

Naming the new project

What should we call the new project?

2 x 30 min · A4

Colour language: choose yours

This prints black and white; the colour is your own ink. Colour each box with the pen you will use, then keep this page beside you as your key. No pen for a role? Write its letter in a circle.

YOUR COLOUR	CODE	ROLE	MEANING	PEN
☐	Q	Ask	a numbered question for the AI	your pen, or write (Q)
☐	R	Stop	blocker, risk, broken, or not understood	your pen, or write (R)
☐	G	Keep	evidence, confident, something that worked	your pen, or write (G)
☐	X	Crux	the one thing that matters most	highlighter
☐	O	Maybe	an idea, a possibility, a what-if	your pen, or write (O)
☐	P	Sense	gut feeling, intuition, felt reaction	your pen, or write (P)
☐	D	Draft	provisional; do not trust yet	your pen, or write (D)
☐	B	Reason	what you think; the main content	black

How to use this

1. Phone in another room.
2. Work in ink, in the colours on this page.
3. When the time is up, stop mid-sentence.
4. Photograph every page and send them back.

Every name you can think of for this project, good or bad, before you sort any of it.

Empty the tank. No structure, no judgement. 8 minutes. Then, beside each item, write its next step, or 'none'.

Getting the bad names out on the page clears room for the better ones.

1-9 should be bad on purpose. 10 is whatever surprised you.

1

2

3

4

5

6

7

8

9

10

Force a collision between the project and each word below. See what falls out.

Lighthouse

Compass

Anchor

Kettle

The accidental idea that might actually work

Stop here. Take a real break, and make it something easy and different: a walk, chores, or sleep on it.

Don't reread the pages before this one. Put them face down and leave the desk.

→ a walk, or overnight

BREAK STARTED

BACK AT

What I did

Anything that surfaced while I was away

Put each candidate name in the pile it belongs in, not the one you wish it did.

No cutting: write each candidate from the names from W1-P2 through W1-P4 straight into the pile it belongs to.

Sort into these piles

STRONG	MAYBE	NO
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Score the strongest names against what the name actually has to do.

Score your gut first, before any criteria. Then score each criterion (0–3) and total them. The gap between gut and total is the point.

Option	Gut (first)	Easy to say	Available	Fits the pitch	Total
Survivor 1					
Survivor 2					
Survivor 3					

Circle one: commit / hold / drop. Then plan the first move as if-then.

□ Decision: A generating half, a real break, then a judging half.

commit

hold

drop

Why, in one honest paragraph

The plan: when, then what

When _____, *I will* _____

When _____, *I will* _____

Still unclear: ask the AI

Write your questions for the AI with your Ask pen (or a circled Q), numbered. These come back with the photos.

Q 1.

Q 2.

Q 3.

Q 4.

Q 5.

Q 6.

Q 7.

Q 8.

Photograph each page flat and send them back together.

- ☐ Photograph W1-P1 flat, page ID visible
- ☐ Photograph W1-P2 flat, page ID visible
- ☐ Photograph W1-P3 flat, page ID visible
- ☐ Photograph W1-P4 flat, page ID visible
- ☐ Photograph W1-P5 flat, page ID visible
- ☐ Photograph W1-P6 flat, page ID visible
- ☐ Photograph W1-P7 flat, page ID visible
- ☐ Photograph W1-P8 flat, page ID visible
- ☐ Photograph W1-P9 flat, page ID visible
- ☐ Check the colour marks are readable in the photo
- ☐ Check no page is missing
- ☐ Write your Ask questions before you send

i Fill the frame, avoid your own shadow, and keep the corner marks visible so the page can be straightened.