

## CEP Magazine – February 2019 What's in a name? Everything!

---

By Kristy Grant-Hart

Kristy Grant-Hart ([kristygh@sparkcompliance.com](mailto:kristygh@sparkcompliance.com)) is the Managing Director of Spark Compliance Consulting in London, and author of the book, *How to be a Wildly Effective Compliance Officer*.

- [compliancekristy.com](http://compliancekristy.com)
- [twitter.com/kristygranthart](https://twitter.com/kristygranthart)
- [linkedin.com/in/kristygranthart/](https://linkedin.com/in/kristygranthart/)

“I’m good with faces, but I never remember names.” How many times have you heard someone say this? Have you said it yourself? If so, you’re missing a critical opportunity to make people feel special and to create an immediate sense of familiarity and warmth.

This document is only available to members. Please [log in](#) or [become a member](#).

[Become a Member](#) [Login](#)