

## Early Analysis

The following pages are designed to provide enough analysis to get you going and yet not so much as to shut down names/ideas. I am not suggesting that, in my experience, there is so much information presented as relevant that it clogs the creative juices.

But first, let's do a bit of project planning

Date (Today): \_\_\_\_\_

Name: \_\_\_\_\_

### TARGETED WORKING TIME

TARGETED WORKING TIME					ACTUAL
		PLANNED			
#	DATE	ESTIMATE	ACTUAL		TOTAL
1					
2					
3					
4					
5					

### KEY PEOPLE TO INVOLVE

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## Early Analysis

If you are the kind of person that likes to read the instructions after you have already done the job just to see if you did it right, then this could well be where you are starting. I just want to let you know that there is some really insightful stuff in the first 15 pages and it may be worth your while to go back after you retire. But, to be honest, you can live without it.

A. **The Task Headline** (A one sentence statement that reflects what you want to work on. To give the discussion an action orientation, it is suggested that you start it with words like:

- Devise a name for...
- Develop a name for...
- Generate alternatives to...
- How to...

Take another look at your wording in the last chapter where you developed your initial TASK STATEMENT. It may still feel appropriate. Rewrite it if you need to.

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Don't be surprised if your task appears to shift on you during analysis. If it does, write the new task statement in the book. The point is that you must be firmly committed to what you want to accomplish as you start.

B. **Analysis** (Include enough information to get yourself going. You may wish to include the items below. It should take no longer than 25 or 30 minutes.)

1. Why this represents a problem or opportunity:

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Example: The name I have been using, "Modified Nominal Group Technique," simply doesn't work. It is too bulky and feels like jargon. I believe a name can be found that will not scare people off of the system and yet express what MNGT does.

- 2. What is it?  
How does it look?  
How will it be packaged?  
What are its form and function?  
What are the advantages, features and benefits?

Look or feel \_\_\_\_\_

Package or structure \_\_\_\_\_

Form and functions \_\_\_\_\_

Advantages, features, benefits \_\_\_\_\_

Who is the customer? \_\_\_\_\_

Example: MGNT is a handle I use for my process of problem solving. I use it in both written form and in speaking. It is the basic process flow for inventing in these workbooks, plus a heavy dose of facilitation.

- 3. A brief history/a few key words: (How was it invented? Points of difference.)

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Example: I developed MNGT out of several different problem-solving strategies—Nominal Group Technique, Creative Problem Solving, Kepner Tregoe, Syntectics, and others. Much of it came from my observation of how groups actually work when they are working well together. A key point of difference is that the model is designed to be modified. You can start in MNGT and slip to other systems syntectics if the problem seems to need that type of approach. It is a structure for problem solving from which you can easily diverge and return.

4. What does the product mean to your company (client)?

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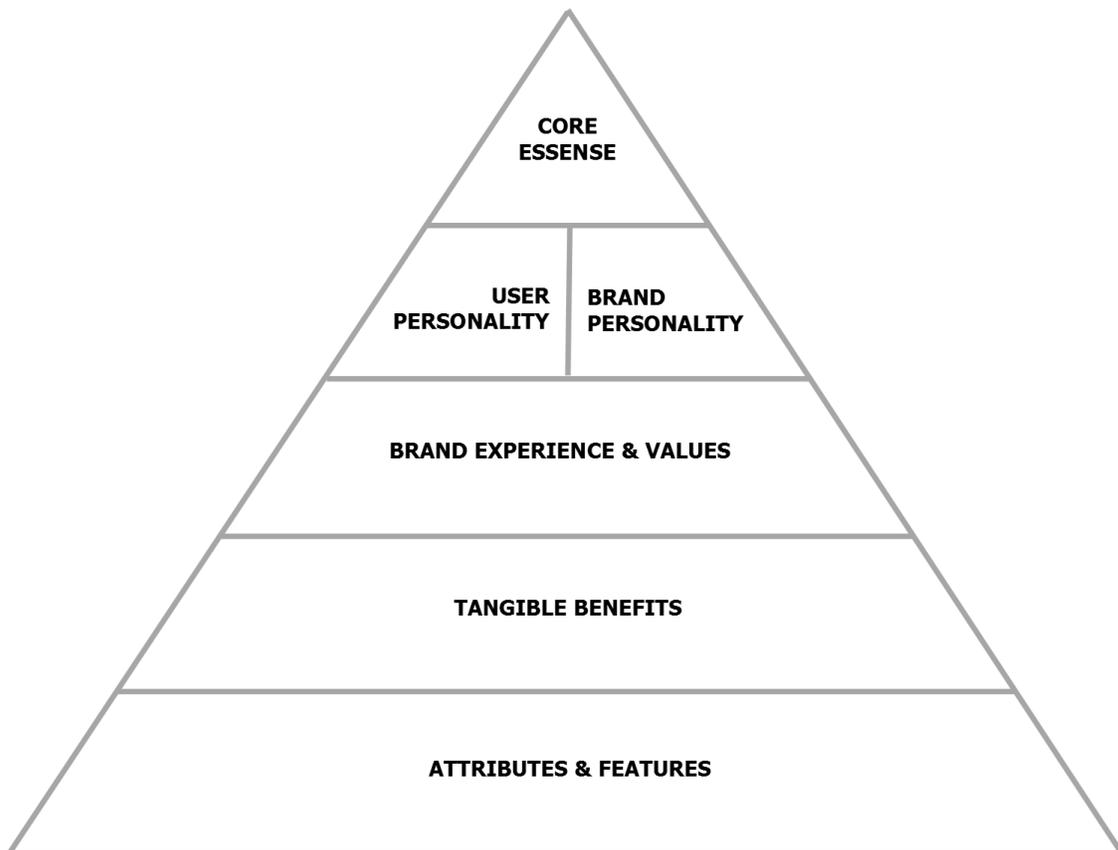
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Example: MNGT is the primary engine for much of CMA’s consulting and training activity. It is the ore of what we do. For something so important, it is talked about less than you might think. It is part of the air we breathe here.

5. Value Pyramid from the customer’s perspective



## 6. How is this product positioned?

This is a tough one. If you have thought this through, you are in good shape. If not, you may have some work to do before you can do an adequate job of naming. One way to give yourself direction without going through an entire positioning exercise is to generate a series of metaphors as a substitute. The more sophisticated your naming needs, the less willing I am to suggest that a substitute is appropriate.

Another suggestion from David Herzburn, in a column in *Advertising Age Magazine*, is to keep it to one sentence. Format the sentence like this:

**"For (target), (product name) is (single most important claim) because (single most important support)."**

Example for **MNGT**: For **people who work with groups, modified nominal group technique** is **the most robust structured problem solving technique** because **it's flexible enough to include elements of many other processes**.

Example using metaphor: MNGT is like a road with many entrances and exits. MNGT is a robust process for solving many types of problems.

Your turn:

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## 7. Who is critical to the naming process? Who has to buy into your selection?

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Example: I can make the final decision.

8. What are some competitive names or other names in your industry?

Example: For Modified Nominal Group Technique

- Delphi
- Synectics
- Nominal Group Technique
- Organized Random Search
- Kepner Tregoe
- Kaizen

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9. Is there a name now, or is there a set of names, that interest you or others? (If you already have a leading candidate, you may wish to add them now to the list of names that have made the first cut.)

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Example: Modified Nominal Group Technique (MNGT)—Simple Idea Search (SIS)

10. What do you plan to do with the name after you complete the workbook?

Note: For names that are going commercial, next steps are often 1) Get an all clear from legal counsel, and 2) Do consumer/customer testing.

Example: For MNGT's new name, I will:

1. Do an online search for similar names.
2. Use it experimentally in several projects and in articles in the near future.
3. Work for a legal trademark, if appropriate.

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11. What are you hoping to get out of this time? (i.e., are you seeking a lot of focus on one option or many options? What are your goals?)

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Example: I would like a single name to move forward with experimentally. I would like several good options as backup in the event that I need to drop my first choice. I would also like a set of words that fit well with the process that I can use in my writing projects.

