Translating a Personal Identity into a Website

L. Boccucci
Buffalo State College

To learn more about the International Center for Studies in Creativity and its educational programs, research, and resources, go to http://creativity.buffalostate.edu/.

Recommended Citation
Translating a Personal Identity Into a Website
by
Luciano Boccucci

An Abstract of a Project
in
Creative Studies

Submitted in Partial Fulfillment
of the Requirements
for the Degree of

Master of Science

May 2010

Buffalo State College
State University of New York
Department of Creative Studies
ABSTRACT OF PROJECT

Translating a Personal Identity Into a Website

When starting a journey you know where you start but you can't be sure if you arrive at your final destination. My experience at Buffalo State College has marked the dividing line from my past to my future. This Master's Project represent a concrete way to deliberately use my strong preference in Ideation while improving my implementation skills. This project represents the collection of feelings, ideas and thoughts I have in my life which, until now, I never had the courage to translate into reality.

To reach the goal I clarified what I needed and, with great surprise, I acted accordingly. In fact, working with a Communication Coach has driven me to stay focused, to converge my vision, mission and values into tangible products and to deal with my sabotage attitude. The result of this work included a description of the process I followed which could be used also for future projects I will ideate and implement. Finally this master's project represent the permission to tell myself: "I am creative and I like it!"

__________________________________________

Luciano Boccucci

__________________________________________

Date
Buffalo State College
State University of New York
Department of Creative Studies

Translating a Personal Identity Into a Website

A Project in
Creative Studies

by

Luciano Boccucci

Submitted in Partial Fulfillment
of the Requirements
for the Degree of

Master of Science

May 2010
Buffalo State College
State University of New York
Department of Creative Studies

*Translating a personal identity into a website*

A Project in
Creative Studies

by

Luciano Boccucci

Submitted in Partial Fulfillment
of the Requirements
for the Degree of

Master of Science
May 2010

Dates of Approval:

________________________
Dr. Susan M. Keller-Mathers
Assistant Professor

________________________
Luciano Boccucci
Candidate
ACKNOWLEDGEMENTS

Everything started when during 2005. I worked with Laura Barbero Switalski in Frascati, near Rome, on a project we were delivering together for a company I worked with. There, we started conversations about the creativity world and, as a consequence, the following year, I started attending the CREA Conference. On 2007, during the conference, I decided to send my application for graduate studies to the International Center for Studies in Creativity. So in June 2008 I started this magic journey in Buffalo and since that day I deliberately changed my life, personally and professionally.

This has been a momentum for my development: all the previous experiences and all the feelings I had, converged to something novelty and useful to my new life. With this Master’s Project I experimented regarding how to make things happen also in other's lives. That is why I want to thank all the people who have supported me during this journey, during the time spent in Buffalo and preparing this Master’s Project. Everyone has played a key role for my personal and professional development. A personal thank you to Laura Barbero Switalski for introducing me to this world. A special recognition is for Dr. Susan M. Keller-Mathers for powerfully supporting me during this journey. And a plenty of gratitude to my wife who has encouraged me to reach this goal without giving up.
# TABLE OF CONTENTS

SECTION 1: BACKGROUND TO THE PROJECT ............................................. ...p. 1  
Purpose and Description of Translating a Personal Identity Into a Website ....... p. 1  
Rationale for Selection of Translating a Personal Identity Into a Website ...... p. 5  
SECTION 2: PERTINENT LITERATURE .............................................................. p. 7  
  Narrative of Literature ............................................................................. p. 7  
  Selected Bibliography ............................................................................ p. 10  
SECTION 3: PROCESS PLAN ............................................................................. p. 11  
  Introduction .............................................................................................. p. 11  
  Articulation Of My Website ...................................................................... p. 12  
  Major Parts of Project ............................................................................ p. 13  
SECTION 4: OUTCOMES ................................................................................ p. 16  
  Introduction .............................................................................................. p. 16  
  Positioning ............................................................................................... p. 16  
  Positioning Of The Website ...................................................................... p. 23  
  Naming Of The Website Process: .............................................................. p. 25  
  Logo: Font, Color, Style, Concept. ............................................................ p. 30  
  Content Production ................................................................................ p. 37  
  The Final Result ..................................................................................... p. 41  
SECTION 5: KEY LEARNINGS ....................................................................... p. 45  
SECTION 6: CONCLUSION .......................................................................... p. 49  
References .................................................................................................. p. 51  
SECTION 7: Appendix .................................................................................. p. 52
LIST OF TABLES

Table 1: Project Timeline .............................................. p. 15
Table 2: New Shoes website ........................................... p. 18
Table 3: Thinkx website ................................................ p. 19
Table 4: Written briefing for the web designer team ........... p. 24
Table 5: Email I sent ..................................................... p. 26
Table 6: 54 out of 110 website names ............................. p. 27
Table 7: Website Content ............................................ p. 40

LIST OF TABLES

Figure 1: Identity Concept ........................................... p. 20
Figure 2: The Process Itself: Selection of Names & Clustering .... p. 28
Figure 3: Evolution 360 Logo ........................................ p. 31
Figure 4: Nostopevolution Logo – First Release ................ p. 32
Figure 5: Nostopevolution Logo – Second Release ............. p. 33
Figure 6: Nostopevolution Logo – Third Release ............... p. 34
Figure 7: Nostopevolution Logo – Fourth Release ............. p. 35
Figure 8: Short List Logos ........................................... p. 36
Figure 9: Final Proposal ............................................. p. 36
Figure 10: Last Logo Decision ....................................... p. 37
Figure 11: The Final Layout – First Release .................... p. 41
Figure 12: Home Page ............................................... p. 42
Figure 13: Who I Am ................................................... p. 43
Figure 14: Workshop ................................................... p. 44
SECTION 1: BACKGROUND TO THE PROJECT

Purpose and Description of Translating a Personal Identity Into a Website

With this Masters Project, I plan to design and put in production the website which will be the expression of my vision, mission and values as my official personal and professional offer to the community. As part of this project I have transformed my ideas, my expertise and my professional experience into a concrete and specific shape, realizing a website that represents a tangible and visible showcase for my vision, mission and values.

I have spent a considerable amount of time thinking about how to put into words what I have done up to the start of this project. It has not been a painless process. On one hand I was fully engaged emotionally and, on the other, I was totally stuck in my comfort zone.

I worked for many years in corporations where I was in charge of driving changes, consciously and unconsciously. Often I was the pathfinder in many business projects and I was incredibly excited at the time to have those chances. Many times I made decisions based on my instinct. I remember when working for an American corporation I was asked to spend one year of my life in US and the following year to go to the Far East for a while. I felt these were decisions made following my gut feeling. They were rewarding at the end because I had the chance to do things that maybe I would not otherwise have done if I had spent
time analyzing all the pro and cons. I was only excited by the fact that I was called on to drive or be part of a change, whatever it was.

Years later, this inner driving force, became clearer and more meaningful. So I started choosing those corporations where autonomy and possibility for a meaningful change were available. That is why I spent the last twelve years mostly in two corporations: Johnson & Johnson and Volkswagen Leaseplan. In both realities, I was in charge of making changes happen.

After many years of vagrancy I was able to start addressing these thoughts through both my studies at Buffalo State College and CREA Conference. Some specific courses, in addition to others, have offered to me the opportunity to step back from mergers and acquisitions or corporate changes and, I have had the opportunity to think only of myself. Attending Buffalo State College has been for me an important point of transition in my personal and professional life; a momentum for being connected with my inner values and mindset.

Part of it has already been mentioned in some works I presented during my creativity studies. In order to support the realization both of this Master’s project and the website I needed to draw partly on concepts which I developed elsewhere. So during the first creative problem solving course (CRS 559) and the creative leadership course (CRS 635) in the program, I finally started putting into writing my desired future. At the same time, I had the chance to catalyze all previous experiences and concepts into something that could be re-used
differently. That is why translating a personal identity into a website became an important aspect of my personal research at this point.

I need to make a digression to clarify why this website catalyzes all my previous experiences, my expertise in human resources as well as my studies in philosophy and in corporate and executive coaching. Everything started to become clear when, while attending a leadership workshop, I was asked by the facilitator to identify a metaphor encompassing my leadership style. The metaphor I chose was Charon. In Greek mythology, he was the ferryman of Hades, responsible for guiding the spirit across the river Acheron. I was working within organizations, making changes by driving the spirit of the organization across the tumultuous river of the merger process. The realization had a tremendous impact on my leadership style and my ability to make an impact within organizations I was working with. At the same time I realize that this Charon approach has limited me because I don’t proactively make changes really happen.

So some years later, I realized how important and impactful it would be to transform the Charon approach into the Charon Agent of Change. I moved from pushing people and organizations (a DOing action) to the opposite side of the river, by becoming an agent of change (a state of BEing). This has been a creative paradigm shift in my life. This new understanding has driven my personal transition, and as a consequence everything around me has also been influenced by it. A new vision of how to impact people and organizations came to
me. So from a DOing action approach I switched to a state of BEing. Charon has become an Agent of Transformation & Change (that I named CATCH). It included a proactive movement towards life, other, evolution. It was no longer about making changes happen in the organizations and leaders I was working with. It involved a continuous and creative process of changing and proactively making changes happen for myself as well. I went through a transition process which became my transformational route. This stimulated in me a creative paradigm shift incorporating all the inevitable changes, personal and professional, that were there.

Only during the process of starting the new adventure here in Buffalo in 2008, did I hit on the concept of Transformational Leadership. I realized how, in my work, I was constantly stimulating people and organizations in a continuous transitional movement while looking always for new solutions to challenges. I became aware that my coaching activity was totally about enabling others to realize their potential. This was just more disclosure for what I have called my "CATCH approach."

But really when I see what creativity has been for me, in my life, I start thinking that creativity has been the momentum for my evolution...that distinguishing ingredient that makes all the difference. It allowed me to express my full potential in a concrete and useful way for the world in which I live. This is why the website will catalyze all these things.
Rationale for Selection of Translating a Personal Identity Into a Website

I chose to work on how to implement something because I have been realizing projects for others for the last 15 years in several corporations. I was successful in managing innovation and implementing new ideas (often my own) but it has always been for others. This is the first time in my life also where I asked myself to produce something for myself. It was the hardest part of this path. I have a strong sense of responsibility when working on other projects. When it comes to myself and my activities, I am capable of sabotaging what I wish to realize. That is why this project supported me in focusing more and more on the ability to implement a website to fully express my identity.

I also am quite successful at working for others who are in need of ideas as my talents lie in that area. I also am well aware of how, after the generation of ideas, I become unfortunately stuck or paralyzed for a while before moving to the next step. In some cases it can require weeks, months or even years, before I effectively come to converge on the implementation of ideas I have produced.

I am aware that my Foursight preference for implementing (Puccio, 2002) is extremely low; therefore, as part of this project I need and want to work on implementation. I want, in fact, to both give myself the opportunity to create something useful for my professional work and to contribute to a better and more sustainable world. On many occasions, in fact, I give up my ideas or put them off (which is the same as giving up) and, as a result I do not take fully my responsibility. I do not take seriously my talents escaping from the responsibility of my personal role in the world. I have deliberately channeled my aptitude for
stretching the imagination, or thinking up new ideas, or having an intuitive approach towards playing with a structure to transform ideas into reality, or staying focused on workable ideas or solutions.

So, realizing this website is like offering my identity to the business world. Deciding to work on my website is the equivalent of giving me the permission to self actualize. It is not just designing something; rather it allowed for the introduction of myself officially to a new world where I will be producing other ideas in the future.

This is the time for me to act tenaciously. This is the period where I start generating ideas with the clear goal of converging them into a definite and tangible product: the website. Implementation is an important area of improvement for me and I work on it deliberately through this project.

I adapted myself to a self-given structure which I followed to bring ideas to fruition and to a tangible solution. I worked with a communication specialist, a web designer and with a resource group composed of five colleagues and friends. All of them supported me in converging all the ideas into an effective, concrete implementation.
SECTION 2: PERTINENT LITERATURE

Narrative of Literature

Four books are briefly reviewed that relate to the creativity or to offer different perspectives which I found useful for this project.

Following the book reviews is a bibliography of books which I will explore as part of the Master's Project.


The information extracted from this book related to my goals for this project are:

- "Who... rather than What" you can more easily adapt to a changing world" (Collins, 2001, p.42). The author uses the analogy of the bus referring to how important it was to get the right people in the right seats (who), the wrong people off the bus and then where to drive the bus. It has supported me in addressing people instead of what I want to realize that the focus is only on the right people as the real asset.

- Confront the Brutal Facts: always maintain faith that everyone can and will prevail in the end regardless of the difficulties while confronting with the real reality whatever it is. This is has to be an aptitude to learn in order to not demotivate the right people. Confront brutal facts has always been a way of looking at the real world. Anyway this approach will be later on accompanied by another concept.
• "Hedgehog Concept". The analogy used aims to simplify our external world into something essential and simple. It is a clear concept that explains an intersection of 3 circles: "What you can be the best in the world; what drives your economic engine and what you are deeply passionate about" (Collins, 2001, p. 96).

I have found this simple and illuminating concept a way to follow in supporting my clients and, on the other hand, a way to stay focused on talents, passion and what makes me my living.


The main concepts useful for dealing with my limiting belief of looking for perfection instead of being better are:

• **Rule number 6: do not take yourself so goddamn seriously.** This could become a practice to be adopted. I found it very useful to connect this rule with what Collins mentioned about “brutal facts”. In other words being an agent for change assumes that while I can stay connected with reality at the same time do not become the victim of reality itself. Taking ourselves not so seriously is offering a chance for moving forward rather than staying stuck.

• **Giving way to passion and Lighting a spark...thinking for possibility.** The book is about the art of *thinking possible*. It is overcoming the inner barriers and also thinking from a different perspective. This suggested to me how important is and will be to be clear in my
communication throughout the website in order to sell the appropriate message.


- The revelation for transformational leadership and for a clear guide through the world of creativity. This book has been driving my thinking all the way since I read it. The Creativity Problem Solving itself and the connection with leadership have shown me how change and leadership are connected and how they are important for me in this project.


- Concept of Epoche (deferring judgement): it is based on the exclusion of the transcendences pointed by the nature attitude and supports the fact that our perception of things (e.g. a chair) involves the belief that a physical object (the chair) is present out there. Since I studied this philosopher I started observing things from a different perspective. This has always provided me with a better understanding of reality helping me to challenge the status quo both in my life as well as in the lives of the companies I have worked for.
Selected Bibliography

I examined the following books:


SECTION 3: PROCESS PLAN

Introduction

As stated in section one, I worked on this project with a special resource group. Each member is described next.

A Communication Coach

My communication coach Elena assisted me to confront my ideas and receive feedback to funnel all thoughts and ideas. She holds a degree in Communication and a Masters in Integrated Communication. She is well versed in supporting individuals in reaching goals connected with all kinds of communication. She is an expert in delivering identity and content into containers such as books, leaflets and websites.

A Web Designer

My web designer Massimiliano helped to translate concept into technicality. He holds a degree in web communication and he owns a web company specialized in realizing websites.

A Specific Resource Group

My "resource group" was composed of five colleagues and friends (Rita, Giuseppe, Barbara, Helen and Emy) who served as constant feedback providers. A weekly feedback meeting was scheduled. I chose them due to the fact that they are very open to offer candid feedback and because, like me, they are very demanding people.
People On Demand

In addition to the specific people named above, others were brought into the project. These people “on demand” assisted with generating ideas.

All of them supported to converge and implement all the ideas into an effective website. I had a clear and timely schedule with all of them and every week we met both by phone/Skype or in person.

At the end of the process I will have created a product which is the result of my vision, mission, and values. It clearly express to the community in which ways I can contribute to the professional world.

The project supports my growth and my development toward moving from ideas to concrete outcomes such as a website. This will contribute to creating a clear positioning for my new business activity offering me the energy to develop more and more and processes for harnessing implementation by which I can continue to follow.

Articulation Of My Website

The website has to fully express my following vision which I wrote while in Buffalo, during the summer 2009:

I want to continue being a Transformation Agent, where the word transformation includes also change, leadership and creativity as well as innovation. Being a Transformation Leader, for me, is to make a decisive impact (to provoke a paradigm shift) in the lives of myself and others, while contributing to a more sustainable world. I want to lead from the front and I want to be a true human being having a holistic approach. I stand for a
person's uniqueness, for the courage to be who we are and for practicing personal authenticity while recognizing the value of being different.

I have converged all the values, ideas, thoughts and insights here and all of them encompassed my vision for integrating creativity into my unique life.

**Major Parts of Project**

The main parts of this project include identity, corporate identity, positioning, communication project, naming and content production.

**Identity**

The identity expresses the vision and mission in order to identify key personal concepts, keywords that characterize me, key skills and competences, etc. Using tools for diverging and converging I presented a short list to the communication coach about the following values:

- Authenticity & Integrity
- Uniqueness & Diversity
- Proactivity & Curiosity
- Energy and Passion
- Flexibility

**Corporate Identity**

What do I want to communicate and in which ways? Based on the personal identity and with the support of both the communication coach and the web designer I have funneled all the material collected. The main key concept/keywords I started writing so far are:
• CATCh: Charon Agent of Transformation & change

• Transformation which includes also Change, Leadership, Creativity and Innovation.

• Evolution as the sum of the all concepts.

• To provoke a paradigm shift & to lead from the front

• Holistic approach

Positioning

Positioning includes where I want to position myself and my activity. Through scheduled bi-weekly meeting with the communication coach I analyzed and selected number of corporate identities, allowing me to understand in which specific slice of the market move. To produce material for somebody else has been rewarding in terms of clarification of my needs and in terms of what I want to communicate.

Communication Project

Once I identified the concept of Identity, Corporate identity, and positioning, a communication project was required. It included website structure, style, images, etc.

Naming

A generation of ideas for naming was required. This provided a large number of ideas, a concept stretching as well as an unlimited investigation of new possibilities.
Content Production

Which areas of expertise do I want to communicate? Which services to provide? Table 7 below describes the project timeline.

Table 1: Project Timeline

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>ESTIMATED COMPLETION DATE</th>
<th>Weekly hours planned</th>
<th>Total hours to date</th>
<th>PEOPLE INVOLVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>Feb 21, 2010</td>
<td>5h</td>
<td>20</td>
<td>Luciano &amp; Communication Coach</td>
</tr>
<tr>
<td>Identity</td>
<td>Feb 14, 2010</td>
<td>5h</td>
<td>33</td>
<td>Luciano</td>
</tr>
<tr>
<td>Corporate Identity</td>
<td>Feb 28, 2010</td>
<td>7h</td>
<td>15</td>
<td>Luciano &amp; Communication Coach &amp; Web Designer</td>
</tr>
<tr>
<td>Communication Project</td>
<td>March 26, 2010</td>
<td>4h</td>
<td>36</td>
<td>Luciano &amp; Communication Coach &amp; Web Designer</td>
</tr>
<tr>
<td>Content Production</td>
<td>April 20, 2010</td>
<td>7h</td>
<td>65</td>
<td>Luciano &amp; Communication Coach + Resource group</td>
</tr>
<tr>
<td>Naming</td>
<td>April 10, 2010</td>
<td>2h</td>
<td>40</td>
<td>Luciano &amp; Communication Coach &amp; Web Designer + Resource group</td>
</tr>
<tr>
<td>Launch of the web site</td>
<td>May 09, 2010</td>
<td>1</td>
<td>35</td>
<td>Luciano &amp; Communication Coach &amp; Web Designer</td>
</tr>
</tbody>
</table>
SECTION 4: OUTCOMES

Introduction

With the communication coach Elena, I worked hard producing reflections and papers in order to synthesize my goals. It has been rewarding working with somebody who was totally out of my content because it forced me to clarify to myself in order to allow other person to do their best at your job. I will be present outcomes following the order in which they were overviewed in the previous section.

Positioning

This has been the easiest part of this path thanks to the fact that I have been thinking about my future for the last four years, consciously and unconsciously. Being focused on this project and having the support of the communication coach has helped me a lot in re-defining the perimeter of it. In order to understand directions, target and content, and in addition to what I had already identified for myself, together with Elena, I started selecting a certain quantity of valuable websites, which could have served to support us in our goal. Moreover analyzing a selected number of corporate identities has allowed me to understand in which specific slice of the market to move.

I started with 35 websites and I realized how each of them could be grouped into two main categories: Innovation & Creativity; Coaching & Change. Suddenly it was clear to me that I was not interested in positioning myself only as a training or coaching company. I do believe that coaching and training are
important ways to develop and support creative change, nevertheless my first focus was not in being a training and coaching company. So what I have done was to look again at those 35 websites and keep only those where innovation, creativity and change where linked among them and as a results the valuable websites for me were whittled down to nine.

The analysis of the nine websites was mainly focused on the following categories/elements:

- Home page
- Logo
- Naming (font) & Pay off
- Profile (personal and corporate)
- Services offered with a focus on innovation
- Clients
- Contacts
- References
- Style

At the end of this analysis I was able to extract from each of the nine websites useful information on how to develop my own. To offer an idea of this research two examples of them are given below (see Tables 2 and 3). They include Newshoestoday.com and Thinkx.com.
Table 2: New Shoes Website

NEW SHOES TODAY
Road to creation, innovation and change

<table>
<thead>
<tr>
<th>RUBRICHE</th>
<th>ELEMENTI</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOME PAGE</td>
<td>Naming e pay off Scacchiera con tutte le rubriche previste</td>
</tr>
<tr>
<td>YOU</td>
<td>On these pages you will find certain questions and elements of today’s business. These are points on which we can meet you. Among them problems as well as opportunities, some big, some small. All of them are challenging us as they probably challenge you, right at this moment...</td>
</tr>
<tr>
<td>WE</td>
<td>New shoes today is a growing number of soulmates in business who give support to people and organisations on their road to creation, innovation and change. Together with clients we take on 21st century challenges. Our values: open - drive - unity - fun - care - today.</td>
</tr>
<tr>
<td>TOGETHER</td>
<td>You know your business, you know your industry, you know your clients. We sure don’t know your industry as well as you do yourself. Yet, we may be the best you can get in creation, innovation and change. So if we can work together, something nice may happen. Let’s find out.</td>
</tr>
<tr>
<td>CASES</td>
<td>Case history</td>
</tr>
</tbody>
</table>

Note: [www.newshoestoday.com](http://www.newshoestoday.com)
Table 3: Thinkx Website

THINK X
Raising intellectual capital

<table>
<thead>
<tr>
<th>RUBRICHE</th>
<th>ELEMENTI</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOME PAGE</td>
<td>THINK X</td>
</tr>
<tr>
<td></td>
<td>Raising intellectual capital</td>
</tr>
<tr>
<td>ABOUT THINK</td>
<td></td>
</tr>
<tr>
<td>WHAT WE DO</td>
<td>What We Do</td>
</tr>
<tr>
<td></td>
<td>We teach Productive Thinking,</td>
</tr>
<tr>
<td></td>
<td>a core skill for developing</td>
</tr>
<tr>
<td></td>
<td>new products and processes,</td>
</tr>
<tr>
<td></td>
<td>new organizational structures,</td>
</tr>
<tr>
<td></td>
<td>new marketing and business</td>
</tr>
<tr>
<td></td>
<td>strategies, or just solving</td>
</tr>
<tr>
<td></td>
<td>problems.</td>
</tr>
<tr>
<td></td>
<td>• Productive Thinking Courses</td>
</tr>
<tr>
<td></td>
<td>• Facilitating Productive</td>
</tr>
<tr>
<td></td>
<td>Thinking (4-day pre-</td>
</tr>
<tr>
<td></td>
<td>certification program)</td>
</tr>
<tr>
<td></td>
<td>• Facilitated Productive</td>
</tr>
<tr>
<td></td>
<td>Thinking Labs</td>
</tr>
<tr>
<td></td>
<td>• Integrative Coaching</td>
</tr>
<tr>
<td></td>
<td>• Productive Thinking Keynotes</td>
</tr>
<tr>
<td></td>
<td>&amp; Presentations</td>
</tr>
<tr>
<td></td>
<td>• Mindcamp Experience</td>
</tr>
<tr>
<td>HOW IT WORKS</td>
<td>GRAFICO ESPLICATIVO</td>
</tr>
<tr>
<td>OUR PEOPLE</td>
<td>TEAM E PARTNERS</td>
</tr>
<tr>
<td>CONTACT US</td>
<td>If you would like to stay</td>
</tr>
<tr>
<td></td>
<td>in touch, please join our</td>
</tr>
<tr>
<td></td>
<td>contact list by entering your</td>
</tr>
<tr>
<td></td>
<td>email address below. Thank</td>
</tr>
<tr>
<td></td>
<td>you for your interest! Please</td>
</tr>
<tr>
<td></td>
<td>don’t hesitate to email us at</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:info@thinkxic.com">info@thinkxic.com</a> if you have</td>
</tr>
<tr>
<td></td>
<td>any specific questions or</td>
</tr>
<tr>
<td></td>
<td>requests. Mailing Address</td>
</tr>
</tbody>
</table>

Note: [www.thinkxic.com](http://www.thinkxic.com)
Identity

All my values - Authenticity & Integrity, Uniqueness & Diversity, Proactivity & Curiosity, Energy and Passion, Flexibility – were totally fitting the concept of CATCh: Transformation Leader/Agent/Agent of Transformation & Change. Once more I felt that the concept “Transformation” incorporates also Leadership, Creativity, Innovation and Change and, find the final expression and the deeper meaning in the expression of Evolution.

This has been my paradigm shift in this work. In fact from the initial idea of being a Catch I discovered that my identity could have fitted better with the more open concept of “Evolution”.

I tried to figured out how these concepts could have worked together and below there is a synthesis of it which has moved my energy towards my vision (see Figure 1).

Figure 1. Identity Concept
The above scheme has been an important clarifier for the next step. I totally changed the position of my coaching activity in my personal and corporate identity. I am an executive and a corporate coach and I love coaching people. The important change here is that I have realized that coaching for me is only the way to support the change and it is not the key driver that provokes the paradigm shift into others lives. So, as a consequence, I do not want to be a coaching company. I do not want to be a training company. I want to be a transformation company in the evolution global process. In this sense coaching and training are part of my business activity but they are not the key drivers. This has been the first important differentiation also with the Italian market where most of the companies today are coaching or consultant companies. My willingness to be an agent of transformation (CACTh) into the evolution has also defined my corporate identity.

Corporate Identity

From my personal statement vision I wrote the following corporate vision. I have to admit that this is still in progress and every time I read it I make changes. So do not be surprised if after further incubation it will change a little bit more:

“We want to make a decisive impact both in the Evolution of people and organizations supporting them in growing through a creative transformation & change.”
As a partner, we like supporting our clients to go beyond the explored and seeing things from different perspectives, so that creativity and innovation are put usefully into reality.

*We stand for a person’s uniqueness and for a holistic approach.*

This first release contains all the concepts that were previously explored:

- CATCh: Charon Agent of Transformation & change
- Transformation which includes also Change, Leadership, Creativity and Innovation.
- Evolution as the sum of all the concepts.
- To provoke a paradigm shift & to lead from the front
- Holistic approach

**Communication Project**

To start with a real communication project I met Elena and together we identified all the main steps to be followed in order to get the final results.

The communication plan included:

1. Positioning of the website and choice of the website model
2. Naming of the website
3. Logo: sign and logo (font, colour, style...)
4. Content production
Positioning Of The Website

All the activities were divided among all the actors: myself, Elena, Massimiliano (the web designer) and Tiziano (the art director). We scheduled our meeting and immediately I briefed Massimiliano and Tiziano on my expectations.

I spent a lot of time communicating the content and the “hidden emotions” beyond that concept and the fact that it was not “doing a website project” but “how to translate a personal identity into a website project”. I described how this was one of the obstacles to be overcome.

In fact for the web designer and the art director – even if with words they said something different - it was a “product to be delivered” to the customer (me). They were operating from the best of regarding realizing the website but nevertheless, when working on the logo I became frustrated and got stuck for a while. I realized that what they produced was not representing me, my identity. So I started thinking about how to overcome this step and it took a while before coming out from that negative sensation and paralyzing process.

I was looking for somebody who could catch my inner feeling and thoughts and be able to adapt them into a website. Suddenly I discovered that a lot of clarification work – which I underestimated before – should have be done only by myself in order to deliver to them in a different way. Moreover having done the work, it was not sufficient and so a lot of extra clarification meetings were required.

This provoked a sense of urgency in myself and at the same time a deep sense of frustration that maybe I made the wrong choice in choosing them to
work with. I noted that frequently when working with creative people this is what you have: ideas and sometimes lack of real understanding of client’s needs.

This is a limiting belief but – according to my experience also in organizing events – I always know that those people most of the time needed to be followed step by step in order to be sure they are able to satisfy a demanding customer like me. So my Communication coach and I developed a written brief for our web team designers as reported in table n. 5 (see below).

Table 4 : Written Briefing For The Web Designer Team

<table>
<thead>
<tr>
<th>ESPRESSIONI CHE DELINEANO IL PROFILO DI LUB:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lub nel suo essere un “Leader della Trasformazione” vuole provocare con la sua azione un impatto decisivo, un punto di non ritorno (to provoke a paradigm shift) nella vita del singolo e in quella degli altri, contribuendo a costruire una realtà più sostenibile.</td>
</tr>
<tr>
<td>Lub vuole scendere in trincea (I want to lead from the front), vivere da vicino e non rimanere su una posizione teorica, non operare rimanendo a guardare dall’alto e dall’esterno.</td>
</tr>
<tr>
<td>Lub adotta un approccio olistico, a 360°, considerando l’essere umano nella sua complessità, in tutte le sue componenti che però rappresentano un’unità.</td>
</tr>
<tr>
<td>Lub crede nell’unicità della persona, nel coraggio di essere ciò che siamo e non ciò che vorremmo essere, nell’autenticità di ognuno pur riconoscendo il valore dell’essere diversi (non essere se stessi e rincorrere falsi miti comporta un dispending di energia e di tempo)!</td>
</tr>
<tr>
<td>Si delinea il senso di un’azione concreta sull’essere umano, quasi di una presa (CATCH). Un’azione che incide sulla sfera emotionale e che porta ad una evoluzione trasversale, a 360°.</td>
</tr>
</tbody>
</table>

MISSION:

- DEDICARSI ALLO SVILUPPO PERSONALE attraverso un focus continuo sulla consapevolezza di sé (entrando in contatto con se stessi, con le proprie paure, così da arrivare alla piena comprensione dei propri valori e alla consapevolezza dei propri talenti)
- GUIDARE E EDUCARE AL RICONOSCIMENTO E ALLA SCOPERTA DEI PROPRI TALENTI, capacità di valorizzarli ponendoli al servizio della propria vision: l’intuizione e “il sentire di pancia”, la capacità di ascolto e l’empatia, la fiducia e la sfida dello status quo per arrivare a che siano espresse altre potenzialità
- FAR COMPRENDERE L’IMPORTANZA DELLO “STARE NEGLIO” PIUTTOSTO CHE DELL’ESSERE PERFETTI (la sua esperienza personale e professionale gli ha insegnato che spesso si inganna la perfezione invece dell’unicità)
- FAR SENTIRE/VIVERE IL CAMBIAMENTO COME “UN’OCCASIONE DA NON PERDERE”, l’opportunità di scoprire nuove cose nella propria vita.
- MOSTRAIRE IL VALORE/POTERE DELL’ “ESSERE CHI SEI” (autenticità) offre la concreta opportunità per un processo di trasformazione attraverso la creatività. Questa è la visione di L.B dell’essere unico: aprire la porta per accogliere il cambiamento, guidare ognuno attraverso il nuovo.

VALORI:

- Autenticità (essere chi sei)
- Unicità (essere se stessi all’interno di un sistema plurimo, composto da “tanti”)
- Diversità (riconoscere il valore di se stesso e degli altri)
- Proattività (motivati a crescere e migliorarsi)
- Energia (testa e cuore in movimento)
- Integrità (coerenza con valori, capacità e talenti personali)
- Flessibilità (capacità di accogliere il cambiamento)
Naming Of The Website Process

For this category I was focused on generating ideas following the scheme below:

- idea generation by myself
- idea generation with the communication coach and with a resource group
- idea generation overseas

By Myself

I started the process by myself and the more meaningful names I got were:

- Evolution 360
- CATChthechange
- Catch

By The Communication Coach and With a Resource Group

So the following step was to work with the communication coach and with the "selected resources group" and we came up with the following main ideas:

- EVOLUZIONE 360°, Growing through change
- THE VALUE OF EVOLUTION, Pensiero creativo per una crescita innovativa
- IN EVOLUTION, Challenge of change
- LUCIANO BOCCUCCI, Agent of Transformation and Change
- LUCIANO BOCCUCCI, Leading to new perspectives
- Able to innovate
- Creative’s thinking results/benefits

By Idea Generation Overseas

So I felt we were on track but I had the input to also focus the naming towards new perspectives. I had the insight to consult with other people overseas, to have a more global approach also to the name. The website will be a global website and will be available both in Italian and in English; this is the reason why I decided to use the powerful tool of "people on demand". In fact, I
selected 20 friends across the world and I sent them an email to generate as
many as ideas they could have (see Table 5 below)

**Table 5 : Email I sent**

<table>
<thead>
<tr>
<th>Da:</th>
<th>Luciano [mailto: <a href="mailto:luciano.boccucci@gmail.com">luciano.boccucci@gmail.com</a>]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invio:</td>
<td>mercoledì 10 marzo 2010 19:04</td>
</tr>
<tr>
<td>A:</td>
<td><a href="mailto:luciano.boccucci@gmail.com">luciano.boccucci@gmail.com</a></td>
</tr>
<tr>
<td>Oggetto:</td>
<td>QUICK support for your DEAREST friend : )</td>
</tr>
<tr>
<td>Priorità:</td>
<td>Alta</td>
</tr>
</tbody>
</table>

Dear all

I need your feedback and 2 minutes of your time for me! it is not too much, isn’t it? : )

I am working on my new website and I am interested in naming.
I have already generated some ideas which I do not want to share at the moment in order to avoid
influencing the process.

I would like your contribution in generating ideas as much as you can.

When looking at the following words(concepts) which ideas/names do you get for my website?
- Evolution & Transformation
- Leadership & Change
- Creativity & Innovation

Think wild and out of the box the more you can.

THANKS Luciano

Luciano Boccucci

All of them replied to my request and it was rewarding! It was amazing
and I felt inspired! I got more than 110 ideas and I incubated them. I diverged
more and at one point I made the decision to eliminate the ones I felt to be far
from my needs. This was the hardest part because I felt grateful to them for their
contributions and I needed to force myself for a while to make the decision. So
after a while I kept only 54 out of 110. This was not a real converging part but
more a nomination for abandoning the list for the bookmarks website names. Of
course among all of them my preferences as well as new insight began to take
the right shape (see Table 6).
Table 6 outlines 54 "acceptable" websites names followed by a list, a sequence of pictures of the diverging and converging process (Figure 2).

### Table 6: 54 out of 110 website names

<table>
<thead>
<tr>
<th></th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>ECLECTIC</strong> (Express, Change, Leadership, Evolution, Creativity, Transformation, Innovation, Constantly)</td>
</tr>
<tr>
<td>2</td>
<td>CATCHITCHANGE</td>
</tr>
<tr>
<td>3</td>
<td>STATEOFBEING</td>
</tr>
<tr>
<td>4</td>
<td>BECOMINGME...</td>
</tr>
<tr>
<td>5</td>
<td>ECOMING</td>
</tr>
<tr>
<td>6</td>
<td>BECOMING360°</td>
</tr>
<tr>
<td>7</td>
<td>YOUR BECOMING</td>
</tr>
<tr>
<td>8</td>
<td>BECOMINGYOURSELF</td>
</tr>
<tr>
<td>9</td>
<td>NEWBECOMING</td>
</tr>
<tr>
<td>10</td>
<td>FUTURES</td>
</tr>
<tr>
<td>11</td>
<td>NEW FRONTIERS</td>
</tr>
<tr>
<td>12</td>
<td>ONE STEP AT A TIME</td>
</tr>
<tr>
<td>13</td>
<td>STEPBETTER</td>
</tr>
<tr>
<td>14</td>
<td>STEPINNOVATION</td>
</tr>
<tr>
<td>15</td>
<td>TIMEVOLUTION</td>
</tr>
<tr>
<td>16</td>
<td>HOWINNOVATION</td>
</tr>
<tr>
<td>17</td>
<td>YESCHANGE</td>
</tr>
<tr>
<td>18</td>
<td>MORECHANGE</td>
</tr>
<tr>
<td>19</td>
<td>NEWWELLBEING</td>
</tr>
<tr>
<td>20</td>
<td>BEBE, BEing BEtter</td>
</tr>
<tr>
<td>21</td>
<td>EPOCHE</td>
</tr>
<tr>
<td>22</td>
<td>CONTINUALLYCHANGING</td>
</tr>
<tr>
<td>23</td>
<td>TRANSFORMATIONPROJECT</td>
</tr>
<tr>
<td>24</td>
<td>AGENTOFCHANGE</td>
</tr>
<tr>
<td>25</td>
<td>TRANSFORMATIONALLEADERSHIP</td>
</tr>
<tr>
<td>26</td>
<td>STEPPING STONES</td>
</tr>
<tr>
<td>27</td>
<td>THE MAGIC COAT</td>
</tr>
<tr>
<td>28</td>
<td>WHAT'S NEXT</td>
</tr>
<tr>
<td>29</td>
<td>FRESH PERSPECTIVES</td>
</tr>
<tr>
<td>30</td>
<td>STEPPING STONES</td>
</tr>
<tr>
<td>31</td>
<td>INNOVOLUTION</td>
</tr>
<tr>
<td>32</td>
<td>CREVOLUTION360</td>
</tr>
<tr>
<td>33</td>
<td>TRAVELVOLUTION</td>
</tr>
<tr>
<td>34</td>
<td>LIGHTING YOUR PATH</td>
</tr>
<tr>
<td>35</td>
<td>LIGHT IN YOUR LIFE</td>
</tr>
<tr>
<td>36</td>
<td>LIGHT IN THE TUNNEL OF LIFE</td>
</tr>
<tr>
<td>37</td>
<td>A WAY TO METAMORPHOSIS</td>
</tr>
<tr>
<td>38</td>
<td>TRANSFORMATIONALLEADERSHIP</td>
</tr>
<tr>
<td>39</td>
<td>CHANGEAGENTBOCCUCCI</td>
</tr>
<tr>
<td>40</td>
<td>LEADERSHIP &amp; CHANGE</td>
</tr>
<tr>
<td>41</td>
<td>THE POWER OF CHANGE IS IN CHANGING THE POWER</td>
</tr>
<tr>
<td>42</td>
<td>BEDARWIN.COM</td>
</tr>
<tr>
<td>43</td>
<td>STREAMOFTHOUGHTS.COM</td>
</tr>
<tr>
<td>44</td>
<td>NOFULLSTOP.COM</td>
</tr>
<tr>
<td>45</td>
<td>OPENFIELD.COM</td>
</tr>
<tr>
<td>46</td>
<td>BUILDINGSITE.COM</td>
</tr>
<tr>
<td>47</td>
<td>THOUGHTSBUILDER.COM</td>
</tr>
<tr>
<td>48</td>
<td>ISHAPE.COM</td>
</tr>
<tr>
<td>49</td>
<td>USHAPE.COM</td>
</tr>
<tr>
<td>50</td>
<td>LETSHAPE.COM</td>
</tr>
<tr>
<td>51</td>
<td>ONTHEMOVE</td>
</tr>
<tr>
<td>52</td>
<td>CALT</td>
</tr>
<tr>
<td>53</td>
<td>ACTION360</td>
</tr>
<tr>
<td>54</td>
<td>ETA</td>
</tr>
</tbody>
</table>
Figure 2. The Process Itself: Selection of Names and Clustering
Finally, after collecting all the ideas and the powerful name I got my favorite one:

**EVOLUTION 360. Growing through creative change**

And I discovered that [www.evolution360.com](http://www.evolution360.com) was already taken and so unwilling to register it as only an Italian website (the .it was available) I made the decision to diverge a little bit more and after few days of incubation I came to the following new winner:

**NOSTOPEVOLUTION. Growing through creative change**

As a first step I decide to register all the following websites:

- [www.nonstopevolution.com](http://www.nonstopevolution.com)
- [www.nonstopevolution.it](http://www.nonstopevolution.it)
- [www.nostopevolution.com](http://www.nostopevolution.com)
- [www.nostopevolution.it](http://www.nostopevolution.it)

I stand for [www.nostopevolution.com](http://www.nostopevolution.com). Even though grammatically [www.nonstopevolution.com](http://www.nonstopevolution.com) is more correct I thought that without the "n" it sounds more easy.
Logo: Font, Color, Style, Concept

What a nice experience it has been working on the logo. Due to some mismatching between my request and what they proposed, I was forced to meet several times with the art director and the web designer. It was a time consuming experience as well as a “never ending” meeting story. I have, once again experimented, how difficult could be to communicate with somebody when only assumptions (when are not verified or falsified) drive the conversation; it is like idling continuously.

The main characteristics I was looking in my logo were:

- Passion
- Movement
- Evolution
- Clarity
- Clean style

In the following pages (see Figure 3 – 7) I show some evidence of the proposals I received from them for both names:

- Evolution360
- NoStopEvolution:
Figure 3. Evolution 360 Logo
Figure 4. Nostopevolution Logo – First Release
Figure 5. Nostopevolution Logo – Second Release
Figure 6. Nostopevolution Logo – Third Release

NO STOP
EVOLUTION
EVOLUTION

GROWING THROUGH CREATIVE CHANGE

no stop evolution.com
growing through creative change
Figure 7. Nostopevolution Logo – Fourth Release
After so many proposals and so many mismatches I found that in the fourth release some interesting proposals, finally, came out. In fact I had a shortlist (see Figure 8 – 9) to refine and to develop more and I asked them to present me the final last proposal. I also wondered if this was my "magic" way to sabotage the final goal.

Figure 8. Short List Logos

And after few days they came out with their final proposal, as follows:

Figure 9. Final Proposal
The decision was almost made! The final logos were representing all the elements I was looking for and, after weeks of continuously researching my best option I was quite satisfied with the final proposals. All of the last three logos were interesting for different reasons and all of them were aligned with my requests. So I felt satisfied to be in trouble to make my last decision. I paused for a night and the following morning I took the following one:

Figure 10. Last Logo Decision

![Logo Image]

Content Production

The definition of the content was quite on schedule for all the duration of the project. I worked together with Elena to identify the main parts of the structure. The website has been projected as a double language – Italian and English - and as a consequence it immediately became clear that some differences between the two versions would have to be possible. In fact, for
examples, the naming of the categories as well as the title for area of work are slightly different between the two languages and so they were adapted to the context. Even though the English sounded more complete in some ways, some adjustments to the Italian version were necessary to make this version useful and sellable to the Italian audience. Sometimes, unfortunately, the two ways – English versus Italian – clash. Not all the categories will be activated at the same time for expediency.

The content was divided into the following main categories (see also Table 7):

- **About us**: which offers a description of who, as a company we are. Which certifications and partnership we have

- **Philosophy**: which offers an overview on values, vision and mission

- **Shape the future**: this is the part that underlines the three major areas of action. This is the outline: take a proactive approach toward the production of novel and useful ideas that address a predicament or opportunity for the client.

  - Innovation 360: how innovation impacts organizations and how organization is a critical factor for any organizations that want to wave? the challenging market.

  - Leadership Evolution & Change Management: how creativity is a key competence for those leaders who want to make a concrete impact on the people and organization they manage.

  - Organizational Evolution: how to move forward organizational evolution.
• **How we do it:** about the services we offer (customized area). All this evolitional impact on people and organization happens when people, process and environment are committed and involved together.

• **Workshops:** some designed workshops open to everybody. How to develop creativity in normal life out of organizations? How educators can improve their creativity skills to better develop their students? How anyone can improve himself with creativity?

• **Evolution’s world:** news from the world in evolution (conferences, travel, reading....)

• **Contacts:** in which ways people can contact me/us.

    All the contents were sent to both the Web designer to be compliant with the deadlines.
<table>
<thead>
<tr>
<th>ABOUT US</th>
<th>PHILOSOPHY</th>
<th>SHAPE THE FUTURE</th>
<th>HOW WE DO IT</th>
<th>WORKSHOPS</th>
<th>EVOLUTION'S WORLD</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Certifications</td>
<td>Vision</td>
<td>Innovation 360</td>
<td>Innovation Facilitation</td>
<td>Transformation trough</td>
<td>Transition: looking for being better instead of being perfect</td>
<td>Experiences</td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Partner</td>
<td>Mission</td>
<td>Creative Problem Solving Facilitation</td>
<td>CATCH your life: leading from the front</td>
<td>News</td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Values</td>
<td>Ideas generation Lab</td>
<td>Creativity &amp; Innovation skills development</td>
<td>Play with your and others creativity: a path for educators</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Leadership Evolution and Change Management</td>
<td>Creativity &amp; Innovation Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Creative Leadership facilitation &amp; Leadership Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>ExecutiveTAP (Team Alignment Process)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Coaching: Coaching Clinic Facilitation &amp; Executive/Corporate Coaching</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Organizational evolution</td>
<td>Strategic management consultancy &amp; Facilitation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Fostering Innovation and Creativity in Organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Fostering Innovation and Creativity in Human Resources Department</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Organizational Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Meetings Facilitation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
<td>testo</td>
</tr>
<tr>
<td>Visioning process</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Final Result

Even though, sometimes, it becomes very difficult to finalize a project with external consultants the final release (when I say final I mean today, because as we all know technicians sometimes are always "working in progress") is illustrated in Figure 11 -14 below.

As Amabile says it is always important "watching carefully" (Amabile, 1989, p.4) the interlocutor and this is what I have been experimenting through this project: with myself and with others. By the way this special focus has also reinforced my "passion for learning" (Amabile, 1989 p.9).

Figure 11. The Final Layout – First Release
Figure 12. Home Page
Figure 13. Who I Am

[Image of a website page]

I have been involved in projects in support of Transformation and Change at a UK institution in my capacity as a consultant. My role had been to facilitate a culture of innovation and creativity within the organisation, and to support the development and implementation of strategies and processes to enhance performance and reduce costs.

I have worked with various teams in supporting them in the development of their transformation plans. My role has been to facilitate workshops, present ideas, and support the development of strategies and processes.

In my current role, I am responsible for supporting the implementation of the organisation's transformation strategy. My role involves facilitating workshops, presenting ideas, and supporting the development of strategies and processes.

I have been involved in projects in support of Transformation and Change at a UK institution in my capacity as a consultant. My role had been to facilitate a culture of innovation and creativity within the organisation, and to support the development and implementation of strategies and processes to enhance performance and reduce costs.

I have worked with various teams in supporting them in the development of their transformation plans. My role has been to facilitate workshops, present ideas, and support the development of strategies and processes.

In my current role, I am responsible for supporting the implementation of the organisation's transformation strategy. My role involves facilitating workshops, presenting ideas, and supporting the development of strategies and processes.

I have been involved in projects in support of Transformation and Change at a UK institution in my capacity as a consultant. My role had been to facilitate a culture of innovation and creativity within the organisation, and to support the development and implementation of strategies and processes to enhance performance and reduce costs.

I have worked with various teams in supporting them in the development of their transformation plans. My role has been to facilitate workshops, present ideas, and support the development of strategies and processes.

In my current role, I am responsible for supporting the implementation of the organisation's transformation strategy. My role involves facilitating workshops, presenting ideas, and supporting the development of strategies and processes.

I have been involved in projects in support of Transformation and Change at a UK institution in my capacity as a consultant. My role had been to facilitate a culture of innovation and creativity within the organisation, and to support the development and implementation of strategies and processes to enhance performance and reduce costs.

I have worked with various teams in supporting them in the development of their transformation plans. My role has been to facilitate workshops, present ideas, and support the development of strategies and processes.

In my current role, I am responsible for supporting the implementation of the organisation's transformation strategy. My role involves facilitating workshops, presenting ideas, and supporting the development of strategies and processes.

I have been involved in projects in support of Transformation and Change at a UK institution in my capacity as a consultant. My role had been to facilitate a culture of innovation and creativity within the organisation, and to support the development and implementation of strategies and processes to enhance performance and reduce costs.

I have worked with various teams in supporting them in the development of their transformation plans. My role has been to facilitate workshops, present ideas, and support the development of strategies and processes.

In my current role, I am responsible for supporting the implementation of the organisation's transformation strategy. My role involves facilitating workshops, presenting ideas, and supporting the development of strategies and processes.

I have been involved in projects in support of Transformation and Change at a UK institution in my capacity as a consultant. My role had been to facilitate a culture of innovation and creativity within the organisation, and to support the development and implementation of strategies and processes to enhance performance and reduce costs.

I have worked with various teams in supporting them in the development of their transformation plans. My role has been to facilitate workshops, present ideas, and support the development of strategies and processes.

In my current role, I am responsible for supporting the implementation of the organisation's transformation strategy. My role involves facilitating workshops, presenting ideas, and supporting the development of strategies and processes.

I have been involved in projects in support of Transformation and Change at a UK institution in my capacity as a consultant. My role had been to facilitate a culture of innovation and creativity within the organisation, and to support the development and implementation of strategies and processes to enhance performance and reduce costs.

I have worked with various teams in supporting them in the development of their transformation plans. My role has been to facilitate workshops, present ideas, and support the development of strategies and processes.

In my current role, I am responsible for supporting the implementation of the organisation's transformation strategy. My role involves facilitating workshops, presenting ideas, and supporting the development of strategies and processes.
Figure 14. Workshop

Everyone can decide to focus on development following self-development training in the area of creativity and innovation. The Creative Problem-solving is applied to several situations.

**Creativity & Innovation skill development**
This workshop helps people to work on their creativity, learn how to overcome the blocks for personal creativity in order to invent creative ways of thinking and working creatively in their daily lives.

**Have fun with your creativity and the creativity of others: a path for educators**
With a special focus on those who work in the educational sector, this workshop will look to share fun and easy-to-use participatory tools to help teachers develop and shape their approaches and leading their classes.

**Creativity lab**
"If you can dream it, you can do it." Everyone is creative and there are many ways of being creative. Using specific tools, participants will learn how to use and increase their creativity in their daily lives.
SECTION 5: KEY LEARNINGS

How to share key learnings while I still feel in the middle of the process? In which way can I address what I have learned so far? I will be going to share some key insights, thoughts and reflections I have been experiencing since the beginning of the project. Some of them are reported in my precious booklet of ideas, intuitions and notes which I often have with me.

To Achieve Something It Is Important To Start Doing Things

When I look back to last summer listening to some students of the second year talking about their master project I can well remember the negative emotion I felt. "I won't be able to do it. I will not capable of concluding something for me": How happy I am to disconfirm this inner and limiting belief. How powerful it is to stay focused on something which you are passionate about and you are willing to do. They seemed nice words to write in a student contract and how real they are for me today. The more I start doing, the more I allow myself to do something useful and good for me.

It is like a good slice of the cake: as good as it is, and how there is still much left.

Being Better Instead Of Being Perfect Is A Powerful Driver;
Being Perfect Could Be A Limiting Belief.

This second point is strictly linked to the previous one. This project has represented for me the permission to offering a chance for my creative evolution.
Looking for being better is the explosion of the concept of inner evolution. Anytime we look for perfection we make a jump and while we are almost on top is like when we lose the trace of our path...and the risk is going back and fast to our comfort zone. To move forward in the evolution journey let's look for being better and through creative change you will come close to the perfection, that along the way will change itself.

Only when I accepted to be a human being in continuous evolution, did I give myself the permission to move forward step by step. This is totally true in this project where since the beginning I decided to make this journey with the support of the communication coach, the web designer and the resource group and the people on demand (I love that).

**Where Is There's a Will There Is a Way: Leading From The Front**

Leadership. Lead yourself towards your wishes: it's up to you. It's my choice.

**My Evolution From Ideating Towards Implementing: A Possible Path.**

This has been my discovery that being an implementer is possible even when you have a strong preference for generating ideas. The challenge I experienced is how to deal with the terribly awake inner voice saying you are just wasting time doing that. What has been a great supporter in this project has been organizing it. I spent time in setting the right things and the appropriate
deadlines. Moreover to have made the commitment for the website as my master project has been a powerful way to realize things I like to do.

**New Ways To Confirm The Prophecy Failed:**

**The Best I Can Do With My Sabotage**

How many times was I stuck? Several times. And why? In addition to the things already mentioned I recognized an internal pattern that could happen in those situations where I feel - wrongly - inadequate. When I start feeling like that I begin to react by building escape routes and postponing my commitment to any project. What I experimented in this project is how useful it could be to pause a little bit and just ask myself the question "What I am scared of?" or "What level of perfection I am looking for?". Suddenly something useful happens. In these case fresh air is good for me. A nice break or a nice walk are powerful tools. Anyway do not get stuck too long over details: it's always time to make a decision!

**Think Different, Think Global & The Power Of Different Voices:**

**Put Yourself In Other People's Shoes**

When it is important to see things from a different perspective and you want really to think out of the box, start diverging global. Just use emails, social network, chat and whatever you prefer and ask your friends for their brain contribution.

How rewarding it is and how powerful. I had this simple insight and I just did it! I asked different people, with different roles and perspectives. You want to
facilitate change and transformation... start with yourself and with what you have already have: a laptop and the websites are simple but powerful resources.

The Importance Of the Appropriate Communication:

A Message In A Candy Paper

When you think you have done your best do not trust yourself and verify or falsify. Wait for the answers you look for and if there is some mismatching ask yourself what you could do differently. Think in which way you could have communicated it to your children and – like the messages you find in the paper candies – “try again, better luck next time”.

.
SECTION 6: CONCLUSION

Going back to the beginning of this project I am quite satisfied with the level of things reached. I dreamt of putting into production, as the container of my personal and professional identity, a visible “showcase” of my vision, mission and values. And it is on the way.

Among others, the major things I have learned about creativity and evolution/transformational change leadership, concern transforming difficulties and being open.

Transform Difficulties Into Positive Organized Ways: “Become Normal”

My difficulties have the power of being my chance for development. With this Master’s Project and, as a consequence with the realization of the website, I learned how to approach methodically something new which I could decide to give up before starting. Accepting the challenge of being expert of the process and not of the content (as I do with clients) is powerful. So considering myself as my client is rewarding.

Be Open To Change And Have No Doubts About Your Real Values

Keep your eyes and ears open always and remain curious: you learn more than you expect. Do not claim to be wrong or always far from your destination. This is a journey and it is possible to make deviations. Go with the flow.
Do Not Lose Your Key Learnings

In which ways will I maintain the energy, passion, focus and methodology learned thanks to this Master’s Project?

What I see myself doing is:

- Develop an “idea group generation” which meets regularly for generating and implementing few ideas
- Use the same methodology used for this Master’s Project for some other dreams of mine such as writing a book and designing a transformational workshop
- Use the experience of studying in the US at the Buffalo State College to achieve an open door to increasingly dare.
References


SECTION 7: APPENDIX

Appendix A: Concept Paper
Title of Project: Translating a personal identity into a web site

Name: Luciano BOCCUCCI
Submitted: February 3, 2010

Project Type: Develop a skill and a talent to improve the quality of life for others

Section One

Purpose and Description of Project:

With this Masters Project, I plan to design and put in production the website which will be the expression of my vision and what I want to offer to the community. I plan to transform my ideas, my expertise and my professional experience into a concrete and specific shape, realizing a website that will represent a tangible and visible “showcase” for my vision, mission and values I have spent a considerable amount of time thinking about how to put into words what I have done up to now.

I am quite successful at working for others who are in need of ideas as my talents lie in that area. I also am well aware of how, after the generation of ideas, I become unfortunately stuck or paralyzed for a while before moving on the step. In some cases it can require weeks, months or even years, before I effectively come to converge on the implementation of ideas I have produced.

I am aware that my preference for implementing (Puccio. G, 2002, Foursight) is extremely low; therefore, as part of this project I need and I want to work on implementation. I want, in fact, to both give myself the opportunity to create something useful for my professional work and to contribute to a better and more sustainable world.

On many occasions, in fact, I give up my ideas or put them off (which is the same as giving up) and, as a result I do not play my part of the game. I do not take seriously my talents escaping from the responsibility of my personal role in the world.

Realizing this web site is like offering my identity to the world- So, deciding to work on my website is like giving me permission to realize myself. It is not just designing something; it means, for me, introducing myself officially to a new world where I will be producing other things in the future.

This is the time where I start generating ideas with the clear goal of converging them into a clear and tangible product: the web site. Implementation is an important area of improvement for me and I do want to deal with it.
The Masters Project will be articulated as follow:

- Positioning
- Identity (concept, key words, skills, key competencies, etc.)
- Corporate identity (briefing to the designer and coordination of the work)
- Communication project (web site structure, style, images, etc.)
- Content production
- Naming (web site sections, newsletter, etc.)

Rationale for Selection:

I have chosen to work on how to implement something because I have been realizing projects for others for the last 15 years in several corporations. I was successful in managing innovation and implementation of new ideas (often my own) but it has always been for others. This is the time in my life also where I call on myself to produce something for myself. This is the hardest part of the path. I have a strong sense of responsibility when working on other projects; not with myself and my things. That is why this project will support me in focusing more and more on the implementer side, offering me the chance to fully express my identity.

Section Two

Pertinent literature or resources:

I will be working with various people: a communication specialist, a web designer and with a resource group composed of five colleagues and friends. All of them will support me to converge all the ideas into an effective implementation, being concrete as far as I can.

I will also be using the following books:


---

**Section Three**

**How Do You Plan to Achieve Your Goals and Outcomes?**

I will be working as follows:

- **Positioning:** I have scheduled a bi-weekly meeting with the external consultant, the communication specialist, in order to confront personal work and to be forced to produce material for her. This meeting will serve also as the project driver as it will help me better clarify my needs and what I want to communicate.

- **Corporate Identity:** by the end of February this part will be completed through diverging and converging tools, while the first week of March I will meet the graphic designer in order to define and move forward.

- **Communication project:** second half of March will be dedicated to web site structure and what is related to it.

- **Content production and Naming:** end of March to end of April

**Project Timeline:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Estimated Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>February 21, 2010</td>
</tr>
<tr>
<td>Identity</td>
<td>February 28, 2010</td>
</tr>
<tr>
<td>Corporate Identity</td>
<td>February 07, 2010</td>
</tr>
<tr>
<td>Communication Project</td>
<td>March 26, 2010</td>
</tr>
<tr>
<td>------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Content production and Naming</td>
<td>April 10, 2010</td>
</tr>
<tr>
<td>Launch of the web site</td>
<td>May 9, 2010</td>
</tr>
</tbody>
</table>

**Section Four**

**What Will be the Tangible Product(s) or Outcomes?**

At the end of the process I will have created a product which will be the result of my vision, mission, and values. It will clearly express to the community in which ways I can contribute to the professional world.

The project will support my growth and my development toward moving from ideas to concrete outcomes such as a website. This will contribute to create a clear positioning for my new business activity offering me the energy to develop more and more and processes for harnessing implementation by which I can continue to follow.

**Section Five**

**Personal Learning Goals:**

- To complete the CPS process applying it concretely to my life
- To give me the chance to lead from the front with myself
- To connect my coaching activity with CPS.
- To create my personal positioning in order to enter with my key competencies in the market
- To stretch my skills using Foursight

**What Criteria Will You Use To Measure The Effectiveness Of Your Achievement?**

- The feedback that I will receive from the web designer (weekly), the communication specialist (weekly) and from the resource group (anytime there is a new step to illustrate to them, according to the plan).
- If the logo and the payoff synthesizes my core values and my vision. I will be also receiving feedback on this from the resource group.
- If I am keeping to my schedule
• I will use the Web Design Methodology to be sure that I am follow the project entirely:
  o Discovery phase
  o Design phase
  o Development phase

Evaluation:

I will produce an evaluation form that includes:
- Variety of sources
- Respect of the deadline
- Weekly feedback received by my resource group
- Alignment with my values, identity, vision and mission
- Proactive feedback from 5 other people when the corporate identity is defined and when the web is ready.
Permission to place this Project online as part of the International Center for Studies resources.

I hereby grant permission on the International Center for Studies in Creativity at Buffalo State College permission to place a digital copy of this Master's Project (Translating a Personal Identity Into a Website) in an online resource.

________________________________________

Luciano Boccucci

________________________________________

Date