WORK THAT WORKS®

IOIC Awards 2026

Class Winner.

Best Medium Agency

INSTITUTE OF INTERNAL COMMUNICATION

surgery

Creative Design Credentials

surgery

The Surgery is an Internal Comms + Creative Agency

Two disciplines that don’t just sit side by side, they elevate one another. Our design thinking mindset shapes how we uncover and translate insight, while our internal comms expertise ensures every creative choice has purpose, clarity and impact.

It all comes together in our mission to create work that works - strategic, insight led, creatively crafted solutions that move people and organisations forward.

It’s work that sharpens understanding, exceeds objectives and shifts behaviours.

Work that helps your people and your organisation move forward with confidence.

WORK THAT WORKS®

surgery

WORK THAT WORKS®

We focus on solutions

By interrogating the brief, defining the real challenge and crafting creative and strategic responses that deliver tangible, measurable impact.

We make the complex simple

By cutting through noise, bringing clarity to clutter and turning complexity into communication and design that's actionable, aligned and impossible to ignore, we make sure your messages have impact.

We work with your team

By becoming an extension of your business. We're collaborative partners who care as deeply as you do - pushing thinking, elevating ideas and helping you reach the outcomes that matter.

surgery

Our areas of expertise



Internal Comms & Change

We help you communicate with clarity and confidence - from insight to narrative to activation. We shape strategies and transformation programmes that inform, energise and unite.



EVP & Employer Brands

We build EVPs rooted in truth and shaped by employee insight. The result? Employer brands with purpose - attracting talent and building pride from the inside out.



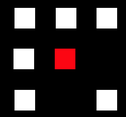
Design & Brands

We create external and internal brands, campaigns and visual identities that elevate messages and perform across channels - digital, print, exhibition and events. Design thinking with purpose, crafted for impact.



Animation & Film

We turn stories into standout moments through sharp scripting, bold visual direction and beautifully executed production. Our films and animations simplify, inspire and shift perception.



Digital Solutions

We design digital solutions that enhance campaigns, engage employees and solve challenges traditional media can’t. Built for clarity, speed and usability - online platforms that help people connect, understand and act.

Meet some of the team



Nick Cordell

Creative Director

Founder and Creative Director Nick has a proven track record in developing award-winning creative for clients' design, digital and internal communications businesses, collaborating with some of the world's most recognisable brands.



Adam Smith

Head of Design

As Head of Design, Adam leads our creative and design work at the Surgery. As an expert in UX/UI Design, the user is always at the forefront of his mind. Adam's experience lies in creating brands and brand languages, fine-tuning typographic layouts and translating content into structured graphics.



Rebecca Teague

Senior Designer

Having more than ten years' experience working in customer and internal-facing design agencies, Senior Designer Becca knows how to turn her design skills and ideas into large-scale campaigns, videos and branding. She's just as good at factoring in the small but important details to produce inspiring and creative work.



Beth Feeney

Senior Designer

Senior Designer Beth has worked in the design industry for over ten years and is passionate about what she does. She works hard to foster close relationships with her clients so she can always meet their needs and strives to create eye-grabbing creative that engages the audience.



Kerri Fullman

Senior Account Executive

Senior Account Manager Kerri excels in planning, managing and executing our projects. She enjoys working closely with the team to achieve the required goals and success criteria, while building long-lasting relationships with our clients.

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Our work

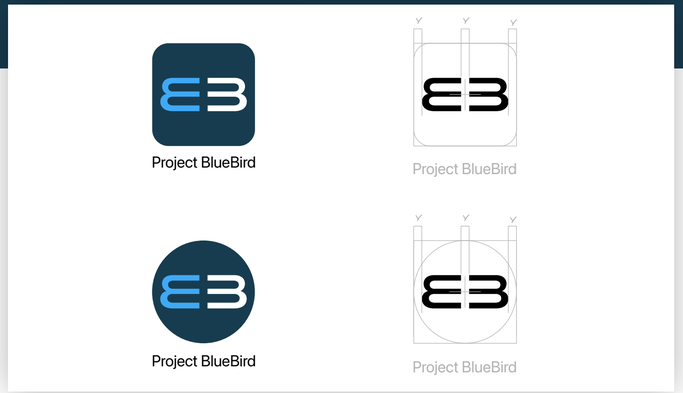
NATS

PROJECT

BLUEBIRD

surgery







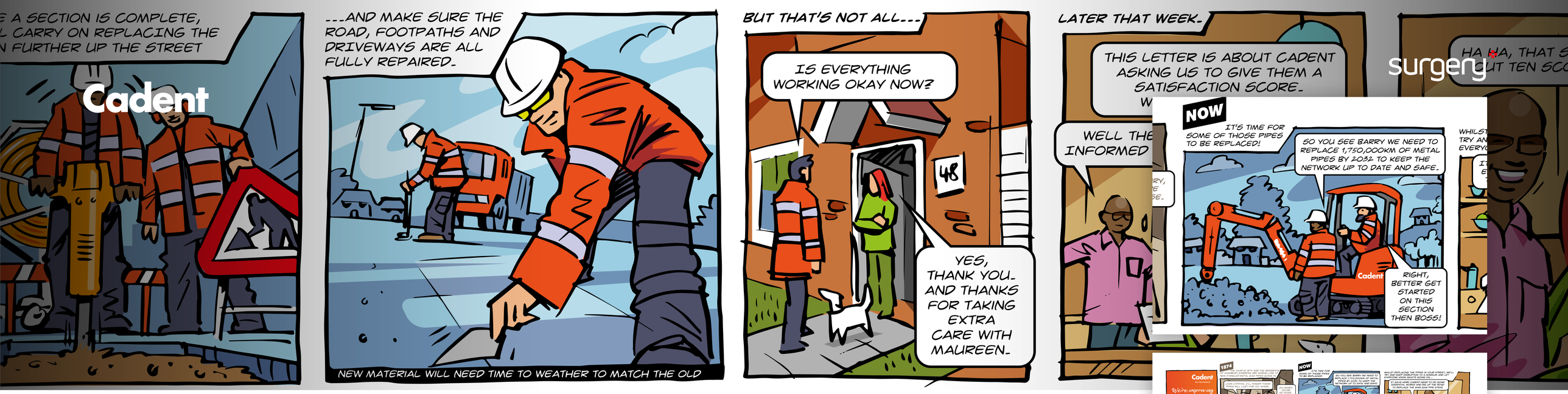
Creating a soaring brand for AI in aviation

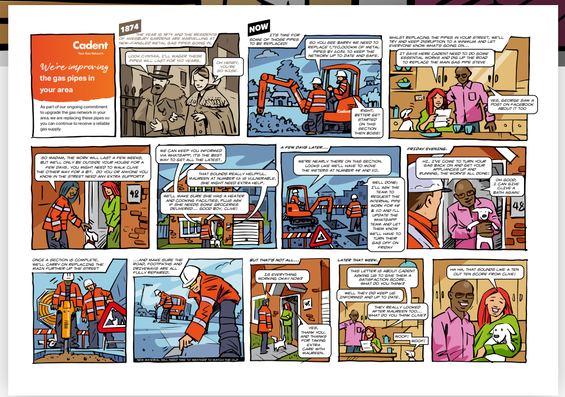
Insight

We were asked to help create a brand for ‘Project Bluebird’, a joint collaboration and research programme between NATS, The Alan Turing Institute and Exeter University. The aim of the project is to explore the use of AI and machine learning in Air Traffic Control. As the project isn’t owned by a particular partner, we needed to created an identity which will support the work but doesn’t focus on any one partner.

Idea

It was agreed that no one wanted a physical bluebird to form part of the design. Instead it was agreed that a unique, dynamic, futuristic logotype with elements that represented AI shadowing and a hint at birds in flight was the way to go. The final mark is forward looking and progressive, has an air of authority, and hints at something developing/evolving.





Creating a fun way to show Cadent customer care in action

Insight

The CEC (Customer Experience Centre) were going through a transformation programme; all about improving how employees feel at work and the way they work together. We were asked to create a lock up and roadmap to give the team an identity, and map out the progress the team has made, where they are now and where they want to be in the future.

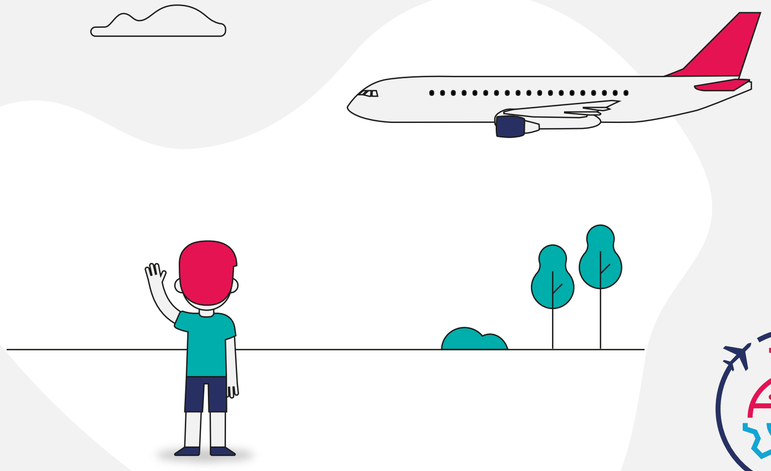
Idea

The lock up needed to included the four key elements of the transformation programme (People, Customer, Data, Technology), coming together to ‘make life better’. For the roadmap, we developed this comic strip style which will be used across a suite of assets. It's an easy way to communicate the messages, and it has longevity to be used far into the future.

Impact

The client absolutely loved the design, and have now come back to us to create a whole campaign and suite of assets using the style. We look forward to seeing how the cartoon story develops!

UK Civil Aviation Authority

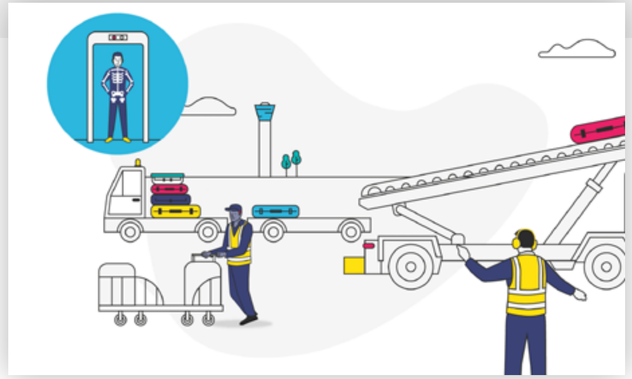


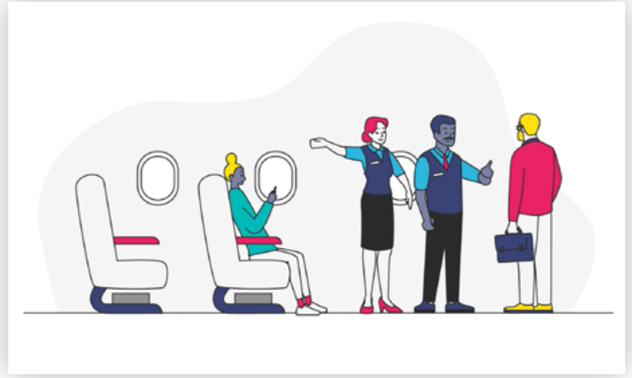
STEM

OPPORTUNITIES IN AVIATION & AEROSPACE

surgery







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

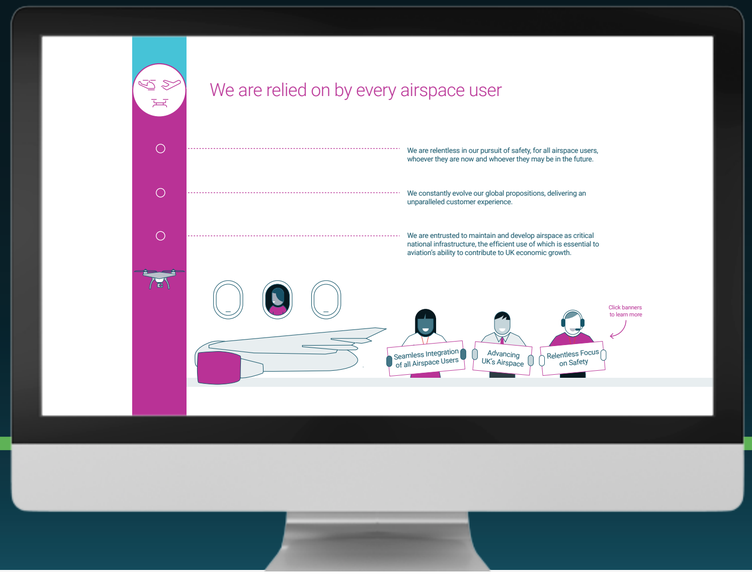
Following the launch, the DfT (Department for Transport) has continued to invest heavily in the programme. User stats show that the education community is fully engaged, demanding more and more support to enable them to share available opportunities with their students.

View video ▶

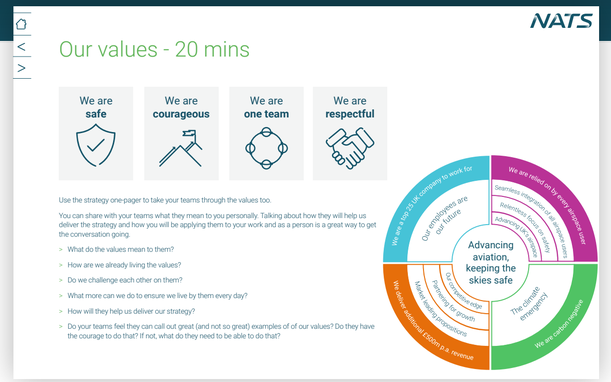
NATS

Our company strategy to 2040

surgery









A journey, not a destination

Insight

Since the pandemic, NATS needed to pivot and, as such, needed to launch a new updated corporate business strategy out to the wider business.

Idea

The idea was for us to provide creative and content support for a series of virtual events for the Exec, Senior Leadership and Leadership teams to provide them with the necessary infomation and tools to communicate the new strategy to their teams. As part of the toolkit, we created a strategy microsite which housed bite-sized chunks of video and audio content that everyone can dip in and out of,as well as visualising the strategy in a clear and simple way.

Impact

What really set this project apart was how all the information came together to create an engaging comms cascade through the different levels of the business. The microsite has served as a one-stop shop in all things destination 2040.

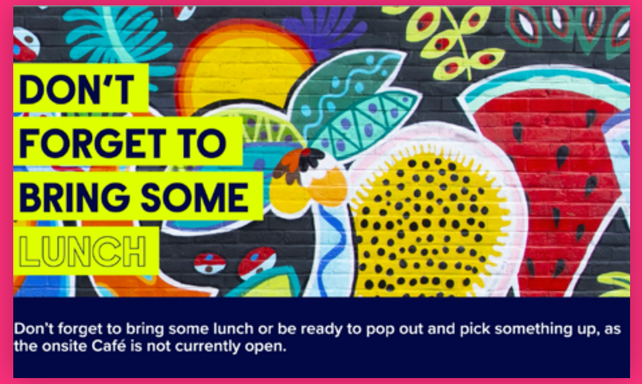
View video ▶

Paramount

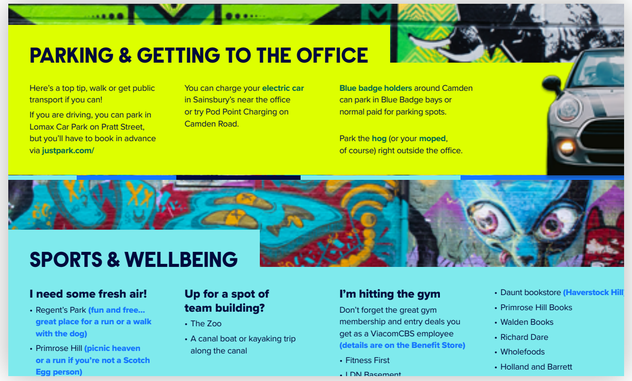
surgery



TAKE YOUR TEMPERATURE AT HOME







Back to the office with a smile for Paramount

Insight

When the Paramount office reopened after lockdown, there were a lot of rules and regulations in place to keep employees safe. The client asked us to create some assets to inform all employees of what they could expect and what they needed to do when they worked in the office.

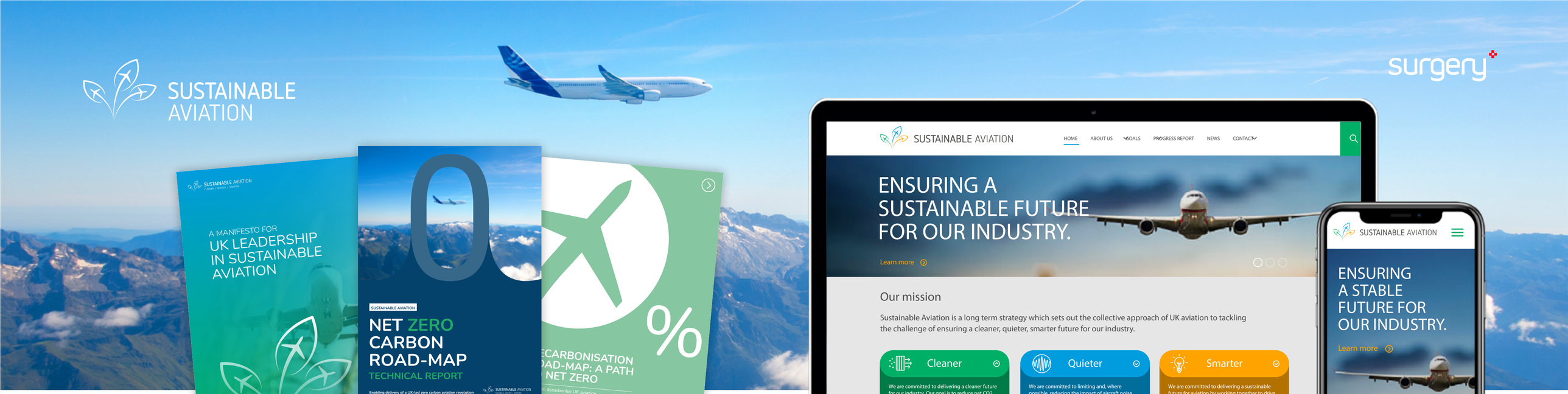
Idea

Our copywriting team collated all the materials, FAQs and info to create a buzzy three-minute video script which our designers turned into a visual feast, using local artwork and grafitti alongside a banging Fat Boy Slim tune.

Impact

The video was included in the 'return to office' induction training, and was well received. It grabbed attention and was informative and educational.

View video ▶



Sustainable Aviation takes flight!

Insight

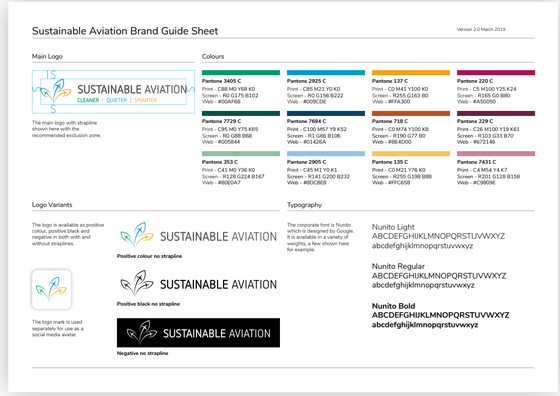
The Sustainable Aviation brand and output needed a refresh. It wasn't keeping up with the constant challenges climate change poses and it wasn't supporting the forward thinking and future focused work the strategy partners were doing.

Idea

We needed something simple and impactful so looked at creating a mark incorporating aviation sustainability. We chose the right colour pallet chosen to compliment the look and feel, using green and yellow to represent the environment and blue as a reference to the sky and sustainability. The mark cleverly uses planes to form the stem of the leaf, which branches out in a forward motion.

Impact

This new creative direction has allowed the organisation to communicate, promote and stand out clearer than before with an instantly recognisable mark now helping people to understand what they do and how they do it.

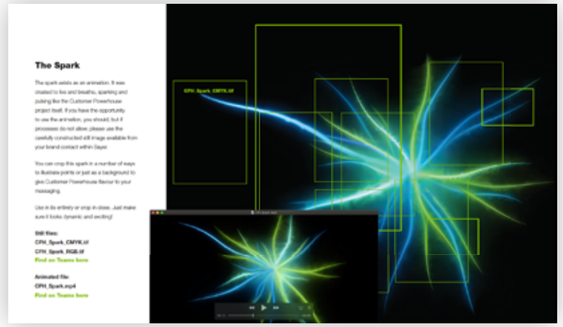


CUSTOMER
POWERHOUSE
The future of data-driven, smarter working

surgery







Powering up Bayer's radical new customer comms plans

Insight

Some big, big changes were afoot at Bayer, fundamentally affecting how they do business with their customers across the globe.

Idea

Words and pictures. It all started with a narrative explaining the new approach and the what, why and how. And, of course, some fabulous offline and online creative content to bring the Customer Powerhouse solution to life.

Impact

A business transformed. Customer Powerhouse comms and our cut-through visual campaign has made it an internal brand people know about.

View video ▶

Executing excellence for the BlueX brand

Insight

BlueX is an FX workflow Execution Management System (EMS) designed by traders for traders and utilising data, analytics and Ai to assist critical trading decisions. BlueX is a disrupter in the FX sector, so the brand needed to stand out and draw attention.

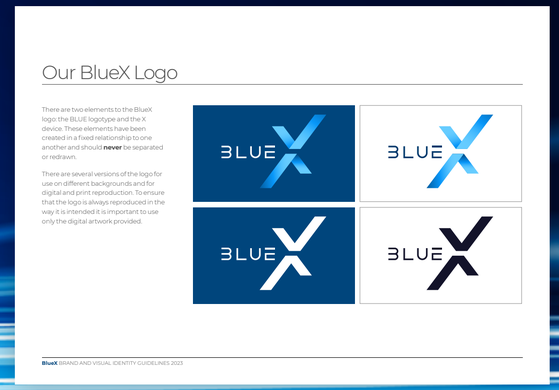
Idea

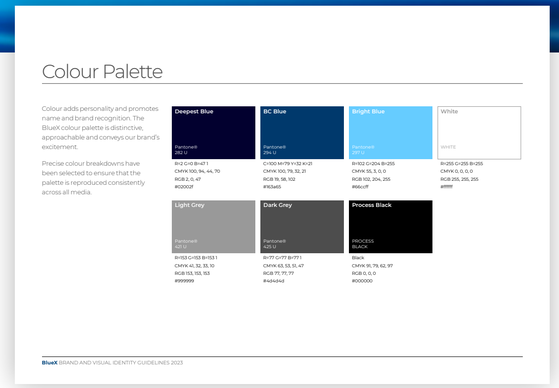
Let’s be honest, it’s a fairly prescriptive brief to create a logo for ‘blue’ ‘X’ but by embracing the obvious, and pushing the boundaries of expectation, we delivered something with meaning and impact. Brand, straplines, copy and a one pager website were turned around within weeks and launched with great success.

Testimonial

“The launch of the new FX Trading Platform has been a big success with many in the industry commenting positively on the brand and design. A big thanks to the whole Surgery team for pulling this together and making it a genuine fun experience on the way. As this was stage one of many, I can’t wait to see what the future developments will look like”.

Graham MacGregor
CEO







surgery

“

Working with the Surgery for the first time was a real joy, the team's enthusiasm and commitment to our project was inspiring. With tight deadlines to meet and starting with only a few base concepts, they expertly navigated the project to a very successful conclusion.

Graham MacGregor CEO

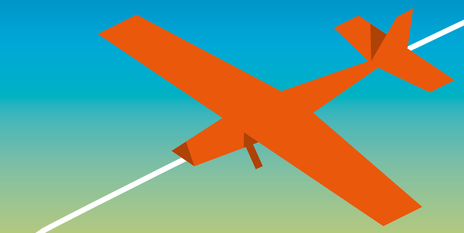
BLUE X

surgery

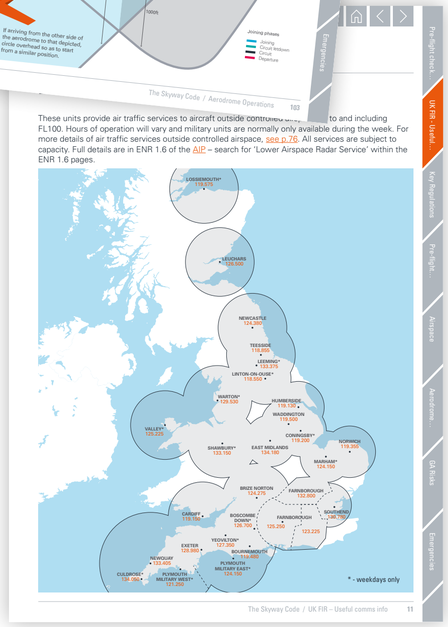
UK Civil Aviation Authority

THE SKYWAY CODE

2018 STEVIE® GOLD WINNER INTERNATIONAL BUSINESS AWARDS







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.

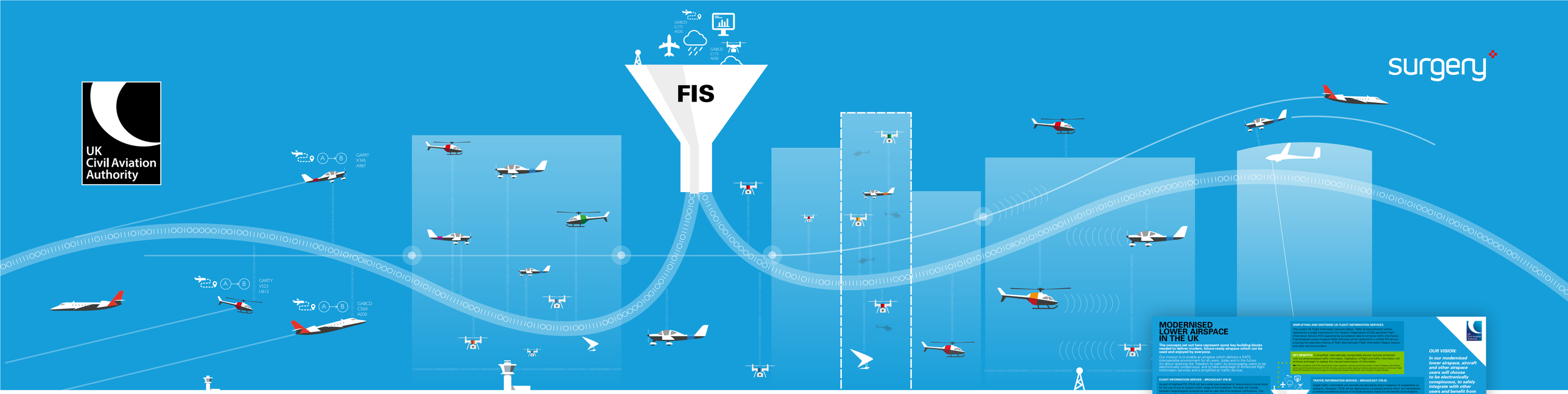
Idea

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

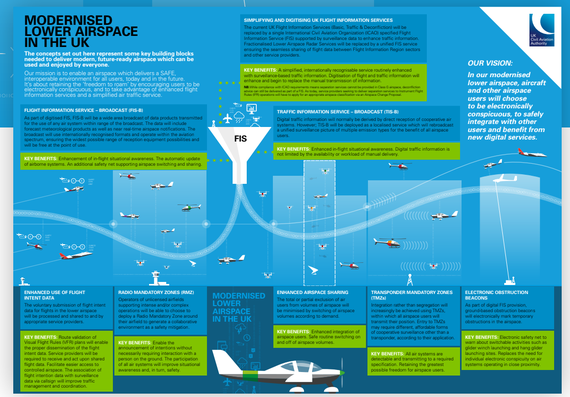
With 18,000+ downloads to date, the Skyway Code interactive online guide is a must-have for private pilots. As a national and international first, it's held up as an example of best practice throughout the global aviation industry.

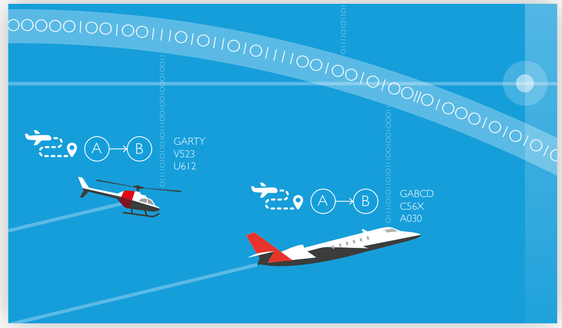
View guide ▶



surgery

Explaining the CAA’s airspace modernisation strategy





Insight

The CAA were modernising the UK's lower airspace to deliver greater SAFETY for the many forms of aircraft using it. Whilst retaining the 'freedom to roam', they needed to encourage users to be electronically conspicuous, and to take advantage of the enhanced Flight Information Service (FIS) and a simplified air traffic service.

Idea

We were tasked with explaining the initiatives to the General Aviation community on a one-page infographic. The result showed how FIS and TIS-B services' digitisation of flight and traffic information would enhance and begin to replace the manual transmission of information.

Impact

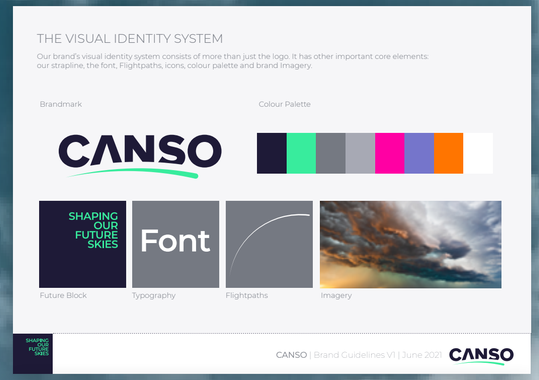
In our usual way, we made the complex simple, and delivered a graphical depiction of this very sophisticated system that is easy for its audience to comprehend.

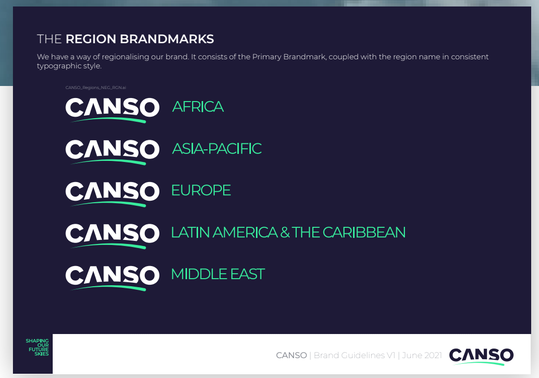
CANSO

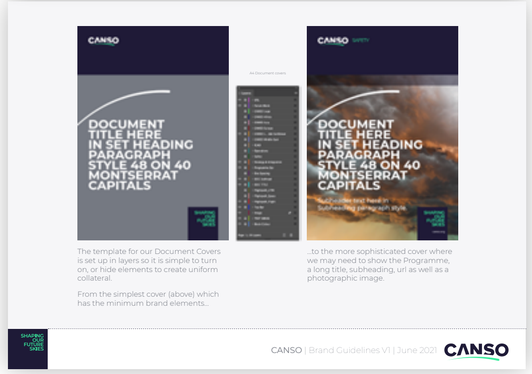
surgery

SHAPING OUR FUTURE SKIES

canso.org







A new future-ready brand for CANSO

Insight

CANSO is the global voice of the Air Traffic Management (ATM) industry. They connect the ATM industry to share knowledge, expertise and innovation. They needed us to modernise their brand and reposition them ahead of the significant changes and challenges the industry faced, around sustainability, autonomous flight and space.

Idea

Working with the CANSO teams, we developed a new brand look and feel around their positioning proposition, ‘Shaping Our Future Skies’. We also created a new membership website to give them a clear voice for the industry and a space where members can connect, share and learn.

Impact

The rollout has been a continuous process over the past three years, and the industry has been very receptive and positive to the changes. Today the organisation feels relevant, confident and is a leader in everything it does for the ATM industry.

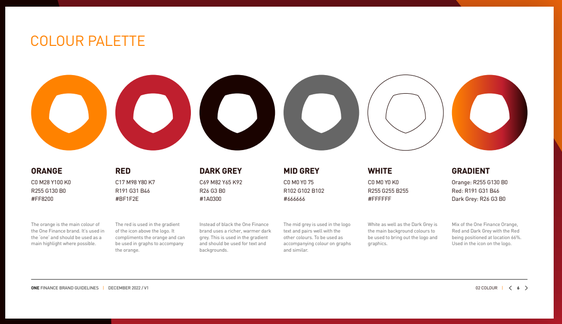
View video ▶

ELSEVIER

surgery

ONE FINANCE

NEXT EVOLUTION OF FINANCE SYSTEMS FOR RELX





Finance, done one way

Insight

The aim of the project was to develop an aspirational and transformative brand plus visual tools to help promote the RELX Finance System project across the groups finance teams. Within the scope of the project we also looked to develop the name and strapline.

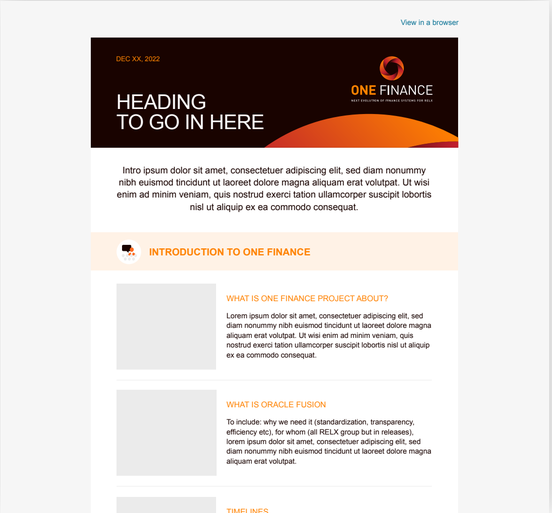
Idea

We wanted this brand to sit alongside the RELX brand, as well as the other companies that sit within the group. The logo is constructed of five parts, representing the five companies' finance systems, coming together in one continuous circle. The final icon has the appearance of a camera lens aperture symbolising focus on detail.

Impact

Having a single look and feel, which unites all the individual businesses under Relx, who are about to embark on this change, has allowed us to clearly communicate what is going to happen, and how this is going to positively impact their day-to-day workings.

View video



SONY

HAWK-EYE
INNOVATIONS

surgery

Hawk-like focus to rebrand Hawk-eye

Insight

The Sony Group company provides ball-tracking technology used to officiate major sporting events, such as Wimbledon and the English Premier League. Now they work with more than 17 different sports around the world. We needed to create an exciting brand worthy of this dynamic company's current position and growth plans.

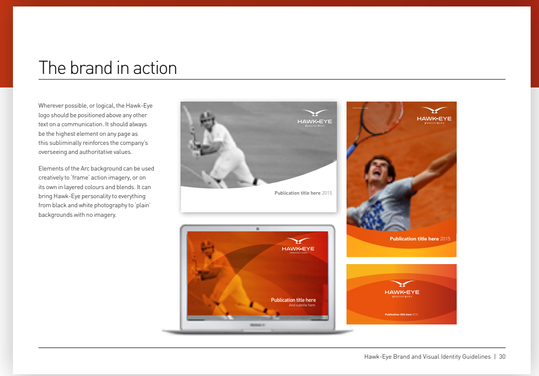
Idea

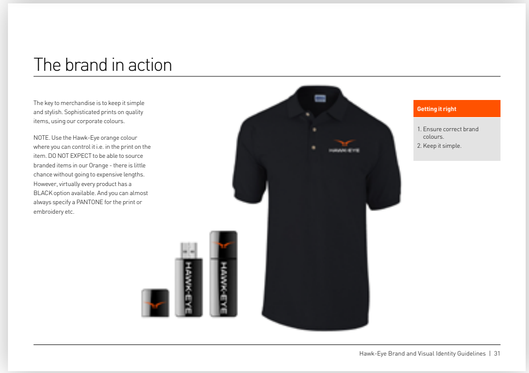
We got to know the business inside out, and deep-dived into their requirements, wants and direction of the brand. The brand mark we created is based on the arcs formed by a bouncing ball, repurposing the distinctive shape of a soaring hawk and its connotations of accuracy and focus.

Impact

Although B2B focused, consumer recognition is important to Hawk-Eye. Their name is already well known to sports fans worldwide, but their visual identity is less so. The new ID fits seamlessly in an environment rich with sports brand logos and appeared familiar and well received from launch.









surgery



Achieving new highs with a school prospectus

Insight

Highfield & Brookham School needed to redesign their three school prospectuses and asked for our help and expertise to match their offline branding with the new website we'd previously created for them.

Idea

We thought we could use the diamond shape from the school's existing logo to create a recognisable design for them. Using their refreshed brand styling, we pushed their use of photography, font, and even their school uniform to create a fluid design built around overlays of typography and imagery.

Impact

The prospectuses provide high impact statements that embody the school's brand values alongside a dynamic diamond grid structure to bring their content to life. We were delighted to hear the school loved it so much they're planning to use it across other school publications and communications!



NATS

surgery

Lift off... creating NATS' Annual Report

Insight

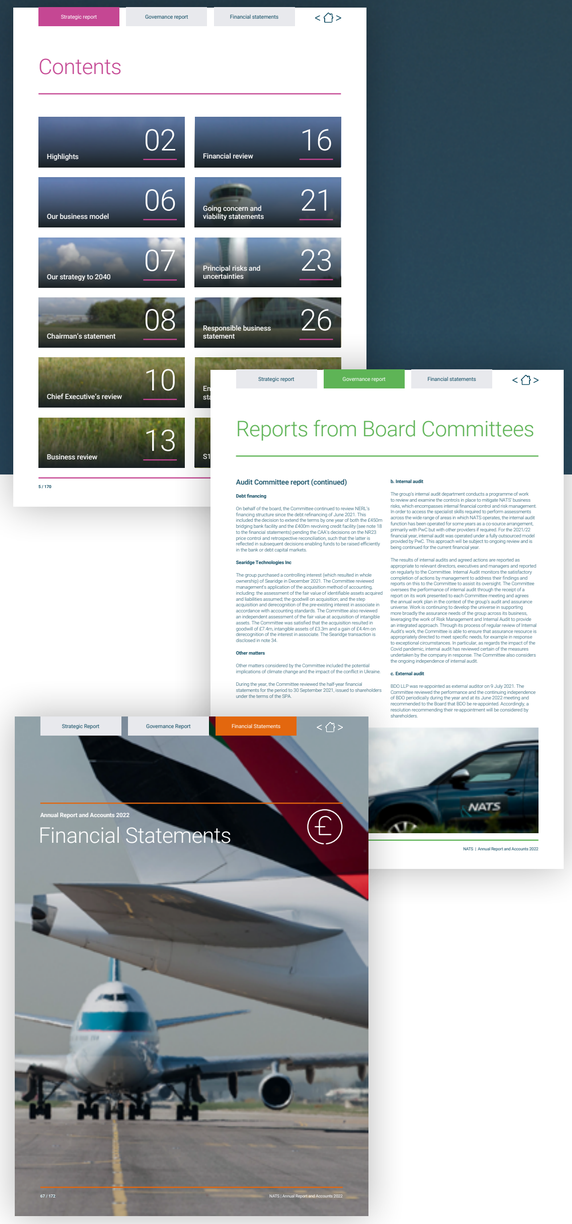
NATS trusted us again with their important Annual Report document. We always bring our design insight and expertise to bear, ensuring the document is easy to navigate, reads well and looks good.

Idea

We worked with NATS to ensure the report was usable as one long document and that pages could be pulled out and used in isolation on their website. To do that, we identified key elements and highlights to bring the pages to life.

Impact

By extracting key highlights from the report for use on the NATS website, we could ensure readers were able to both deep dive into it and see headline facts and figures as needed. It's something we know readers appreciate.



southern co-op

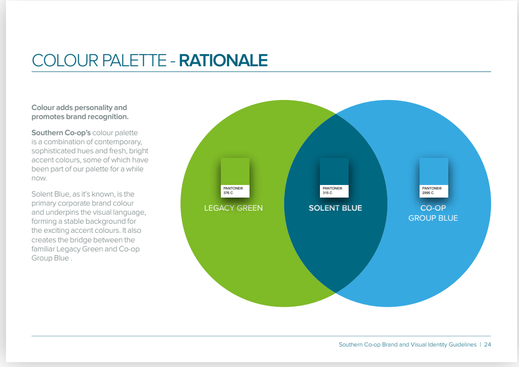
surgery

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.

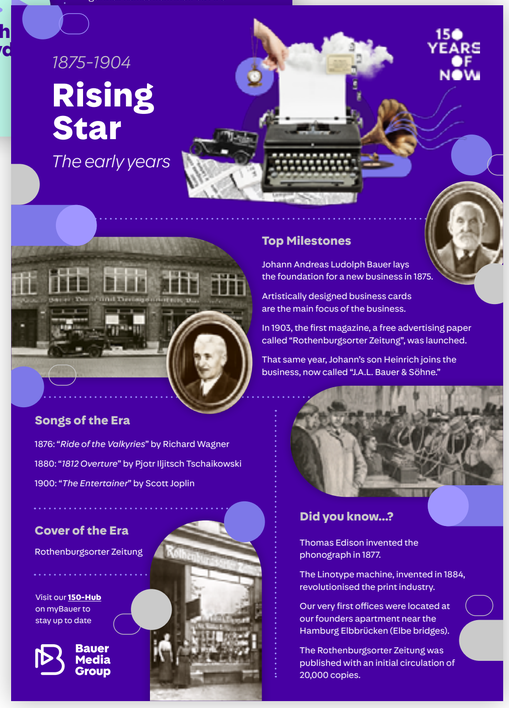
Bauer Media Group

150 YEARS OF NOW

surgery







Celebrating 150 years of Bauer by stepping through their iconic eras

Insight

Bauer's 150 Years campaign celebrates their transformation, their people, stories, and values, and their mission to inform, entertain, and inspire. The campaign ran from April to September and ended with a live event on 5 September (150 days after launch) held in the UK, Germany, and Poland with all markets invited to join via livestream.

Idea

Bauer's internal creative team came up with a creative look and feel for the campaign but needed our help to bring this to life. The key visual was a versatile mix of typography, geometric shapes, and elements in a photorealistic style that we imagined through podcast artwork, era one pagers, videos, intros, outros, merchandise and much more.

Impact

A fantastic looking campaign that has lived and breathed everywhere in Bauer for six months culminating in a really fun event for everyone to be a part of. Engagement with this campaign has been one of the highest for Bauer, with all employees feeling proud of Bauer's heritage and excited for the future.

Cadent

SecOps27

PROACTIVE SECURITY FOR A RESILIENT FUTURE





surgeri





Creating an internal security brand with a bold, bright approach

Insight

We were asked to support the internal launch event for Cadent's new security operation initiative. They wanted our support with shaping the agenda, activities, logistics and creative assets.

Idea

To kick off the project, we started with agenda-shaping and idea generation for an interactive activity to keep the audience engaged and ensure the content was memorable. This followed our work on the strategy and comms plan and a narrative which spelt out the why, what, and how. Once everything was in place we created the assets, a lock-up, pre and post event resources and an animated video.

Impact

The event was a success and went really smoothly. The assets have been used beyond the launch day, with a couple more iterations of the animation done to keep the content relevant. We're excited to see what else will be coming our way on this project!

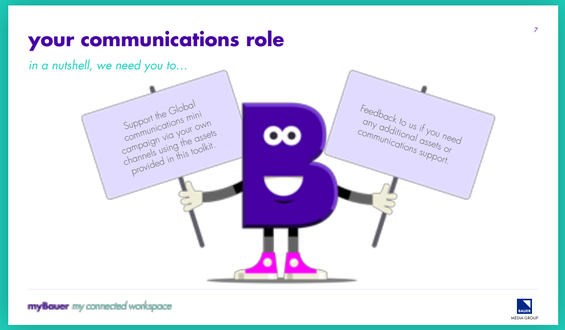


Bauer Media Group

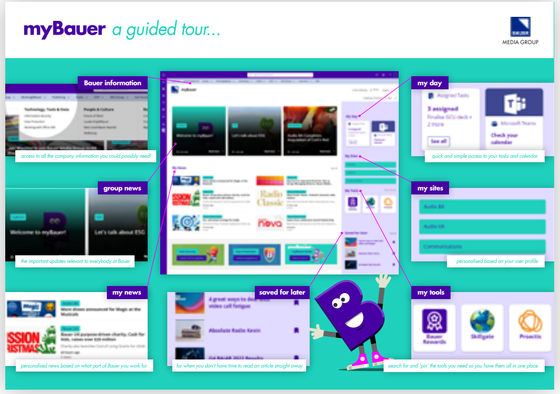
myBauer



surgery







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! We worked with a translation agency to provide the translation, and we generated several versions of the video with translated subtitles.

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 ▶



Breathing new life into CAA's Safety Sense series

Insight

The CAA needed our help to update their old, outdated leafelts with fresh new copy and a modern, clean look and feel. They had to be accessible and easy to understand for new and existing GA pilots.

Idea

We created an overall look and feel to give the series some consistency and make them instantly recognisable. We wanted to adopt modern and bold colours with amplified graphics. Each leaflet has its own colour and rotates through the 26 colours.

Impact

The CAA were delighted with the response to these leaflets, as were we. They reported a much higher download rate compared to previous versions, and have been well received by the GA community.



Cadent Operations 4.0

surgery







Promoting the future of gas

Insight

Cadent had a tricky problem. They wanted to enhance their employees' experience and introduce them to a new way of working and tech. And they had to do it fast.

Idea

With five new working principles to get across, we worked with Cadent to create a mixed media video with both animation and live action, showcasing what they were all about. They also needed a shiny new offline brochure, explaining them in more detail for their harder to reach teams. The assets had to help colleagues and the leadership team understand what their Operations business was going to look like from 2032 onwards.

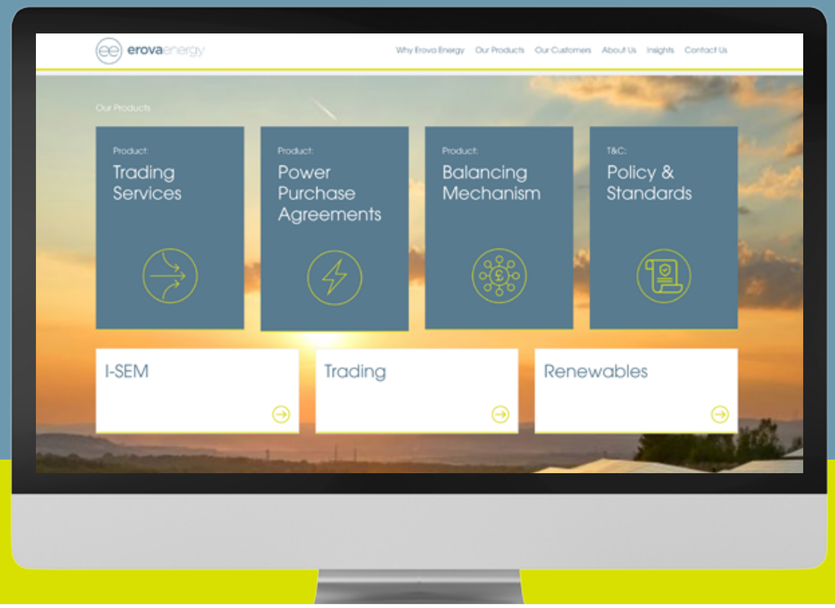
Impact

With a just a few weeks to turn everything around, we hit our deadline and surpassed Cadent's expectations. The assets we created were taken to Cadent's board, who, as well as signing everything off on the spot, were impressed and inspired about getting the message out. The five principles are now in full swing.

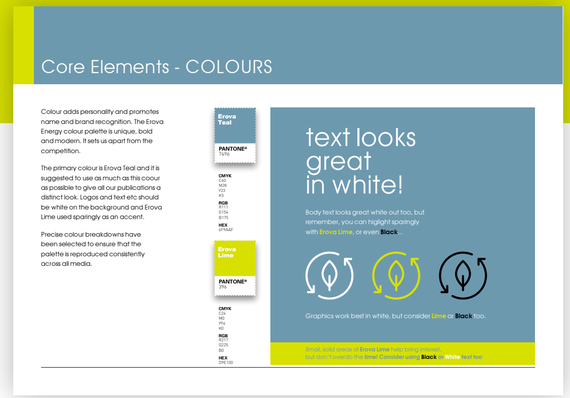
View video ▶

erovaenergy

surgery









Giving Erova’s brand and website a bit of energy!

Insight

Erova Energy is a startup energy trading company with a focus on renewable technology such as wind, solar, hydro, bioenergy and battery storage. As disrupters in the marketplace, they needed a fresh look and a different approach to engage with their audience.

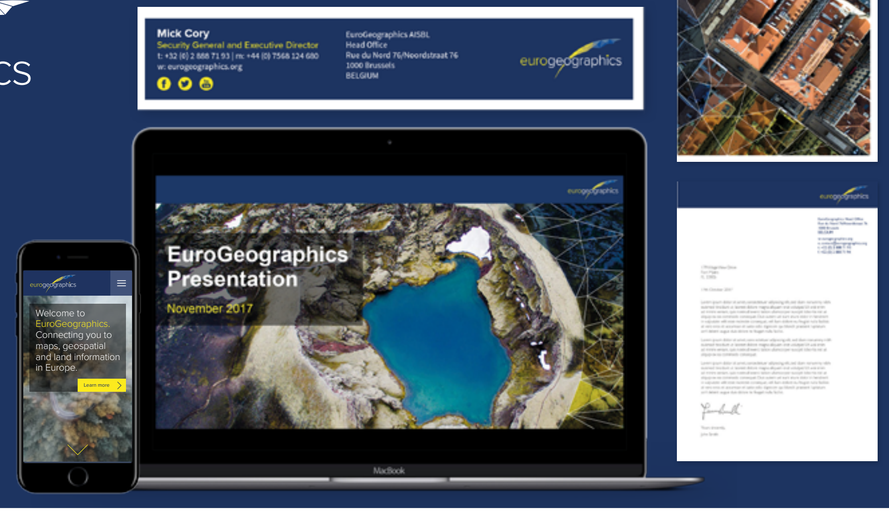
Idea

Bright, fresh and simple were the visual values that guided us through everything, from identity, visual language and tone of voice, to the friendly animations created to explain their proposition.

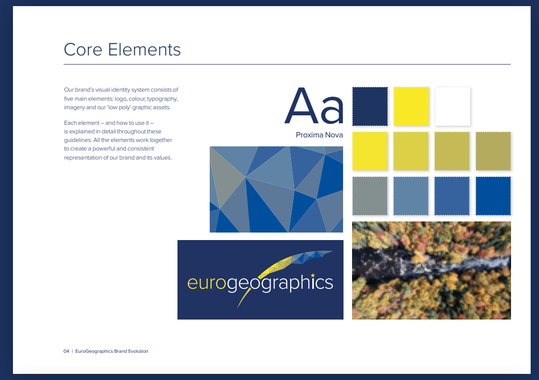
View video ▶

surgery

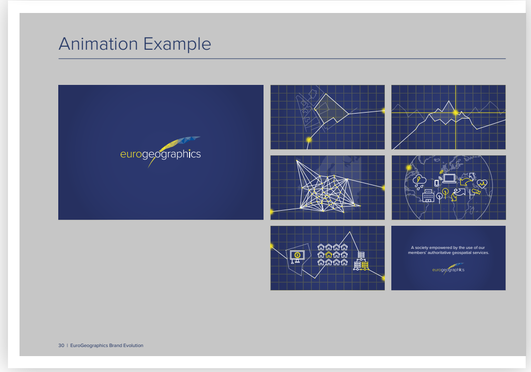
eurogeographics



eurogeographics







Mapping out a new identity

Insight

EuroGeographics represent the European National Mapping, Cadastral and Land Registry Authorities. Their brand was last refreshed at the end of 2012, and given much has changed since then, not least the approval of a new strategy setting out the Association's direction to 2030, they needed a new refreshed brand to reflect their new vision.

View video ▶

Idea

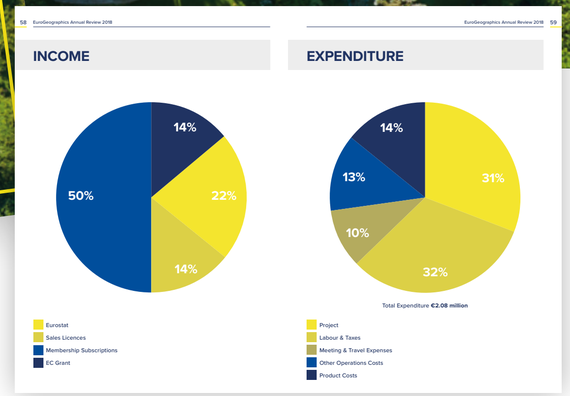
We developed a modern, clean logo idea while retaining a historical visual link clearly showing it stood for EuroGeographics. The logo enhanced the connection between the European and global position of members. The visual language included a 'low poly' framework graphic alongside an 'aerial down' photo library to reflect the cross-section of European terrain, humanity and built environments.

Testimonial

"We love our new identity and the visual tools created. Thank you!"

Sallie Payne
Head of Operations and Association Management







Mapping out Eurogeographics year in review

Insight

Following our rebrand of the European membership association for map and geographic data businesses, the Surgery was asked to produce Eurogeographic's Annual Review for 2018. It needed to reflect the activities of each member state and bring a sense of unity and cohesion.

Idea

It was decided to produce the report in both digital and printed formats to allow ease of access. We designed it to cover all aspects of mapping throughout the European continent. We retained the new clean, modern brand elements but enhanced the connection between the European and global position of its members.

Testimonial

"We love working with The Surgery! They quickly grasped the challenges we faced to create a new high-impact report that reflected our activities as well as those of our members."

Sallie Payne Snell
Secretary General & Executive Director



surgery







A sustainable approach to an Southen Coop's AR

Insight

The two objectives of Southern Co-Op's 2017–18 annual report were to show how they were achieving their purpose to work together for the benefit of communities across the south of England, and to showcase their new brand statement of 'a fair, fresh approach for all'.

Idea

The Surgery helped to achieve both objectives. Unique stories showcased how they're achieving their purpose. Supporting images gave it a feeling of inclusiveness whether you're a member, customer, colleague or supplier. With sustainability being another core goal, the report was made available online, reducing the number of printed copies from 5,000 to 500. Those that were printed used a recycled stock and water based inks.

Testimonial

"The Surgery brought to life our new brand perfectly on its first outing, nailing both the message and the content."

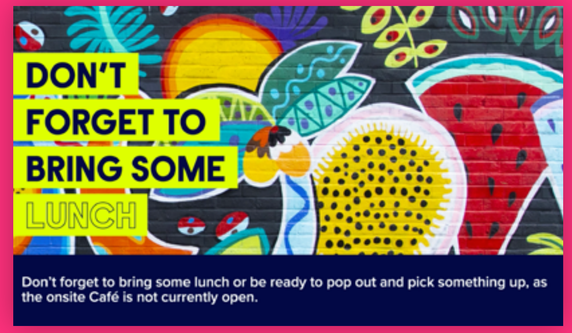
Gemma Lacey
Director Sustainability & Communications

Paramount

surgery



TAKE YOUR TEMPERATURE AT HOME





Back to the office with a smile for Paramount

Insight

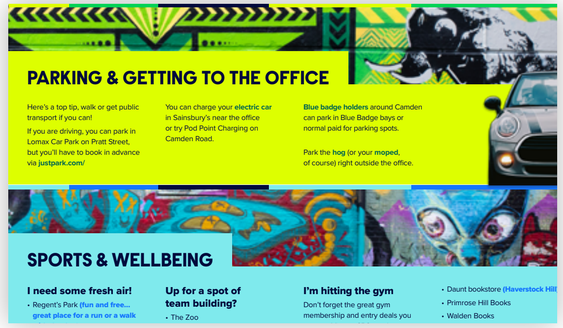
When the Paramount office reopened after lockdown, there were a lot of rules and regulations in place to keep employees safe. The client asked us to create some assets to inform all employees of what they could expect and what they needed to do when they worked in the office.

Idea

Our copywriting team collated all the materials, FAQs and info to create a buzzy three-minute video script which our designers turned into a visual feast, using local artwork and grafitti alongside a banging Fat Boy Slim tune.

Impact

The video was included in the 'return to office' induction training, and was well received. It grabbed attention and was informative and educational.



View video ▶

Paramount

LEAN IN



surgery







Leaning in to promote DE&I

Insight

Paramount's L&D team developed a brand-new D&I initiative encompassing a training programme. The programme was designed in partnership with The Diversity Trust to address inconsistencies in the progression and promotion of their black employees and the under-representation of black employees at Director+ levels.

Idea

We were asked to develop a brand identity to reflect Paramount's new DEI Talent Accelerator Programme. The brand was used across various assets, such as email comms, information documents and brochures, FAQs and posters.

Impact

The engagement with the programme has been successful with the target number of employees signing up. As the programme develops, we will create more collateral to support its growth.

HBK HOTTINGER BRÜEL & KJÆR

SAFETY FIRST

surgery









STOP for safety!

Insight

HBK wanted to improve its safety culture and raise awareness. It had recently held a global ‘Stop for Safety’ day to create a buzz around the topic. The team wanted to develop a calendar of topics to cycle through and have a mix of shop floor, production, office, and remote worker themes.

Idea

We created a fresh look and feel for all the safety messages and communications output and developed a suite of assets supporting the campaign, including news bulletins and a new set of ‘golden rules’, to be used globally by all HBK group brands.

Impact

The project’s steering committee and colleagues' feedback was positive, and the buzz around the new look and feel went global, with the whole Spectris group adopting the change in their brand colours. In total, we created five different colourways that all businesses in the group can adapt and use.

About us

The Surgery was founded in 2013 by Paul Cohen and Nick Cordell, built on a heritage of graphic design, brand thinking and digital craft. From brand development, print and sponsorship activations to retail environments and digital experiences, our roots have always been in creating work with clarity, intelligence and unmistakable creative polish.

As our relationships with clients deepened, one discipline consistently drew us in: internal communications. With the insight and encouragement of client and internal comms specialist Sarah Meurer, who later joined our leadership team, we made a deliberate decision to specialise. Carly Murray soon followed, strengthening our strategic capability and helping us shape a rare blend: design thinking and internal communications working seamlessly together.

Today, Sarah has returned client side, but her influence runs deep. As part of her legacy, we continue to run Barn to Boardroom – the internal comms event she and Carly launched over a decade ago. Now in its eleventh year, it remains one of the sector's most valued forums for insight, challenge and connection.

This integration of disciplines has become our hallmark. Insight sharpened by creativity. Creativity grounded in human understanding. A combined practice designed to create communication which resonates and transforms.

We've grown intentionally, not exponentially. A 20 strong team, proudly independent and purposefully boutique. Strategists. Designers. Brand thinkers. Internal Comms specialists. All working side by side to deliver clarity, confidence and meaningful change for some of the world's most respected organisations.

Our studio sits in a converted barn on a working West Sussex farm, a place with room to think, challenge, create and breathe. It shapes how we work: focused, thoughtful and always curious. A setting that invites fresh thinking and fosters great ideas.

We're proud of our blue chip client list. Proud of the awards we've earned. But most of all, proud of the impact we create – work that helps people understand, connect and move forward with confidence.

This is The Surgery.
Independent.
Insight driven.
Creatively led.
WORK THAT WORKS®

What drives us

Our mission

To create work that works - strategic, insight led, creatively crafted solutions that move people and organisations forward.

Why we do what we do

Because when people understand, believe, and feel connected to what's happening around them, organisations thrive. Clear, purposeful and creative communication changes everything.

What we do

We combine human insight, strategic intelligence and creative craft to deliver internal comms, EVPs, brand, design and digital solutions that align and inspire your people.

How we do it

We listen deeply, think boldly and design with intention. We cut out the unnecessary, focus on what matters and turn complex challenges into clarity - and clarity into action.

surgery

A few of our clients

































































Our awards



Best
Medium Agency
2026



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

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