



**IDENTIFICATION** 🏢  
Week 0

Company leadership identifies need for assistance to develop a lasting, meaningful name for their organization, service or product.

**INITIATION** ● 🏢  
Week 1-2

76West is hired to direct naming process. A kick-off meeting is held to introduce process, timeline and expectations.

**DISCOVERY** ● 🏢  
Week 2-4

76West learns about the customer's organization, their competition, and the long-term goals for positioning their brand.

**BRIEF** ●  
Week 5

76West summarizes findings into a one page document in problem/solution format. This document becomes focus of 76West's efforts and is used to keep project on track and in scope.

**RESEARCH** ●  
Week 4-9

With the brief in-hand and goals in mind, 76West researches the customer's organization and competition both broadly and deeply.

**BRAINSTORM** ● 🏢  
Week 6

76West conducts a facilitated conversation with key stakeholders, leaders, and staff that influence the customer's organization. This session should include 5-12 participants.

*Depending on the scope of the naming needs, additional brainstorm sessions may be required.*

**DISTILL** ●  
Week 7-8

76West reviews and assesses the results of the brainstorming session. By sorting through the group work, 76West is able to identify the best options. 76West then codifies and organizes ideas. An initial screening for trademark and clarity is performed at this step.

**REPORT** ●  
Week 8-9

In an organized format, 76West presents findings and name options discovered during brainstorming and refinement for review with the customer's team.

**REFINE** ●  
Week 10

76West uses customer feedback to narrow ideas down to 3-4 suggested names for selection.

*Extra rounds of refinement can be added that will increase the time to name selection.*

**LAUNCH** 🏢  
Week 11

Client team approves name recommended by 76West.

Brand Identity program begins.

### TASK ENGAGEMENT

● 76West

🏢 Customer