



**Evolve.
Creatively.**

GADFLY

We're a creative communication consultancy. We help organisations to speak with integrity and clarity.

We're pretty different to other comms consultancies. We'll get you doing the creative work yourselves, guiding and shaping the process, bringing in creatives only when needed. We'll make sure that your voices are heard, that your people ask themselves how they want to make a mark in the world, and how your organisation helps them to do that.

Our work leads to radical change in how your brand is created, communicated and perceived. Think of it as branding that comes from the inside, not from a new logo or strapline.

Our unique approach uses tools from creative disciplines, coaching, consulting, psychotherapy, branding, and communications.

We won't tell your organisation's story; we'll help you to bring your own stories to life. Business really can be personal, and it's better when it is.

We'll help you to capture stories that matter, and share them in ways that your customers, staff, shareholders, and the general public can relate to.

We'll give you very honest, direct, constructive feedback to a standard you simply won't find elsewhere. We're highly experienced communication coaches and creative branding consultants, with a track record in large scale interventions.

We'll help you to make a mark on the world that you're proud of.

We have over 12 years of experience working with organisations like RBS Group, Standard Life, BP, Zurich Insurance, BAE Systems, Johnson & Johnson, Sodexo, Jones Lang Lasalle, the BBC, local government, NHS Scotland, Southern Cross, BUPA, Barchester Healthcare, the University of Strathclyde, the University of Edinburgh, small charities, arts organisations, writing festivals, local cooperatives and individuals.

We collaborate

We think there's nothing better than working with other people, sharing ideas, mixing and matching, and creating things, together. We believe that healthy relationships are the fundamental building blocks of life.

We are creative

Our work is always experimental. We'll try different things, and do what works for you. We love playing and learning with our clients.

We're direct

We work hard to be open and honest with you, and to find ways to express what we see in a way that avoids causing offence. Sometimes we fail. We love asking challenging and difficult questions, to help you see something that you may be missing.

We value people

Whatever their background, class, accent, history, colour, race, religion, attitude, emotional state, or education level, we see people as having intrinsic

value. We try to value everybody equally, though our personal blind spots sometimes get in the way.

We value nature

We love being outside, with a sense of place, rooted in the natural world. We see it as a critical part of being human to care for the life around us.

We challenge ourselves

We won't ask you to do anything we've not done for ourselves, or show vulnerability we're not willing to show. We're constantly finding ways to stretch ourselves, to grow our creative integrity.

We care

We believe that showing warmth and love are natural aspects of being human, and try to offer them as much as we can.

Our work is existential

We believe that the most important things to pay attention to are the things we least understand.

Reinvention

Meaningful

Branding

Integrity

Creative

Human

Transformational

Radical

Collaborative

Communication

Change