Setting the Task

The statement of your task is important. It acts as a baseline from which to jump. It can represent the culmination of a considerable amount of thinking by the owner up to the point of getting started. Naming is no different. Two points:

1. Careful definition of the area for naming often encourages options to emerge.

2. A quick start into naming without a careful definition of the task often results in defining the task, "I will know it when I hear it."

Specific phrasing in naming is not as important as in other areas. It should reflect exactly what you want to do. If the statement is too narrow it will limit the search for ideas; if too broad, it will not give you the direction you need to begin your work. It should be as complex as necessary but understandable. It should be something you can get enthused about. And remember the words of Elmer Sperry: as long as you're going to bother to take on a challenge, why not make it one in which you can make an impact.

> **EXAMPLES:**
>
> Develop a name for the LX-2683-G.
>
> Create a family of names that work together for our new line of gluten-free cookies.
>
> Develop an alternative name for "Modified Nominal Group Technique."

Work hard to create a statement that provides direction without setting the expectations. TRY TO COME UP WITH A NAME THAT WILL HELP US CONVINCE THAT PRESIDENT THAT HER HUSBAND'S IDEA WON'T CUT IT. This statement may be a good expression of what is, in fact, going on; however, it is not going to get you into the mood generally considered best for inspired thought. And remember—KISS…

<p align="center">KEEP IT SIMPLE!</p>

Selecting the Task

Develop a <u>TASK STATEMENT</u> for your effort. It often helps to start with words that invite invention. Words like, "Develop a name for," "Create a name that," or simply "Come up with a title for."

> **EXAMPLE:**
>
> Develop an alternative name for "Modified Nominal Group Technique."

Concepts in Naming
A Workbook for Innovation

INNOVATION
F O C U S

This is Important

Ask yourself why <u>YOU</u> should do this. Write out why you own the task.

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If your answer is something like, "because my boss handed me this book and told me to," you're in pretty good shape. You're in good shape if you are a project engineer or product manager or agency person and this fits your job description. You're in great shape if you are an individual contributor in any area and have the freedom and resource to make your selection stick. You're in trouble if you're a junior manufacturing assistant manager and you want to show marketing and sales at the next forecasting meeting that you aren't shipping because nobody knows what they are buying from your company. And besides, you're taking a marketing course and your professor says that. You may be right but, well, I don't want to restrict your enthusiasm. Try it anyway and call me with the results. People learned a lot less with much more effort.

Notes

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