WHAT'S IN A NAME?

What is the name of your team or department?

Does that name effectively represent...

Who you serve?	What you do?	Why you do it?
YES NO MAYBE	YES NO MAYBE	YES NO MAYBE
☐ ☐ ☐	☐ ☐ ☐	☐ ☐ ☐

What name might better communicate who you serve, what you do, and why you do it?

LEDDINGROUP
CONNECTING PURPOSE TO PERFORMANCE