



# Unglued

CO-CREATIVE  
WORKS

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## What’s in a name?

As many of you who know me have noticed, I’ve changed my business name. For ten years I was known as “Communication Strategies.” Now I’m “Co-Creative Works.”

Marketers will tell you there’s a lot of risk in changing a business name. It creates all kinds of branding challenges and costs. So, why was I willing to take that risk?

First, my business has evolved over the last 10 years, and I can see it evolving even more over the next five years. Communication Strategies was no longer a descriptive umbrella for all that I do (although I will continue to develop strategic communication plans for some clients). And it certainly wasn’t an evocative umbrella for the direction I will take in the future.

Most important, I wanted a name that made me feel whole and congruent; one that could encompass who I am today and who I expect to be in six years. Ahhhh.... What a wonderful feeling to have a name that describes me so perfectly!

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| “Co”       | signifies the emphasis I place on collaboration – working with groups and teams to maximize creativity and productive collaboration to get results in workshops or facilitated meetings. |
| “Creative” | emphasizes my approach to everything in my work and my life – a willingness to become “unglued” from old patterns of thinking and behavior to make way for new and better ideas.         |
| “Works”    | as a verb connotes the success one can expect from creative collaboration, and as a noun it represents the body of work I produce as a trainer, speaker, facilitator, and artist.        |

Finding that name wasn’t easy. I brainstormed alone, then with several different friends and colleagues. I took my list of prospective names and checked their availability as domains for my web site. I narrowed the list to a few and let them percolate in my head for a while. I played with visual images and metaphors related to various names. Finally, I made my decision and registered the name.

The most helpful parts of the process were conversations with experts: Eric Richards (Market Design Media) who suggested a list of questions related to my service and markets; Sylvia Nibley (Our Community Connection), who led me through an inspiring visioning exercise about my “ideal” business; Kathi Whitman (In Credible English), a mentor and model risk taker; and three amazing coaches who have formed my “Care and Accountability Team” for the past year.

Are you thinking about a name change? If so, send me an email and I’d be happy to share my process and pitfalls along the way ([sue@cocreativeworks.com](mailto:sue@cocreativeworks.com)).