NAMES & FACES

# A Names & Faces Case Study with Sunrise Productions
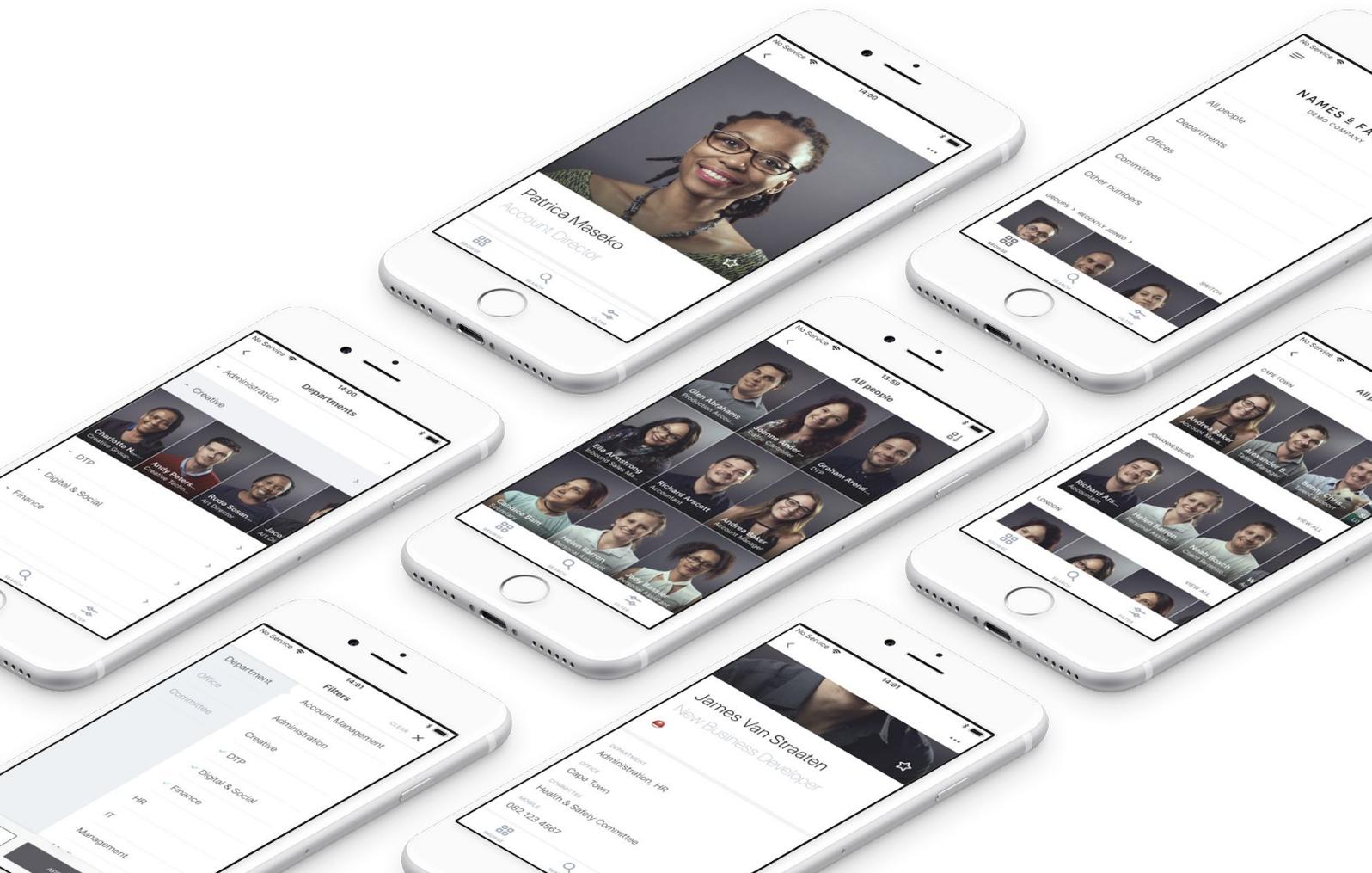
# Sunrise Productions keeps their distributed team close-knit with an always up to date company directory

Sunrise Productions is an animation studio with offices in Cape Town and Mauritius and a number of fully remote team members working from locations worldwide.

As the eam grew, they wanted to preserve their close-knit culture by making sure that both new joiners and senior leadership were able to keep up with who was who, who had what skills, and how best to get in touch across the team.

**"Everyone has a quick and easy guide to their colleagues to become more familiar, learn a new face, or spark a conversation."**

- Phil Cunningham, Founder

**LOCATION**

Cape Town, Mauritius, remote

**EMPLOYEES**

70

**INDUSTRY**

Design Studio

**DATA SOURCE**

Google Sheet

**FAVOURITE FEATURE**

Strengths

## Leadership empowered to better position the team

Names & Faces allows for customizable descriptions or 'blurbs' on each profile. This empowered the leadership team to build a directory that suited their specific culture, values, and industry needs.

Their favorite addition was the inclusion of a "Strengths" category. All employees are encouraged to reflect on the results of their strength finding initiative, and pay attention to the Strengths of others.

## Everyone can spark up a conversation

As a constantly growing and evolving studio in a dynamic industry, Sunrise was facing the challenge of trying to maintain a close-knit team. Founder Phil Cunningham wanted to keep everyone on the same wavelength in terms of the company culture as they scaled:

**"Names & Faces has been a valuable onboarding and team building tool. Everyone has a quick and easy guide to their colleagues to get familiar with, learn a new face or just spark a conversation."**

The team access their directory on both web and mobile and find the interface simple, fast, and easy to navigate. Team members can flag information on their profiles that needs updating and it's proven to be a fun and easy way for new hires to integrate themselves into office life.

## Stronger connection between departments

Everyone has the information they need to reach out to individuals in other departments, which Phil believes to have encouraged collaboration and strengthened connection across the company, allowing them to be a more effective team and create a unified culture in the workplace.

# Challenges & Results

| CHALLENGES | RESULTS |
|---|---|
| Leadership struggling to keep up with team changes. | Leadership empowered to better position the team. |
| Threat to close-knit culture as the company scaled and introduced new offices and remote workers. | Everyone can spark up a conversation. |
| Increasing silos and barriers between departments | Stronger connection between departments. |