EXERCISES

1.   THE BASICS

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3.   ATTRIBUTE MATCHING NAMES

4.   SPIDERS

5.   MENTAL WALK AROUND

6.   PLANES, TRAINS, AND THE PEOPLE YOU MEET

7.   FROM THE COLLECTIVE UNCONSCIOUS AND GENETIC MEMORY

8.   FROM THE ORIGINS OF THE LANGUAGE

Exercise One: The Basics

I recommend this for early in your process. This is, of course, Tesla's suggestion: "be alone." There are many forms of being alone, from music to meditation, but let's be pragmatic.

Most of us run from meeting to meeting and problem to problem with very little time out to "think." I mean, to think for an extended and uninterrupted period. Our unusual work pattern involves multiple problems needing ideas and decisions or analysis in something of a random pattern. Frankly, this mental jumping is one part of management I like. However, I also know that, for pushing beyond and for seeking new ideas, your office may not be conducive.

Follow these steps:

1. Take a clean pad and a sharp pencil and go somewhere where it is quiet and you are alone. Budget 30 minutes—that is all you can possibly manage if you are not used to this process.

2. Jot the naming task down at the top of a clean sheet of paper and set it aside.

3. Sit and jot down names and ideas that come to mind. If nothing comes to mind, just sit.

4. After 30 minutes, review your notes and go to your name listing. Add new names that are on your pad.

5. Go back to continue your naming process. Or you may want to jump right into Exercise Four named "Spiders".

Exercise Two: – Attribute Matching/Criteria

1. Stand up… walk around… get a drink… beat on the candy machine… go home and come back tomorrow.

2. Look at the criteria you have listed. Make a list of repeated attributes that you can identify in those first ideas. Be broad in your thinking.

> **EXAMPLES FOR MANAGEMENT**
> 1. Short and sweet—ID-AH!
> 2. Internal acceptability—First thought
> 3. Appropriate—Team Ideation Technique

1. _____   8. _____

2. _____   9. _____

3. _____   10. _____

4. _____   11. _____

5. _____   12. _____

6. _____   13. _____

7. _____   14. _____

3. Now reverse them

> **EXAMPLES (See prior page examples)**
> 1. Long and mean—Targeted Problem Killer
> 2. Unacceptable internally—Ideas for Pruning
> 3. Inappropriate—Team Ideation Technique (think about it)

1. _____   8. _____

2. _____   9. _____

3. _____   10. _____

4. _____   11. _____

5. _____   12. _____

6. _____   13. _____

7. _____   14. _____

4. Pull names from this list that might challenge your current thinking. Modify and add to your list.

> **EXAMPLES: The Creative/Mentor Approach**
> 1. Long and mean—Targeted Problem Killer
> 2. Unacceptable internally—Ideas for Pruning
> 3. Inappropriate—Team Ideation Technique (think about it)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Add these ideas to your list starting with the next available item number.

Exercise Three: Attribute Matching/Name

1. Stare at someone cute… get a drink… call home… go to a meeting…
2. Look at the criteria you have listed. Make a list of repeated themes in some of the names you have noted. Be broad in your thinking

> **EXAMPLES: Examples: From MNGT/I like the idea of a paradox:**
> 1. Mind Drain
> 2. Empty Mind
> 3. Multi-Mind

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____

3. Now reverse them

> **EXAMPLES (See prior page examples)**
> Multi-Mind
> Uni-Mind
> Uni-Brain
> Multi-Brain
> Dia-Mind

4. Pull names from this list that might challenge your current thinking. Modify and add to your list.

1. _____   8. _____

2. _____   9. _____

3. _____   10. _____

4. _____   11. _____

5. _____   12. _____

6. _____   13. _____

7. _____   14. _____

5. Pull names from this list that might challenge your current thinking. Modify and add to your list.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Add these ideas to your list starting with the next available item number.

Exercise Four: Spiders

Spiders are one of my favorite ways to drive out related names or ideas of any sort. It has some of the same elements as attribute matching and mind mapping yet it is much less sophisticated and much more portable.

1. Select some key words from a section of your work that you think could lead to something. Places to look:

   • From the criteria setting
   • From the early names you generated
   • From the time "thinking"

   Seek key intriguing words (not necessarily names) that are the best.

2. Place a word in the center of a blank sheet of paper and draw a circle around it. Draw eight or ten spokes going out and put the related words at the end of each spoke (use the thesaurus or dictionary). Do a second round of this. See the attached example.

3. List names that these words suggest and add to your list, repeat as often as needed with different words.

Use Your Resources!

EXAMPLE FOR SPIDERS: Harnessing Mind Power
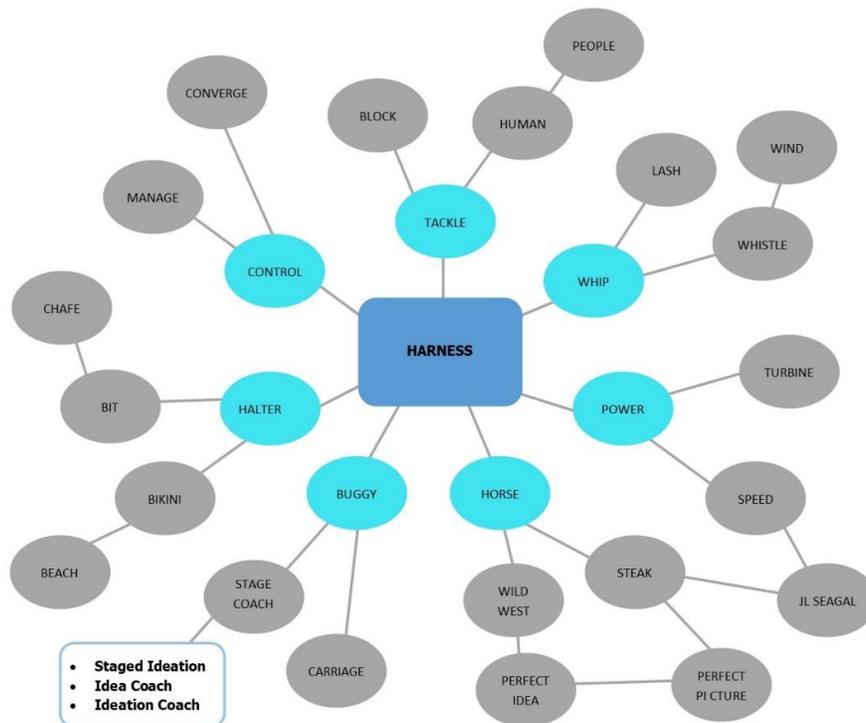
Exercise Five: The Mental Walk-Around

The Mental Walk Around can go any one of a number of directions. I will outline a specific set of instructions and an example. But, I expect you to adapt it to your own situation.

1. Grab a pad of paper, a stiff backing, and a pen.

2. Walk around the origins of the product/service in your company. You decide what it is. Perhaps it is a particular drafting board in engineering or the director of marketing's lap top computer. Wherever it is, get there physically.

3. Draw a line down the center of your pad. On the left, write descriptions of the environment around your products' cradle.

Examples

Picture of the kids	
T square	
Computer	
Note books	
Sandwich bag	
Paper clips	
Dirty floor	
Blue ink on white paper	
Car keys	
Coat	
Technology Today	

4. On the right side, generate possible names that come to mind based on these descriptors:

Examples

Picture of the kids	Iditure
T square	T squared
Computer	Compu-square
Note books	Compu-books
Sandwich bag	Clear sys
Paper clips	
Dirty floor	
Blue ink on white paper	
Car keys	
Coat	
Technology Today	

5. Now, "Move on… Move on down the road" as the song says. Go to the next key stop on your products road to development and repeat this on a new page.

6. When you have had enough, add these new names to your list.

Hint 1: As you are walking around, let people know what you are doing and get them to volunteer possible name candidates. Be sure to write down whatever they say, exactly the way they say it. It may be something you've already thought of or an absolutely terrible idea, but they will love you for listening.

Hint 2: When I did this for my naming effort, I used my files and my reference books. This process does not have to be completely physical; there can be mental trips as well. However, you will not find the interesting twists on your companies' culture reality that I believe are there.

Exercise Six: Planes, Trains and the People You Meet

This is simple but time consuming. You may find it to be a circumstantial exercise, in that its use depends on your circumstances.

1. Make a list of people who should have input into this process.

2. Call or email and ask.

Variation:

1. Strike up a conversation with the cabby. Other fellow travelers will do; so will bell hops in elevators or waitresses at breakfast. (Did you ever notice how many bell hops plan to be P&G marketing managers when they grow up? Get them while they are young.)

2. Let your target know what you are doing.

3. Ask for ideas.

4. Visibly write them down. It won't hurt you and it will make their day.

The name Innovation Focus emerged from this process. I spoke to several clients. Bob D'Amico of Lipton sent me three pages of names he had come up with during Monday Night Football. He had circled Innovation Focus and several others that he particularly liked.

INNOVATION
F O C U S

Exercise Seven: From the Collective Unconscious and the Genetic Memory

We are moving from the direct to the obscure here. Keep in mind that not every exercise is for everybody and my feelings won't be hurt if you skip this one.

Except that, well, I'd like you to ask yourself what you might be seeking to avoid by not doing this harmless exercise. Oh, I'm sure that your avoidance reaction doesn't mean anything—just time pressure. You're not trying to hide something from your past. Avoidance reactions are often indications of something more serious though. When was the last time you were seen regularly by a therapist?

You're not seeing a therapist now, hmmm? We all should, you know.

I'll admit it. Like everyone else, I have a tough time resisting an occasional jab at the early jargon factories of the world of psychoanalysis. Carl Jung is my hands down favorite with Freud a close second.

Modify to fit your specific situations.

1. List critical components of your product and project service down the left hand side of your paper.

    Example: (High Speed Specialized Computer)

    •   Monitor
    •   Keyboard
    •   Printer
    •   LSIC

2. Now select one from the list of worlds.

Salem Witchcraft	Norse Legends	Aztec Calendars
Egyptian Pharaohs	Buddha's Thoughts	Inca Cities
Roman Gods	Confucius	Greek Philosophies
The Crusades	Eastern Empires	Cesak Dreams
Jewish Mythology	African Bush	French Revolution
Mennonite Memories	Voodoo Magic	Marco Polo
American Indians		

… And, of course, make up worlds of your own.

Place the world you have chosen at the top right side of your sheet and list related words or descriptions (go for 15 to 30 and use your thesaurus).

Example: (Modified Nominal Group Technique)

Components	American Indians
Monitor	Ponies
Keyboard	Buffalo
Printer	Nature
LSIC	Happy Hunting Ground
	Teepee
	Papoose
	Beaver
	Fox
	Bear
	Ancestors
	Verbal History
	Climate
	Reservations
	Hopi

3. Between the two columns, draw connections between the two lists and create a new set of names.

Hint: If you have trouble for the whole list, try it for one item at a time and force a connection. Don't require that it be a "good" name; just an idea will do.

Example: (High-Speed Specialized Computer)

Components	Forced Connection	American Indians
Monitor	The Basic Engine	Ponies
Get it? The Indian pony was the basic engine of the Indian and the monitor is the key engine component for a computer (or maybe it is the wheels).		
Keyboard	Total Utilization	Buffalo
Printer	Horizon to Horizon	Nature
LSIC	Clear Field System	Happy Hunting Ground
	Triangle	Teepee
	New Age Computers	Papoose
	Dawn Management	Beaver
	Bushey Matrix	Fox
	Cub Management System	Generator
	Artificial Term Memory	Verbal History
	Nimbus	Climate
	Customs	Reservations
	Desert Wind	Hopi

4.   Finally, take that list of beginning ideas and possible names and drive it back to reality.

Use your candidate list in the first part of this chapter to help draw the connections.

Think approximately and allow yourself to be surprised.
Change the name or have them inspire something else:

Example: (From The Words On The Prior Page)

- Beaver
- Dawn Management
- Down Management
- New Age Systems Management
- Matrix Management
- M2 Systems
- Custom Systems
- Custom By Design
- Nimbus
- Hopic

Add to your list.

Note: I have been told that this exercise is too challenging for an untrained individual working alone. I tend to agree, but I have also found tremendous power in taking the time to do its many steps. The results, while not always a winner, are almost always new ideas that surprise me.

Exercise Eight: Use the Name Characteristics and Roots Listed Below to Help Inspire You to Create Unique New Names

Name Characteristics	
Alliterative	A repetition of an initial sound. Usually a consonant or cluster, in two or more words of a phrase: Coca Cola, Handy and Harman, Blue Bell, Sundstrand
Assonance	Likeness of sound or partial rhyme in which the stressed vowel sounds are alike (but the consonant sounds are unalike)
Consonance	Harmony of elements/tones. A partial rhyme in which consonants in stressed syllables are repeated: Coca Cola, Stanadyne, Sundstrand, Bell and Howell
Onomatopoeia	Formation of a word by initiating the natural sound associated with the object or action involved: Choo Choo, Ding-a-Ling, Whirlpool, Buzz
Iambicity	Two syllables, the first unaccented and the other accented or first short and second long: Coca Cola, Cincinnati Milicron

In addition: These may be obvious to some but not to all:

1. Name differentiates itself from others: Cie, Charlie
2. Compatibility with product and packaging: Accent, Milk Mate bright red accent mark
3. Describe the product or function or end benefit: Pudding Pops, Eraser Mate, Equal
4. Memorable and easy to pronounce: Edge, Shout
5. Short: Jif, Bold, Raid
6. Meaningful: Head and Shoulders
7. Associative (triggers emotional experiences): Sentra

a = in, on, at
a = plural ending
a/an = not, without
able = able to be
ac (iac) = related to
ac, arc = sharp
acle = that which
acro = high, extremity
ad = group
adelph = brother
ag, ig, act = to do, to drive
age = state, quality, act
agog = leader
agr = field
aire/air = one who, that which
al = like, related to
allel = mutually

alt = high
an/ian = on who
ana = information about
anima = spirit
ans = handle
ante = before
anter = front, before
apert = open
adt, ept = to adjust, to fit
arch = first, to rule
arct = to press together
arm = arm, weapon
art = skill, craft
ate = to make, to act, one who, that which
aug, aux = to increase

auto = self
bas, bat, bet = to go, to walk
be = intensive, to make
ben = son of
bio = life
blast = to sprout, bud
calli = beautiful
calypt = hidden, covered
can, con, ken = to know how
cel = heaven, sky
cele = fast
circum = around
corp = body
cosm = universe
cosmach

Concepts in Naming
A Workbook for Innovation

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cresc, crease, cret, cru = to grow
custod = guard
dec = becoming (proper) ten
demo = people
dia = through, between
doc = to teach
dom = home, state quality
domini = master
don, dat = to give
drag = to draw
duc = to lead
dyn = power
eer = one
ego = self
em, eme = something done
entre, enter = between
ep, epi = on, outside
eo = early, dawn
equ = equal
erg, urg = work, power
ery = place where
eso = within
esque = in the manner of
ess, emt = to be
est = most
eth = character, custom
eu = age, time
exo = outside
exter = outside
fac = face
fig = to fashion
fin = end, limit
firm = strong
fix = to fasten
flex = to bend
foc = focus
form = form, shape
fund, found = to base, to establish
gen = cause, birth, kind, race
globe = sphere
grad, gress = to step
graph, gram = to write
gym = bare, naked

hal = whole
hedr = side
heuc = sprial
hol = whole
hor = to define/ hour
hyper = over, above
i = plural ending
ic = like, related to
ics = science, system
icon = image
ile = able to be
in, im, il, ir = in, into
inter = between
interg = whole
ism = state, quality, act
ite, ive = one who
ize, ise = to make
jac, ject = to throw
jud = judge
junct, jug, join = join, to marry, mating
juxta = next to, beside
kine, cinema = to move
labor = to work
later = sipe
limin = threshold
line = line
log = word, discourse
lumin = opening, light
ma = something done
macro = big
mag = to be able
magn = great
mand = to entrust, to command
manu = hand
maxim = largest
mechan = machine
mega = great, million
mens = to measure
meta = beyond, change
meter = measure
misc = to mix
mod = measure
moni = to advise, to remind
mor = custom
morph = form
mut = to change

nat, nasc = to be born
neo = new
norm = rule
nov = new
nucle = nucleus
oid, oda, ode = resembling
omni = all
on = greek ending
oper = work
opt = to choose
optim = best
orama = view
orient = east, rising
ory, orium = place, where
oscill = to swing
osm = pushing
oti = ease
otic = having the quality of
pac = peace
pact = to agree, to fasten
palin, pali = back again
palp = feeler
pan, panto = all
par = to appear, equal
part = to bear
para = beside, variation
parl = word, speech
parv = small
pec, pex, pag = to fasten
per, pel = through, intensive
peri = around
phan, phen = to show, to appear
phren = brain
paym = growth
plac = to please
platin = silver, platinum
ple = fold, times
plen, plet, ply = ful
pleth = full
pol = polish
poly = many
pot, poss = to be able

pract, prax = to do
pre, prac = before
**prehend, prehens,
pris** = to take, to seize
preter = beyond
prim, prin = first
pro = for, before,
forward
prob = to test, good
prol = offspring
propr = one's own
proto = first
put = to prune, to
correct
qual = what kind
quest, quir, quis = to
ask, to seek
ram = branch
rat = to reckon, to
reason
rect = to rule, straight,
right
rhomb = to spin
ris = to rise
rog = to ask
sacr = sacred
sap = taste, judgment
scend, scens, scent =
to climb
schemat = form, figure
schiz, schiis = to split

sci = to know
scler = hard
scop = to look
scrib, script = to write
sculp = to carve
sect, sec = to cut
ship = state, quality
sider = star
sign = sign
simil = like
skep = to look at, to
examine
sphing, sphinx = to
bind
spir = breathe, life
stead = place
stell = star
stereo, ster = three-
dimensional, solid
sthen = strong
stich = line
stip = to press together
stol, stal, stle = to
send
stor = to set up
strat = to spread
strec = to stretch, to
extend
stria = channel
stroph, streph, strep
= to turn

struct = to build
suad, suas = advise, to
persuade
sui = self
summ = highest point,
sum
super, supra, sur =
over, above
syn, syl, sym, sys, sy
= with, together
tach = fast
tail = to cut
tang, tact = to touch
tax, tact = to touch
tech = to show, to
guide
techn = art, skill
tect = builder
tele, teli, telo = end,
completion
temper = proper,
mixture
tempor = time
tempt = to try
tempor = proper,
mixture
tempor = time
ten, tin, tain = to hold
termin, term = end,
limit

Exercise Nine: Use the Gods' names and descriptions listed below to develop more potential names, draw inspiration from the descriptions, and brief stories about the Gods

Greek Gods http://www.hol.gr/greece/olymp.htm

The Olympians	Description
Zeus	Zeus overthrew his Father Cronus. He then drew lots with his brothers Poseidon and Hades. Zeus won the draw and became the supreme ruler of the gods. He is lord of the sky, the rain god. His weapon is a thunderbolt which he hurls at those who displease him. He is married to Hera but is famous for his many affairs. He is also known to punish those that lie or break oaths.
Poseidon	Poseidon is the brother of Zeus. After the overthrow of their Father Cronus, he drew lots with Zeus and Hades, another brother, for shares of the world. His prize was to become lord of the sea. He was widely worshiped by seamen. He married Amphitrite, a granddaughter of the Titan Oceanus. At one point, he desired Demeter. To put him off, Demeter asked him to make the most beautiful animal that the world had ever seen. So, to impress her, Poseidon created the first horse. In some accounts, his first attempts were unsuccessful and created a variety of other animals in his quest. By the time the horse was created, his passion for Demeter had cooled. His weapon is a trident, which can shake the earth and shatter any object. He is second only to Zeus in power amongst the gods. He has a difficult quarrelsome personality. He was greedy. He had a series of disputes with other gods when he tried to take over their cities.
Hades	Hades is the brother of Zeus. After the overthrow of their Father Cronus, he drew lots with Zeus and Poseidon, another brother, for shares of the world. He had the worst draw and was made lord of the underworld, ruling over the dead. He is a greedy god who is greatly concerned with increasing his subjects. Those whose calling increase the number of dead are seen favorably. The Erinyes are welcomed guests. He is exceedingly disinclined to allow any of his subjects leave. He is also the god of wealth, due to the precious metals mined from the earth. He has a helmet that makes him invisible. He rarely leaves the underworld. He is unpitying and terrible, but not capricious. His wife is Persephone whom Hades abducted. He is the King of the dead, but death itself is another god, Thanatos.
Hestia	Hestia is Zeus sister. She is a virgin goddess. She does not have a distinct personality. She plays no part in myths. She is the Goddess of

	the Hearth, the symbol of the house around which a new born child is carried before it is received into the family. Each city had a public hearth sacred to Hestia, where the fire was never allowed to go out.
Hera	Hera is Zeus wife and sister. She was raised by the Titans Ocean and Tethys. She is the protector of marriage and takes special care of married women. Hera's marriage was founded in strife with Zeus and continued in strife. Zeus courted her unsuccessfully. He then turned to trickery, changing himself into disheveled cuckoo. Hera feeling sorry for the bird held it to her breast to warm it. Zues then resumed his normal form and, taking advantage of the surprise he gained, raped her. She then married him to cover her shame. Once, when Zeus was being particularly overbearing to the other gods, Hera convinced them to join in a revolt. Her part in the revolt was to drug Zeus, and in this she was successful. The gods then bound the sleeping Zeus to a couch taking care to tie many knots. This done they began to quarrel over the next step. Briareus overheard the arguments. Still full of gratitude to Zeus, Briareus slipped in and was able to quickly untie the many knots. Zeus sprang from the couch and grabbed up his thunderbolt. The gods fell to their knees, begging and pleading for mercy. He seized Hera and hung her from the sky with gold chains. She wept in pain all night but none of the others dared to interfere. Her weeping kept Zeus up and, the next morning, he agreed to release her if she would swear never to rebel again. She had little choice but to agree. While she never again rebelled, she often intrigued against Zeus's plans and she was often able to outwit him. Most stories concerning Hera have to do with her jealous revenge for Zeus's infidelities. Her sacred animals are the cow and the peacock. Her favorite city is Argos.
Ares	Ares is the son of Zeus and Hera. He was disliked by both parents. He is the god of war. He is considered murderous and bloodstained but also a coward. When caught in an act of adultery with Aphrodite, her husband Hephaestus is able to publicly ridicule him. His bird is the vulture. His animal is the dog.
Athena	Athena is the daughter of Zeus. She sprang full grown in armor from his forehead, thus has no mother. She is fierce and brave in battle but only fights to protect the state and home from outside enemies. She is the goddess of the city, handicrafts, and agriculture. She invented the bridle (which permitted man to tame horses), the trumpet, the flute, the pot, the rake, the plow, the yoke, the ship, and the chariot. She is the embodiment of wisdom, reason, and purity. She was Zeus's favorite child and was allowed to use his weapons, including his thunderbolt. Her favorite city is Athens. Her tree is the olive. The owl is her bird. She is a virgin goddess.
Apollo	Apollo is the son of Zeus and Leto. His twin sister is Artemis . He is the god of music, playing a golden lyre. The Archer, far shooting with a silver bow. The god of healing who taught man medicine. The god of light. The god of truth, who can not speak a lie. One of Apollo's more important daily tasks is to harness his chariot with four horses and drive the Sun across the sky. He is famous for his oracle at Delphi. People traveled to it from all over the Greek world to divine the future. His tree was the laurel. The crow his bird. The dolphin his animal.

Aphrodite	Aphrodite is the goddess of love, desire, and beauty. In addition to her natural gifts she has a magical girdle that compels anyone she wishes to desire her. There are two accounts of her birth. One says she is the daughter of Zeus and Dione. The other goes back to when Cronus castrated Uranus and tossed his severed genitals into the sea. Aphrodite then arose from the sea foam on a giant scallop and walked to shore in Cyprus. She is the wife of Hephaestus. The myrtle is her tree. The dove, the swan, and the sparrow her birds.
Hermes	Hermes is the son of Zeus and Maia. He is Zeus messenger. He is the fastest of the gods. He wears winged sandals, a winged hat, and carries a magic wand. He is the god of thieves and god of commerce. He is the guide for the dead to go to the underworld. He invented the lyre, the pipes, the musical scale, astronomy, weights and measures, boxing, gymnastics, and the care of olive trees.
Artemis	Artemis is the daughter of Zeus and Leto. Her twin brother is Apollo. She is the lady of the wild things. She is the huntsman of the gods. She is the protector of the young. Like Apollo, she hunts with silver arrows. She became associated with the moon. She is a virgin goddess and the goddess of chastity. She also presides over childbirth, which may seem odd for a virgin, but goes back to causing Leto no pain when she was born. She became associated with Hecate. The cypress is her tree. All wild animals are sacred to her, especially the deer.
Hephaestus	Hephaestus is the son of Zeus and Hera. Sometimes it is said that Hera alone produced him and that he has no father. He is the only god to be physically ugly. He is also lame. Accounts as to how he became lame vary. Some say that Hera, upset by having an ugly child, flung him from Mount Olympus into the sea, breaking his legs. Others that he took Hera's side in an argument with Zeus and Zeus flung him off Mount Olympus. He is the god of fire and the forge. He is the smith and armorer of the gods. He uses a volcano as his forge. He is the patron god of both smiths and weavers. He is kind and peace loving. His wife is Aphrodite. Sometimes his wife is identified as Aglaia.

The Titans http://www.hol.gr/greece/titans.htm
The Titans, also known as the elder gods, ruled the earth before the Olympians overthrew them. The ruler of the Titans was Cronus, who was dethroned by his son Zeus. Most of the Titans fought with Cronus against Zeus and were punished by being banished to Tartarus. During their rule, the Titans were associated with the various planets.

The Titans	**Description**
Gaea	Gaea is the Earth goddess. She mated with her son Uranus to produce the remaining Titans. Gaea seems to have started as a Neolithic earth-mother, worshipped before the Indo-European invasion that eventually leads to the Hellenistic civilization.

Uranus	Uranus is the sky god and first ruler. He is the son of Gaea, who created him without help. He then became the husband of Gaea and, together, they had many offspring, including twelve of the Titans. His rule ended when Cronus, encouraged by Gaea, castrated him. He either died from the wound or withdrew from earth.
Cronus	Cronus was the ruling Titan who came to power by castrating his Father Uranus. His wife was Rhea. Their offspring were the first of the Olympians. To insure his safety, Cronus ate each of the children as they were born. This worked until Rhea, unhappy at the loss of her children, tricked Cronus into swallowing a rock, instead of Zeus. When he grew up, Zeus would revolt against Cronus and the other Titans, defeat them, and banish them to Tartarus in the underworld. Cronus managed to escape to Italy, where he ruled as Saturn. The period of his rule was said to be a golden age on earth, honored by the Saturnalia feast.
Rhea	Rhea was the wife of Cronus. Cronus made it a practice to swallow their children. To avoid this, Rhea tricked Cronus into swallowing a rock, saving her son Zeus.
Oceanus	Oceanus is the unending stream of water encircling the world. With his wife Tethys he produced the rivers and the three thousand ocean nymphs.
Tethys	Tethys is the wife of Oceanus. Together, they produced the rivers and the three thousand ocean nymphs.
Hyperion	Hyperion is the Titan of light, an early sun god. He is the son of Gaea and Uranus. He married his sister Theia. Their children Helius (the sun), Selene (the moon), and Eos (the dawn).
Mnemosyne	Mnemosyne was the Titan of memory and the mother of Muses.
Themis	Themis was the Titan of justice and order. She was the mother of the Fates and the Seasons.
Iapetus	Iapetus was the father of Prometheus, Epimetheus, Menoetius, and Atlas by Clymene.
Coeus	Coeus is the Titan of Intelligence. Father of Leto.
Crius	Crius was the husband of Eurbia.
Phoebe	Phoebe is the Titan of the Moon. Mother of Leto.
Thea	The wife of her brother Hyperion, Thea gave birth to Helios, Eos, and Selene. She is the goddess from whom light emanates and considered especially beautiful.
Prometheus	Prometheus was the wisest Titan. His name means "forethought" and he was able to foretell the future. He was the son of Iapetus. When Zeus revolted against Cronus, Prometheus deserted the other Titans and fought on Zeus side. By some accounts, he and his brother Epimetheus were delegated by Zeus to create man. In all accounts, Prometheus is known as the protector and benefactor of man. He gave mankind a number of gifts, including fire. He also tricked Zeus into allowing man to keep the best part of the animals sacrificed to the gods and to give the gods the worst parts. For this, Zeus punished

	Prometheus by having him chained to a rock with an eagle tearing at his liver. He was to be left there for all eternity or until he agreed to disclose to Zeus which of Zeus children would try to replace him. He was eventually rescued by Heracles without giving in to Zeus.
Epimetheus	Epimetheus was a stupid Titan, whose name means "afterthought". He was the son of Iapetus. In some accounts, he was delegated, along with his brother Prometheus, by Zeus to create mankind. He also accepted the gift of Pandora from Zeus, which lead to the introduction of evil into the world.
Atlas	Atlas was the son of Iapetus. Unlike his brothers, Prometheus and Epimetheus, Atlas fought with the other Titans supporting Cronus against Zeus. Due to Cronus's advance age, Atlas lead the Titan's in battle. As a result, he was singled out by Zeus for a special punishment and made to hold up the world on his back.
Metis	Metis was the Titaness of the forth day and the planet Mercury. She presided over all wisdom and knowledge. She was seduced by Zeus and became pregnant with Athena. Zeus became concerned over prophecies that her second child would replace Zeus. To avoid, this Zeus ate her. It is said that she is the source for Zeus' wisdom and that she still advises Zeus from his belly. It may seem odd for Metis to have been pregnant with Athena but never mentioned as her mother. This is because the classic Greeks believed that children were generated solely from the fathers' sperm. The woman was thought to be nothing more than a vessel for the fetus to grow in. Since Metis was killed well before Athena's birth, her role doesn't count.
Dione	Dione is, according to Homer in the Iliad, the mother of Aphrodite.

Exercise Ten: From the Origins of Language

This exercise is done with apologies to all entomologists in the reading audience.

Like so many things in naming, this is a listing exercise. In this particular instance, you will want to be sure to have that good old well-worn dictionary and thesaurus by your side.

1. Look at your list of leading candidates and take four or five that you like, but you know aren't going to make the final cut.

    1.
    2.
    3.
    4.
    5.

2. Select one and research the key word in the dictionary and thesaurus. Repeat with the words you find until the process becomes cyclic. That is until you are seeing the same words over and over again.

    HINT: Put markers in the reference books on the pages you are using. It will save time.

3. Squeeze new names out of this new collection of words until it hurts. Work to revise your core name. See if you can't create something more acceptable.

4. Take the new options and add them to your list or write them directly into the list as you create them.

    Example: (For Modified Nominal Group Technique)

    Ideas I like but can't use:

    1. Mind Jamming
    3. Parallel Thinking
    4. Thought Harness

Jamming...........................
Press
Bear
Crowd.......................
Stuffed   Congregation
Cramming   Parley
Boiling......................   Troop
    Bubble   **Apex** ....
    Simmer   Dense Crest
    Abridged   Peak
    Condensation   Vertex
Synopsis...........   Summit
Anger   Abstract   Acme
Rush   Epitome   **Pinnacle.........**
                           Nutshell   Spire   Zennith
                           Breviate   Cusp   Climax
                           Synergic............ Culmination
                    Cooperative   Meridian
                                   Coacting   Peak
                                   Conjoint   Apogee
                                   Association

New Options:

Apex Thinking   Apogetics
Apex Mentoring   Structured Coaction
Conjoint Thought   Culmediation
Congregation Techniques   Intellect Maximization
Brevietics   Brainstorm Association
Innomax   Innovation Master
Apex Innovation   Pinnacle

Exercise Eleven: Computer Generated Naming (Permutations and Combinations)

As I mentioned earlier, a computer package can be a great help in generating name options. Many are good, some are better. By and large, though, the issue of when enough is too much hits fairly early with an individual who is less than cautious with the use of naming packages. The better ones acknowledge this and help you overcome the problem to an extent.

I am going to make two suggestions:
  • Use a computer package if you have access to one
  • If you don't, use the following, rather simple, procedure:

1. Make a list of 5 to 20 favorite words, prefixes, and suffixes in your naming process. Previous exercises might suggest to you what these key words are (see Exercise Eight in particular).

2. Put each on a 3x5" card and clear a space in front of you.

3. Now play mix and match. Move the cards around and try different combinations. Add all possibilities into your list as they come up.

HINT: If you are using seven key words, you can have several million options if you try a few variations on each word (system, system<u>s</u>, <u>sys</u>). Seven words nets you 893,543 options with no substitutions.

A strong variation on this exercise is to do it with preferred root words, prefixes, and suffixes.

Prefix	Suffix
SYS	MAX
MAG	IZE
RE	US

Output: SYSMAX – SYSMAX
               SYSIZE
               SYSUS
               MAGMAX
               MAGIZE
               MAGUS
               REMAX – REMAX
               REIZE
               REUS

        Example: (Modified Nominal Group Technique)

	MIND	INNOVATION	BRAINSTORM
APEX	APEX MIND	INNOPEX	BRAIN PEX
CON	MIND CON	INNO CON	CONSTORM
MAX	MINDMAX	INNOMAX	BRAINMAX
TIDE	MIND TIDE	INNO TIDE	BRAIN TIDE

Rules for First Cut Choosing

You should not be at this point without having at least 150 possible names. If you generated 30 names and found two that you like, that is great, and you should keep going so that you have at least 15-20 possible options.

When dealing with a large nest of possible names, rejection is a time consuming process. However, I must say that most of us are much better at identifying what we don't like about an idea than ferreting out the pieces of what we do like. It is the detail of the positive reaction that provides hints for modifying beginning ideas into real possible solutions.
First, keep in mind that you have written down all of your ideas for names so nothing will be lost. Second, we are not going to go through and eliminate bad or unworkable names. Our objective is not to reject, but rather to select. Any idea at this point can be turned into a workable name if we were to look at it approximately and modify it. It is not uncommon for me to challenge a group into turning the worst, most distasteful idea they have into something more attractive and feasible.

Select for Intrigue

What does that mean?

It means that when you are looking at a group of names for new products invention work, the first criteria that often come to mind are:

•   Do I Like It?
•   Can We Use It?

Now, think about these questions for a moment.

If a name is new to you and your industry, it is because it hasn't been used before, or at least names like it are fairly uncommon in your industry. In other words, if the name is high in newness, it is also likely to be low in familiarity.

Now let's reverse. If the idea is highly "usable," chances are that we or others have been using something like it for a period of time. So much for newness and competitive insulation.

At this stage, the answer is to select, without regard, for either newness or feasibility. Trust that, as you think through the ideas in Section V, you will be able to add and modify for both feasibility and intriguing new twists that will enhance the initial idea.

Steps In Choosing

Fortunately, you followed instructions and have been keeping a list of your leading ideas all through this process. You already have a strong set of first cut options listed on page 84. (You didn't? Oh dear! Well, I slave over hot instructions all day and for what? You just take it all for granted. Someday I won't be here to coach you through this process and then you'll be sorry! Now clean your room.)

Whether you did or did not, you still should follow this process:

1.   Go through the lists of beginning names and check off the ones that intrigue you.

2.   Take an extended break and do it again. Try to avoid clustering names into categories too
     much; keep them relatively independent. Create new names as they occur to you.

3.   List the names you select. A space for this is provided on the following pages. Note: There
     is no right number that you should be going for. Just list the beginning names in which you
     see value.

4.   Assign an order of priority for further work. The priority is not cast in stone. It may change
     after each development effort.

#	Beginning Ideas	Priority
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

5.   Take your highest priority names, the ones you want to be sure you work with further, and rewrite them in the boxes on the following pages. If you have modest changes, that is fine. Go ahead and make them now.

I have provided space for six. You may wish to use 3x5" cards and create a stack of ten to twelve.

Example:

Name 1

<div style="text-align:center">

Ideation

</div>

Leading Beginning Names

Name 1

Name 2

Name 3

Name 4

Name 5

Name 6

6.   Cut out the blocks so you have a stack of ten to twelve cards.

Clearly, if you want to work on more than six, you will have to make cards on your own.

7.   This is an important time to take a break.

If it will be a matter of days before you can get back to the naming effort, take the cards with you and flip through them every now and then.

If you are only taking a brief break, be sure to go some somewhere else within the company or, better yet, outside of the company (somewhere where your products are actually in use) and flip through the names in that situation.

Key Risk Point
………. Key Risk Point
………..………. Key Risk Point
……………………….. Key Risk Point
……………………………….. Key Risk Point
…………………………….……. Key Risk Point
…………………………………….……. Key Risk Point
……………………………………………. Key Risk Point
……………………………………………..
……………………………………………..
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……………………………………………..
……………………………………………..
……………………………………………..
……………………………………………..

Do not show these names to anyone outside of the few who are working to generate names at this point.

8.   If you have access to dialogue, you may wish to do a quick search for other users of the names you have selected. It may add to your confidence as you move forward.