

DEFINING YEAR FOR LEADERSHIP





Click or scan to watch the
Forward Institute
Fellowship
Programme

In 2024, we showed up with urgency and focus.

Against a backdrop of uncertainty and change, we supported more leaders than ever on our leadership development programmes and through our work inside organisations shaping the future.

We stripped things back. Focused on what matters. Backed our partners to have the greatest impact, in the moments that mattered most.

Always in service of our mission: helping leaders change, so they can change the world.

2025 marks our tenth anniversary. A moment to pause and reflect - but also a moment to look forward, and recommit to the fact that better is possible.

Artificial intelligence is accelerating, reshaping how we live, work and lead. At the same time, leaders are navigating a rising tide of complexity: the pressures of a changing climate, deepening inequality, and declining trust in institutions. These are no longer emerging risks - they are here, and they demand thoughtful, principled leadership.

At the Forward Institute, our belief has never wavered: that leaders are the most powerful force for change.

We work with leaders to move their organisations forward in an exceptional era - building cultures of responsibility, navigating difficult dilemmas, and acting on what matters most. We design and deliver breakthrough interventions that help leaders shape the most impactful organisations of our time.

We enter this year with a sense of clarity and momentum. We stand alongside leaders with the vision and agency to build a better future - and we'll be there with them, every step of the way.

It has never been more urgent to lead responsibly. And it has never been clearer by changing leadership, we can change everything.

ADAM GRODECKI



OUR SCORES ACROSS KEY AREAS:

Total score: 120.5
(with a minimum of 80 needed for certification)

Governance (20.2)
We are proud of our robust governance practices, ensuring decisions are made with integrity and transparency.

Workers (38)
Our commitment to our people goes beyond policies - we prioritise their growth, well-being, and sense of purpose.

Community (19.4)
We contribute actively to the communities we serve, supporting initiatives that align with our mission of responsible leadership.

Environment (10.2)
We have implemented tangible measures to reduce waste, minimise our carbon footprint, and model sustainability.

Customers (32.6)
We build long-lasting relationships based on trust, transparency, and mutual benefit.



BEING A

Being a B Corp means holding ourselves to the highest standards of social and environmental impact. It reflects our commitment to using business as a force for good - balancing profit with purpose and ensuring transparency, accountability, and long-term value creation for all stakeholders.

OUR PURPOSE We exist to make responsible leadership the only leadership. Through our programmes and partnerships, we empower leaders to create meaningful, systemic change - building a just, regenerative world. Our work isn't just theoretical - it's practical, grounded in real-world challenges and opportunities.

OUR VALUES We are pragmatic idealists, challenging assumptions, caring deeply about our world and its people, and build from multiple perspectives. Our work is infused with honesty, bravery, and a steadfast commitment to act generously and responsibly. We strive to embody the principles we promote - our team lives the values of responsible leadership every day.

OUR COMMITMENT Our B Corp certification underscores our responsibility to our team, our partners, the environment, and the communities we serve. From our office operations to the organisations we collaborate with, every decision is made with sustainability and equity in mind. Whether it's reducing our carbon footprint, prioritising mental well-being, or advocating for systemic change, we hold ourselves accountable to measurable impact.

FORCE FOR GOOD

SOME OF OUR IMPACT

We worked with hundreds of leaders across the social, public and private sector to create lasting impact, and in working to build a more responsibly led world. Here are some of the initiatives we were involved in:

COLLECTIVE CHANGE INITIATIVE

Building multigenerational workforces:

The aim of this programme was to support leaders from a range of organisations in the Forward Institute network to come together through a guided process of facilitation, enquiry and change, to collectively take action to address some of the challenges and opportunities that multigenerational workforces are presenting for employees and employers. We have enabled organisational leaders to better understand the topic of multigenerational workforces and its implications for health

The key takeaways from this initiative were:

What can you do as a leader?

- **Be curious:** Gather better data and speak to cross-generational colleagues to learn about the experiences of all age groups.
- **Challenge assumptions:** Address your own and your organisation's age bias in hiring, progression, and leadership.
- **Encourage multigenerational dialogue:** Bring together age-diverse teams and role model listening to multiple perspectives.
- **Reframe policies around life stage:** To promote workforce well being to ensure ensuring employees are supported through different life transitions.

Age is often the invisible factor in workplace equity, but by integrating it into DEI agendas, organisations can create more inclusive, healthier, and more effective workplaces for all.

PURPOSE IN PRACTICE COMMUNITY (PIPC)



In partnership with Blueprint for Better Business, Jaguar Land Rover, Asahi, and NatWest, we led a leadership Lab exploring:

- Mindsets and skills for responsible leadership.
- Organisational conditions for leadership to thrive.
- Systemic change across sectors.
- Practical actions to embed purpose-driven leadership.

Through virtual check-ins and a December 2024 Lab, seven key themes emerged - soon to be shared in our final report.



KEY PARTNERSHIPS



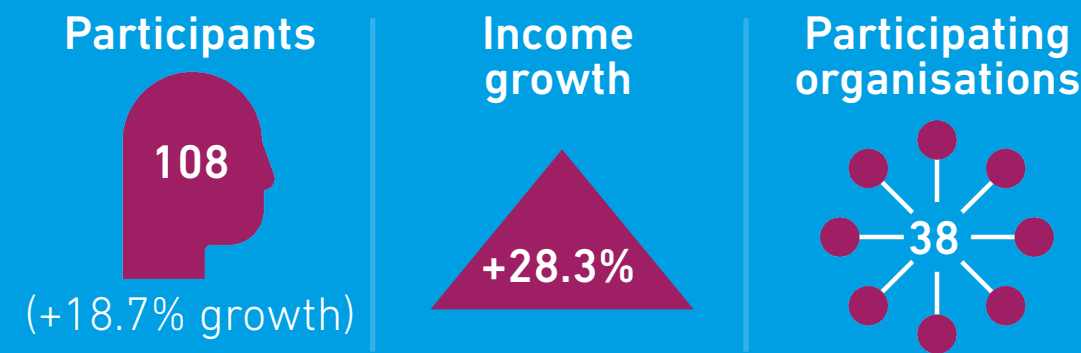
OUR WORK

Some of our impactful interventions include:

EXCHANGE PROGRAMME

A six-month leadership exchange where participants step inside different organisations to gain fresh perspectives and expand their leadership approach.

2024 cohort:



Click or scan for more details

FELLOWSHIP PROGRAMME

A 15-month immersive experience for senior leaders committed to driving meaningful change. Our community members gain cross-sector insights, challenge assumptions, and develop leadership strategies for lasting impact.

2024 cohort:



Click or scan for more details

PRO BONO WORK

We dedicate time and expertise to:

Facilitation & Leadership Support
Helping values-aligned organisations.

Strategic Guidance
Navigating complex challenges

Mentorship & Coaching
Empowering emerging leaders.

Roundtables
Convening senior leaders on key societal issues

COLLECTIVE CHANGE INITIATIVES (CCIS)

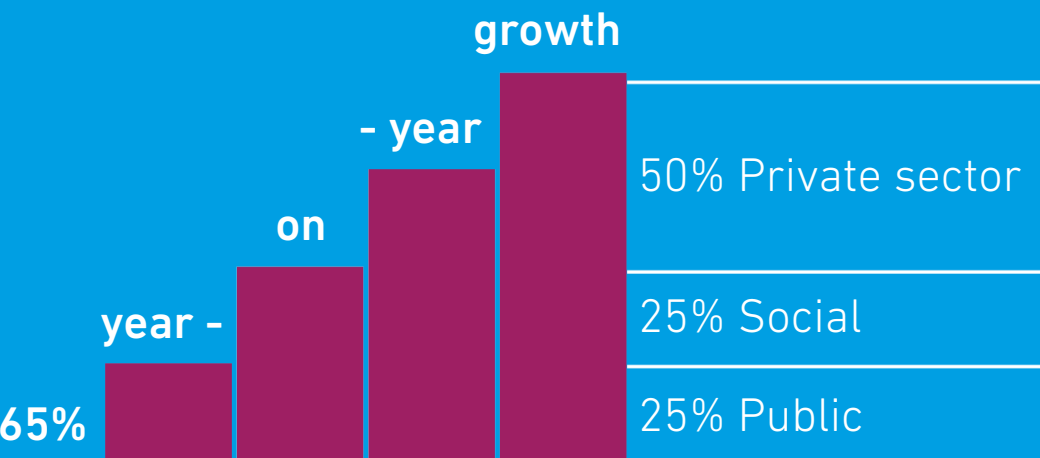
Collective Change Initiatives (CCIs) – Cross-sector collaborations tackling key societal challenges, such as cost-of-living pressures and multigenerational workforces.



Click or scan for more details

ADVISORY PRACTICE

Big consultancies sell solutions. We build deep partnerships that drive transformation. We don't arrive with a glossy deck and a 'fix' – we embed with leadership teams, challenge orthodoxies, and co-create the conditions for long-term change.



Three core areas:

- Unlocking senior teams for high performance
- Shaping and activating strategy, leadership, and culture
- Designing and delivering tailored leadership programmes

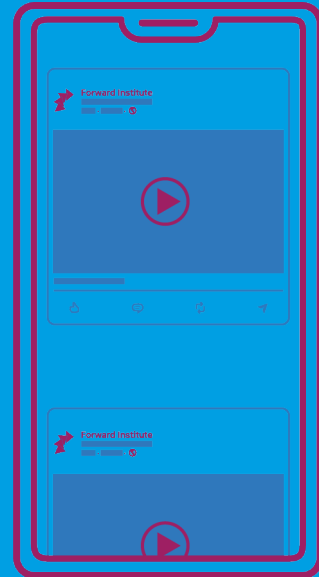
FELLOWSHIP COMMUNITY

A thriving network of over 1,000 senior leaders committed to responsible leadership. Our community continues to learn, collaborate, and drive change long after their programme ends.



AUDIENCE

This year we increased our social media audience by 70% and created video content to spotlight our brilliant leaders and shout about our work.



OUR PEOPLE



A STRONG, SUPPORTIVE COMMUNITY

We're a team of 25, supported by Associates and a wider Fellowship network. We cultivate a workplace where people thrive through collaboration, purpose-driven work, and continuous learning.

OUR CULTURE AND BENEFITS



Responsible holiday policy

Unlimited leave (norm ~30 days)



Flexible working

Supporting work-life balance



Annual retreat

- Strengthening connection & collaboration
- This year's Forward Festival 2024 sparked innovation, deepened learning, and left us more connected to our mission.



Training & Development

£750 annual budget + ongoing opportunities



5 volunteer days a year



INCLUSIVE RECRUITMENT

We welcomed five new team members this year, strengthening our diverse and dynamic team.

With an EDI expert, we refined our hiring process for greater inclusivity. Partnering with GoodWork, we expanded career access for underserved communities, bringing fresh talent into entry-level roles.



EMBEDDING EQUITY & INCLUSION

Responsible leadership demands continuous learning. In 2024, we deepened our commitment to Equity, Diversity & Inclusion (EDI) through a structured journey:

Listening & insights

Grounding our approach in real experiences

Learning sessions

Inclusive leadership, managing conflict, navigating tough conversations

Coaching & action planning

Embedding equity into our ways of working

Equity isn't a box to tick - it's a mindset, a practice, and a responsibility. By strengthening our collective understanding, we learn to lead with integrity, courage, and impact.

LEADING BEYOND OUR ORGANISATION

Our brilliant team have shared their expertise and time beyond our organisation, building partnerships with organisations such as Chefs in Schools and Girl Up.

Part of our philosophy is helping other organisations creating tangible impact to thrive, and it's been brilliant seeing our team have impact in some brilliant organisations.



LEADING WITH: INTENTION

We are deliberate about where we invest our time, who we work with, and the impact we create - we strive to build a supply chain filled with those committed to responsible leadership.



SUPPLIERS:

TRAMPOLINE

Supporting refugees through employment and training

DINNER LADIES

Delivering high-quality, sustainable catering


LUMINARY BAKERY

Empowering women through baking

Woolley's

A family-run bakery with a focus on sustainability

THE SYRIAN
sunflower

Celebrating Syrian cuisine while supporting refugees

Lovage Project

Creating vibrant, sustainable food experiences

FAT MAGY'S

Providing employment pathways for those facing housing insecurity

DUSTY KNUCKLE

Supporting social impact through food and training



We choose responsible **suppliers and venues** that align with our values - click on the businesses to find out more

VENUES:

Toynbee Hall, Aldgate East – a historic centre for social action and community development.

The Trampery, Old Street - Over the years workspaces, venues, training and management services have evolved as part of their mission to make business a positive force in society.

The Foundry, Vauxhall – a purpose-driven space for progressive organisations.

Conway Hall, Holborn – a venue with a strong ethical and cultural legacy.

St Luke's Community Centre, Islington – fostering community engagement and support.

AGORA, Central London – our B Corp-certified building manager and home office space.

SPEAKERS:

From established business leaders like Minnie Moll CEO of the Design Council, established thinkers like Margaret Heffernan, to climate activists like Clover Hogan, this year we have used the experience and provocations of around 50 thought leaders to challenge the perspectives and impact the future actions of those we are working with.



Minnie Moll



Margaret Heffernan



Clover Hogan

OUR GOAL IS THAT EVERY CHOICE WE MAKE STRENGTHENS A FAIR, SUSTAINABLE, AND INCLUSIVE ECONOMY

OUR CORE

The four key shifts we prioritise:

TECH

Responsible innovation & bridging the digital divide

- **AI & Leadership**
Roundtable, training & strategy sessions for leaders.
- **Offsetting AI's Carbon Impact**
Ensuring sustainability from the start.
- **Laptop Donations**
Repurposing tech for social impact.
- **Slack Impact**
57% of our network engaged in direct, change-driven conversations.

Key Sessions & Speakers:

- **'Organisational Culture & AI'**
Annabel Gillard (Co-Labs Global, Principal Advisory, LSE FORGOOD, Conversations on AI)
- **'Harnessing AI for Good'**
Somayeh Aghnia (Geeks)
- **'Ethical Tech & Future Leadership'**
Athena Peppes, Magdalena Getler
- **'Using different perspectives to help us see the future differently'**
Chris Kurtana

Upcoming CCI: Digital Divide

Tackling tech access disparities (planned for 2025).

PLANET

Climate action & innovation

- **Offsetting Carbon**
Taking responsibility for our footprint.
- **Cost of Living CCI: Insulation**
Driving energy efficiency for social & environmental impact.
- **Lessons from Climate & Nature Startups**
Innovations shaping a sustainable future.

Key Sessions & Speakers:

- **'Keynote: Climate Leadership'**
Ed Gillespie
- **'Climate: How to attract more investment into solving aspects of the climate and nature crisis?'**
Swarnali Mitra and Clover Hogan
- **'Innovations in Climate & Nature'**
Elizabeth Corse (DisCom)

HEALTH

Supporting long-term wellbeing

- **Salford Health Leaders**
Working with NHS leaders to embed responsible leadership.
- **Multi-Generational Workforce CCI**
Exploring leadership for an ageing and evolving workforce.

Key Sessions & Speakers:

- **'The Future of Food & Health'**
Kené Umeasiegbu (Tesco), Naomi Duncan (Chefs in schools), Anna Morris (Diabetes UK)
- **'Psychological Safety Roundtable'**
Anna Sanders (DHSC) Mark Lambert (Rugby players Association)

EQUITY

Inclusive leadership & social mobility

- **EDI in Action**
Internal work to embed equity in our ways of working.
- **HRP: A Palace for Everyone**
Designing inclusive heritage spaces.
- **Social Mobility & Leadership**
Expanding access to opportunity across sectors.
- **Collective Change Initiative**
Building multigenerational workforces.

Key Sessions & Speakers:

- **Creating Inclusive Cultures – Lessons from the Arts**
Toks Dada (Southbank Centre)
- **'Cross-Sector Collaboration for Social Good'**
Matt Downie (Crisis) & Amy Bone (Lloyds)
- **'How Can Organisations Improve Social Mobility?'**
Alex Perkins (Amazon), Aisha Lysejko (The Brokerage)
- **'Understanding Human Behaviour & Change'**
Owain Service & Eugene Malthouse (CogCo)
- **'(Future) Change from a Multi-Generational Perspective'**
Thimon de Jong and Jahkini Bisselink

STORIES OF CHANGE: OUR COMMUNITY IN ACTION

The impact of responsible leadership is measured not just in words, but in action. Across industries and sectors, our community are leading transformative initiatives that drive meaningful change.



A Collaboration for Social Good

Amy Bone from Lloyds Banking Group is leading an initiative with Crisis to challenge systemic issues in homelessness. Through cross-sector collaboration, leaders are creating practical solutions to provide housing and financial support for those in need by repurposing disused data centres into affordable housing.



Closing the Gender Gap in Financial Leadership

Ranila Ravi-Burslem is tackling gender inequality in the financial advice sector, ensuring greater access and representation for women in leadership.



Corporate & Non-Profit Collaboration

Kevin Doyle & Gail Jackson have built a lasting partnership between Solving Kids' Cancer and easyJet, showing how businesses and charities can work together for meaningful impact.



LEADERSHIP IN... CONVERSATIONS THAT SPARK CHANGE

Our Leadership In... series brings together diverse leaders from across industries to share insights, challenges, and opportunities. By hearing from leaders in different sectors, we help others break out of their day-to-day bubbles, gain fresh perspectives, and uncover new ways to drive impact in their own organisations. By fostering cross-sectoral learning, we can shape a future where leaders work together to solve complex challenges.



Public Health: Insights from the Frontline

We heard from Dr. Muna Abdel Aziz and Dr. May Moonan of Public Health England on the evolving challenges and opportunities in public health leadership.




Navigating sustainability at scale: with Primark

We heard from the fashion industry - a sector at the heart of culture, commerce, and consumer behaviour. Sustainability remains one of its most pressing challenges. We sat down with Roseann Hickey, Director of Product Sustainability, Quality, and Compliance at Primark, to explore what responsible leadership looks like in a fast-moving, high-scale retail environment

Social Enterprises and charities that we've engaged with through our work this year:

- Trampoline Café & Nemi Teas
- Chefs in Schools
- Romildamor Foundation
- The Jarrett Foundation
- Open Kitchen
- The Fore
- Gals FC
- The People
- Cancer Research UK
- Mencap
- Crisis

IN CONVERSATION



Alison Jackson · 3rd+
Group Head of Talent Acquisition
11mo · 🌐

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If you're a Head of Talent or CPO looking for a great leadership course for your colleagues (or yourself!), please check out the [Forward Institute](#) Exchange programme. It is hands down the best leadership programme I have ever been part of; taking part in eye opening workshops and "exchanging" companies with two other leaders to get real insight and feedback on your leadership style. Huge thanks to them for the last six months and to my exchange partners [Vickie Warrington Louise Mayhew](#) - it's been an amazing journey with you both, and thanks to [easyJet](#) too. [#responsibleleadership](#) [#talentdevelopment](#)



Issi Saumtally
Data Leader | DataIQ Top 100 (2021 & 2022) | Helping Organisations Create & Execute their Data Strategy | Digital Poverty Alliance Ambassador

...

Loved the session today, really great and look forward to the next ones. It also goes without saying how wonderfully it was also to be back in a room with the fabulous fellowship and colleagues. As always left the room inspired.



Sophie Ashburton (aka Grenville/ Baring) · ...
I run a family business and specialise in facilitating other...
7mo · 🌐


+ Follow

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We were so happy to welcome the Forward Institute team to The Grange for their annual retreat. They spent two days discussing the future of how the world is lead and their part in it. @Tamsin Cooper said "the surroundings gave us space to think, connect, be inspired and lift our spirits. We went deep into conversations with the expansiveness needed for creative thought. We were treated to some wonderful food and little touches that gave the atmosphere a festival vibe"

Here's to transformative ideas and inspiring settings! 🌟 [#Leadership](#) [#Innovation](#) [#Inspiration](#)






Ed Gillespie · 1st
Inspirational keynote speaker, writer, poet and futurist
1mo · 🌐

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It's been my honour and privilege to work with the Forward Institute's responsible leadership programme since its inception - 10 years ago (Happy Birthday!). Beyond the self-serving world of consultancy lies the more effective land of collaboration and partnership, where instead of trying to sell your client the next contract, instead you are able to have the really honest, awkward, uncomfortable and arguably essential conversations, ask the difficult questions and sit with the discomfort...before hopefully finding new transformative ways of doing things that truly reflect your character, require courage and make a real difference in the world.

So much of the rest is noise. The FI creates space for the quiet harmonies to emerge. Here's to the hugely challenging work of the next decade.

🙏




Pauline Crellin · 2nd
Director, UK Exports, and DBT Head of Location for the ...
7mo · Edited · 🌐

+ Follow

...

I'm both proud and fortunate to have been part of the Forward Institute's leadership story - and I can't recommend it enough for anyone who cares deeply about responsible leadership and the impact it can have on the world. Happy Birthday Forward Institute !! And thank you!



Sarah Gillard · 1st
CEO of A Blueprint For Better Business, Executive Coach, Speaker, Facilitator...
1mo · ...

Extraordinary stories, extraordinary people, and an extraordinary organisation. I'm excited to be part of the next bit of the journey with the FI, working with Cohort 10, in these extraordinary times. Happy birthday FI!

Like · 🗨️ 7 | Reply · 2 Replies




Matthew Price · 1st
Regional General Manager, Uber Eats, UKI & Northern Europe
1mo · ...

Proud to be a part of this community! Congrats on the past ten years fostering responsible leadership - you're just getting started.



Mohini Raichura-Brown · 1st
Chief Partnerships Officer | UNICEF UK
1mo · ...

Congratulations [Adam Grodecki](#), [Ruth Turner](#) and FI team. What a privilege it is to be a part of this brilliant community




Dr Pearl Jarrett MBA, DMin · 1st
Multi-Award Winning Disruptive Changemaker | Governor-General's Award Winner
9mo · Edited · 🌐

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Well.... I had to pinch myself. I kept saying.... "Is this really happening?" With the help of the [Forward Institute](#) where I am a Fellow, I managed to talk Senior members of the [British Army](#) into accompanying me to Jamaica, to collaborate with the [University of Technology, Jamaica](#) (UTech) and the [Jamaica Defence Force](#), to help solve the water scarcity issues in Jamaica.

[#water](#) [#Jamaica](#) [#renewable](#) [#collaboration](#) [#diversity](#) [#leadership](#)






Pauline Crellin · 2nd
Director, UK Exports, and DBT Head of Location for the ...
7mo · Edited · 🌐

+ Follow

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This is just brilliant, and an example of why I'm so proud to be a Fellow at the Forward Institute. Responsible and ethical leadership that delivers massive impact has never been so important as we try every door to find growth, success and innovation. 🌟 curious? Find out for yourself, and spark that journey! 🙌




Gail Jackson · 2nd
Proud CEO of Solving Kids' Cancer UK striving for an end to...
4w · 🌐

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...

It was a real privilege to take part in the [Forward Institute](#) Exchange programme; the opportunity to get to observe other leaders in action and be in workplaces so different to my own provided greater insights than anything I've done previously and most importantly I've forged strong and collaborative relationships that have brought tangible benefits to both me and my organisation.




Rory Campbell, FRSA · 2nd
Executive & Team Coach | Leadership Advisor | Helping Leaders to Transform...
1mo · ...

Simply superb. FI remains one of the organisations that is leading the way for the next generation of industry titans.



Stewart Hastie · 2nd
Partner, Leading on Corporate Advisory and Trustee Projects
3w · ...

Happy birthday! An amazing institution - being part of the first cohort (the Guinea pigs) was still one of the best experiences of my working life. Congratulations Adam, Ruth and team.




Stephen Carter · 2nd
British Army Infantry Battalion Commanding Officer | Exec MBA Graduate
1w · 🌐

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...

Very fortunate to be part of the [Forward Institute](#) leadership exchange programme this year. An enlightening and inspiring few days with Elizabeth Dodd at [Royal Mencap Society](#) getting under the skin of strategic delivery in the '3rd Sector'.



Karalee Close · 2nd
Global Leader: Talent & Organization. Working at the intersection of strategy and...
1mo · ...

Happy Birthday to you at Forward Institute ... I was lucky enough to join the first cohort when it was all largely a set of ideas and conversations. It was an incredible experience even then - and you've had such an impact on so many! Congratulations for your courage, curiosity and connections ... key foundations of Leadership.



Carol Campayne · 2nd
Director, The Diversity Practice Ltd
1w · 🌐

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There's no better time to be doing this purpose driven work. Thankyou [Forward Institute](#) a gift to the world that keeps on giving!



Muna Ibrahim Abdel Aziz · 2nd
Director of Public Health for Salford, and Chair of YourB Cr...
2w · 🌐

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We have learnt so much from the pandemic as we do from the hardest of times. Thanks to [Forward Institute](#) for thought leadership. Thanks to [Salford City Council](#) for leading the way.



Karl Boyce · 2nd
Senior Director, Global Digital Engagement Strategy at McDo...
(edited) 7mo · ...

Couldn't agree more [Adam Grodecki](#) - you and the [Forward Institute](#) team taught us first and foremost about purpose. Context and depth of thinking. Long term vs short term fixes. Little of the narrative, both here in the states, or in the UK, is delivering on those fronts. It's driven by society expecting the quick fix. But it's all the more important with the challenges we face today, as a political leader and or in business, to be thinking with purpose first and foremost. What is the impact of our decisions for the lives of the people or customers we serve. Thanks for continuing to champion.



Matt Downie MBE · 1st
Chief Executive at Crisis
6mo · 🌐

...

I highly recommend the [Forward Institute](#) Fellowship Programme - it leaves you challenged and supported to deliver responsible leadership. The programme fundamentally changed my professional life and I'll always be grateful.

10 YEARS

BIG BANG

As we approach our 10-year anniversary, we are more committed than ever to deepening our impact. A decade of the Forward Institute has been a decade of deliberate choices - about the leaders we support, the issues we tackle, and the kind of organisation we strive to be.

From the very beginning, we have believed that leadership is not just about individual success, but about shaping organisations and systems for the better. Over the years, we have built a network of leaders committed to responsibility, resilience, and bold action in the face of complexity.

Looking ahead, we know that our next decade must be even more ambitious. The urgency of the challenges we face - across climate, health, technology, and equity - demands leadership that is courageous, ethical, and driven by purpose. Our impact will not come from scale alone, but from the choices we make:

WHO WE WORK WITH

– ensuring we support leaders who are ready to step up and drive real change.

HOW WE SHAPE OUR ORGANISATION

– creating a workplace where our people thrive so they can do their best work.

WHERE WE FOCUS OUR ENERGY

– investing in the ideas, partnerships, and movements that will shape the future.

As we enter our next chapter, we are not looking to simply reflect on the past - we are looking to shape the future. Leadership that is responsible, courageous, and deeply impactful has never been more necessary. We remain steadfast in our belief that the right leaders, making the right choices, will change the world.

