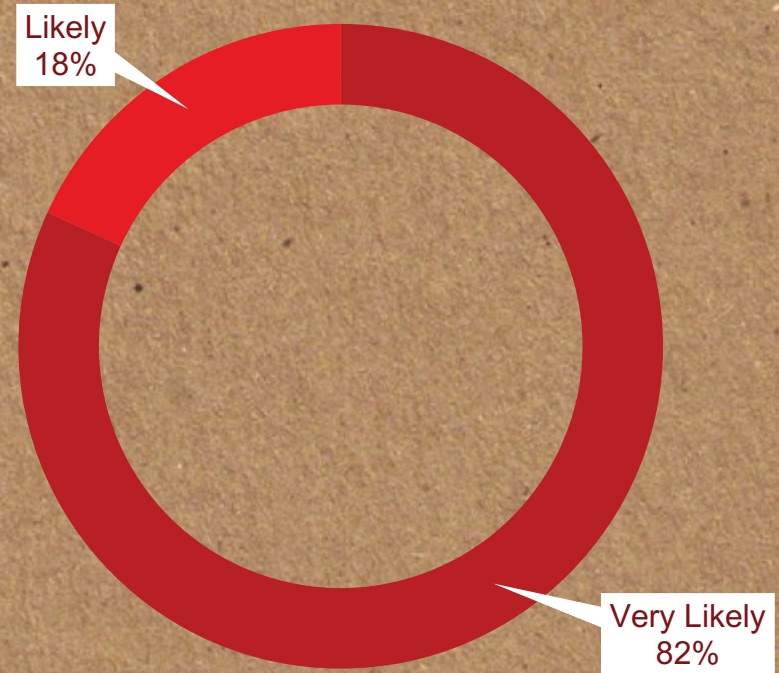


# POLL RESULTS

How would you rate your Barn to Boardroom Christmas Experience?

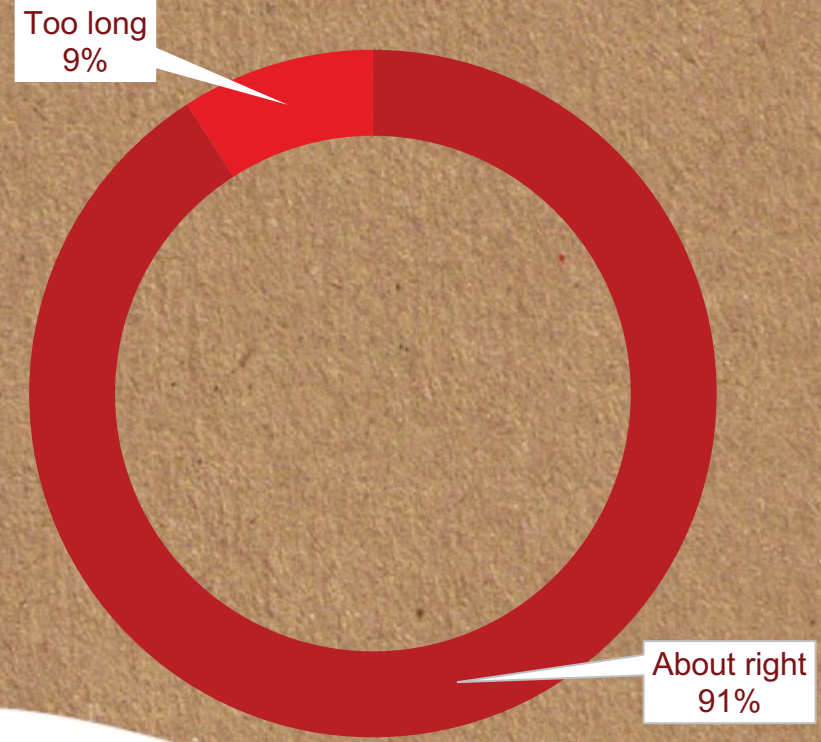


How likely are you to recommend Barn to Boardroom to a peer?

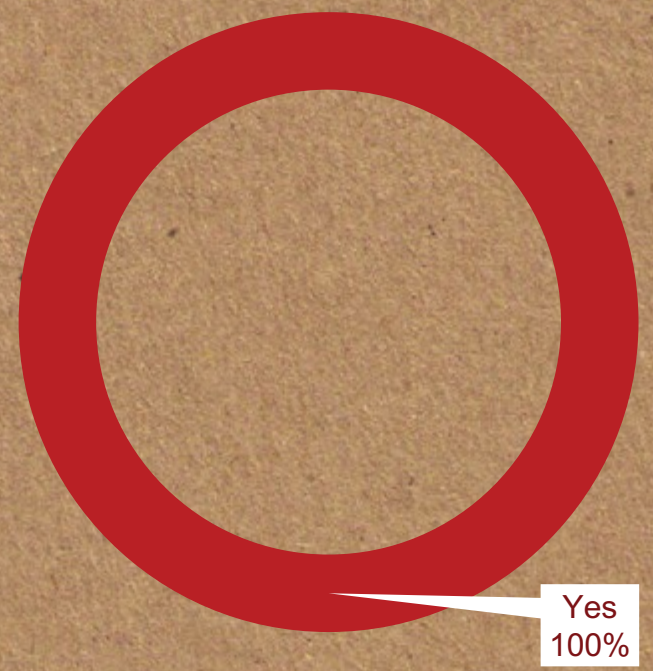


# POLL RESULTS

How was 90 mins?



Would you like to do it again?  
(with different speakers)



# BARN TO BOARDROOM

THE BIG CHRISTMAS

