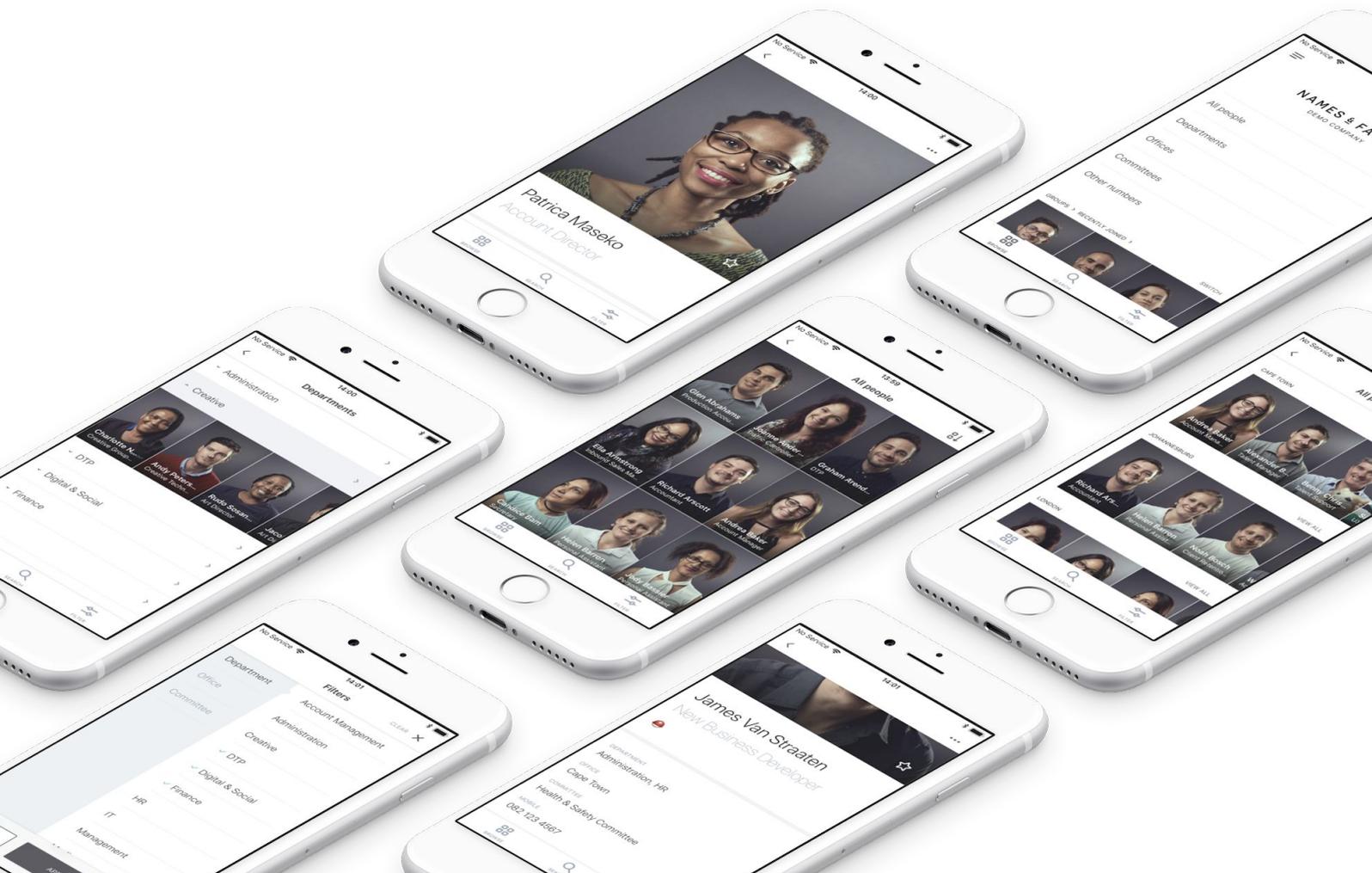


CAMILLA UPSON, SENIOR COMMUNICATIONS MANAGER

"Names & Faces is a brilliant tool for visualising, keep track of, and remembering everyone in the network."

A Names & Faces Case Study with the Forward Institute



Keeping a disparate community of members, alumni, and staff connected

The [Forward Institute](#) exists to build a movement for responsible leadership. A hybrid between a think tank, consultancy, and leadership development organization, they work with the UK's biggest institutions and organisations and run development programs throughout the year.

New cohorts of ~70 leaders start the program every November and are broken down into discussion groups led by a facilitator to build relationships with peers across the public, private and social sector. They also attend three residential events – immersive times with activities, speakers, technique workshops, and more.

The Forward Institute adopted Names & Faces to help them to manage the sheer volume of people in the community, bring everyone together, and power their program.

Staff can quickly and easily browse the entire community to visually jog their memories

[Camilla Upson](#), Senior Communication Manager at the Forward Institute, says the visual layout of the tool – including a view of everyone on a single, scrollable page – makes for easy browsing and jogs her memory when she needs it:



LOCATION
United Kingdom

COMMUNITY SIZE
380

INDUSTRY
Consultants

DATA SOURCE
Salesforce

FAVOURITE FEATURE
Interests

NAMES & FACES

“I used to know everyone’s names and faces very easily but now it’s much harder. Names & Faces is a brilliant tool for visualising, keep track of, and remembering everyone in the network.”

Instead of signing in to their full CRM, she uses it to check people’s details – like job titles – quickly on her phone and says having a living breathing expression of their people data ‘out there’ and in people’s hands keeps them more accountable for ensuring it is up to date.

Fellows have instant access to accurate information to network and collaborate

The ability to work generously and collaboratively is one of the four practices the Forward Institute’s developing leaders are assessed on throughout the year. With Names & Faces, they’re empowered to reach out and can deftly avoid the embarrassment of forgetting names at events.

“Fellows use it to easily phone people, especially on the residentials. Having everyone’s phone numbers at the drop of a hat is super useful, especially when you’re on the go.”

Each Fellow lists their interests on their profile which enables everyone to search and find the right person to reach out to for strategic projects and to share and gain knowledge.

Alumni can remain an active part of the network and stay in touch

After the program, subscribed alumni members stay connected to the community and continue to build relationships through Names & Faces. They can also update their contact and experience details if and when they change.

“Fellows use it to easily phone people, especially on the residentials. Having everyone’s phone numbers at the drop of a hat is super useful, especially when you’re on the go.”

Challenges & Results

CHALLENGES

As the community grew it became difficult for staff to get to know and remember everyone in order to maintain the personal feeling of the program.

A key success factor of the program is how 'generously and collaboratively' fellows work together which depends on their ability to find and contact each other quickly and easily.

The Institute needed a way to include Alumni for ongoing networking.

RESULTS

Staff can quickly and easily browse the entire community to visually jog their memories.

Fellows have instant access to accurate information and can contact, network and collaborate without hesitation.

Alumni can remain an active part of the community and continue to network.