

Persona + Empathy Map

What personality does London have, that Ideo London chapter could reflect?

What personality should Ideo London chapter reflect through it's name (New Name Suggestion?)

KEYWORD	DOTS
Global Hub	4
Open, Openness	4
Attitude	3
London	3
Amorphous	2
Authentic	2
Art & Science	1
Diversity	1
Fish & Chips	1
Magnetic	1
Personal Expression	1
Speaks the truth	1
Talent	1
Adaptive	0
Agile	0
Alive	0
Archie the Cabbie	0
Collaborate with the Startup Ecosystem	0
Complex Network	0
Connection Globaly	0
Cross-Function	0
Culture	0
Differently	0
Does as she says	0
Energy	0
Eurostar	0
Everything from Everywhere	0
Expression	0
Fast	0
Finance	0
Free Art	0
Gateway	0
Has a bit of everything	0
High Creativity	0
Humble	0
Innovation	0
Innovation Consultants	0
Learning Labs	0
Least English UK City	0
Limitless	0
Money	0
Multiply	0
Museums	0
No Possilbities	0
Optimistic	0
Red Buses	0
Resilient	0
Self Made	0
Self-made	0
Travel in the City is easy	0
Unique	0
Unrelenting	0
Variety	0
Vocal	0
Without Constraint	0

KEYWORD	DOTS
Swarm	7
Change Maker - Social Hacker	4
Flint	4
Wave	3
Bang	1
Catalyst	1
Game Changers	1
Ripple	1
Tribe: Ideators	1
Ants. Colony Anthill	0
Be the Change	0
Big Impact Game Changers	0
Cat	0
Diversio Rockstars	0
Don't Hold your horses	0
Dreamers Does	0
Hive	0
Horses	0
Influence	0
Proof & Impact	0
Reactors	0
Renegade	0
Rocket Fuel	0
Shape-Shifter	0
Shift-hacker	0
Social Shifters	0
Spark	0
Superheroes	0
Truth Makers	0
Unicorn	0