

# New Venture on a Mission to Build ‘Inside-Out’ Businesses

“Successful business is all about soul” explains naming expert

After 15 years in the naming industry, leading strategist Katarina Nilsson, is sharing her expertise in a new way – helping entrepreneurs create more successful and fulfilling businesses. According to Ms. Nilsson – Joy of Business facilitator, founder of Eqvarium and a renowned provider of strategic and creative naming services – the process of building a fulfilling business is identical to that of creating an effective brand name.

“Creating a successful brand name is about conscious creativity; it is about clarifying your intent – who you are now and who you want to be in the future – and expressing that intent in the simplest, most memorable form possible. Building a fulfilling business is exactly the same”, Ms. Nilsson explains. Unfortunately, according to Ms. Nilsson, many budding entrepreneurs are unaware of this important process and are building their business model the wrong way.

“Most entrepreneurs approach business creation as if it is as a step-by-step formula,” she warns. “The focus is often on completing a checklist of external tasks – website, office, staff and marketing plan. In the process, they forget the most important elements of any business – the intent, the joy, the creativity and authenticity.”

Known as “the naming lady”, Ms. Nilsson has used her creative inspiration to name numerous products for global corporations such as Sony Ericsson, Electrolux and H&M. Also an avid painter, she maintains that a successful business, like a successful brand name, is best created like a work of art – from the inside, out.

“It is all about soul”, she remarks. “You want people to feel something when they encounter your business, your name, your art. And that feeling cannot be manufactured – it has to flow from the very centre of the creation itself.”

Ms Nilsson believes that the following elements exist in any successful business, brand name or work of art:

- It adds value and reflects expansion (into the future and across geographies)
- All its elements work together toward a cohesive whole
- It is created with a clear intent and elicits an emotional response
- It expresses all of the above in the simplest, most memorable form possible



Katarina Nilsson is an entrepreneur, naming strategist, artist and certified *Joy of Business* facilitator. Through her business, Eqvarium, she has helped create names for some of the world’s most recognisable brands such as Sony Ericsson, H&M, Toyota, Electrolux and BabyBjörn. A renowned expert in naming strategy, Nilsson has been a keynote speaker at universities and organisations around Europe. She has a Master of Arts degree, has studied Branding and International Property Law and speaks several languages fluently, including Swedish, English, Spanish and German. A passionate change agent, Nilsson draws upon the tools and teachings of *Access Consciousness™* and *Joy of Business* to support positive change for individuals and groups, whether it be expanding a business, unlocking creativity, inviting play and lightness into life or making changes for the better in the body.