



NESTA ARE IN THEIR ELEMENT

## Making changes in manuals has become 87% faster

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ANDREW STRACHAN, HEAD OF BUSINESS PROCESSES

### Nesta

Nesta is a UK-based innovation foundation. They strive to turn bold ideas into reality, and change lives for the better, in areas such as education, government, economy, culture, and health. Recent projects include reporting on the role of repayable finance in the arts, and working with Kirklees council on rethinking democratic education in the UK. They are currently involved in research into how novel forms of AI can better empower communities to enable new forms of community action on the climate crisis.

### Challenge

Nesta needed to find a way to get the right processes in front of their employees, when and where they needed it, in the simplest way possible. Because their processes were documented in lengthy manuals covering all possible outcomes, Nesta had difficulty attaining user adoption of them. The process manuals covered all of Nesta's approval processes for issuing grants, which could follow sixteen different routes depending on assorted conditions. Users would be presented with sixteen processes when they only needed one. Simply opening the document and seeing how many pages the manual was would cause users to disengage. Users also never knew when changes were made which led to unkept version control.

### Solution

Mapping processes with Elements has allowed Nesta to identify bottlenecks and clunky steps that they then improved through automation and Flow. For Nesta, making changes in manuals has become 87% faster. Andrew Strachen, Head of Business Processes, says that "Elements made it easy for [them] to get the right guidance to the right people in the right places throughout the Org," improving engagement and user adoption difficulties.

Elements in-app help functionality has allowed Nesta to streamline processes, reducing required end-user clicks. Elements has also increased user training and field adoption because users have support right where they are completing tasks. This improves user confidence and uptake.

Since adopting Elements, mapping a process takes Nesta 1/3 of the time it would take to write up the equivalent guidance.

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### Benefits and Outcomes

Elements has become Nesta's first step toward solving Org complications such as technical debt. When needing to uninstall other apps or retire objects, fields, and reports, Elements Org impact analysis quickly shows field usage to facilitate the change. When something changes on Salesforce, Nesta can quickly identify all of the guidance they have in circulation that relates to that change because of the way their process maps are organized and tagged. Since adopting Elements, mapping a process takes them 1/3 of the time it would take to write up the equivalent guidance. Nesta is now able to shift the focus of their time from carrying out complex activities for users to developing Salesforce for users.