

## **World Dynamics is Now WorldBlu**

*Leading Consulting Studio in Organizational Democracy Announces New Name*

**Washington, DC – June 15, 2004.** World Dynamics, Inc., the premier leadership and business design studio in organizational democracy and freedom-centered leadership, announced today that it has formally changed its name to **WorldBlu, Inc.**

“Blue is to us as much an environment as it is a color. Blue represents a sense of freedom and possibility. Our new name better captures our desire to design “blu” environments within companies all over the world, rooted in the principles of freedom, democracy, and possibility,” commented WorldBlu founder and CEO, Traci Fenton.

### **About WorldBlu, Inc.**

WorldBlu, Inc. is a Washington, DC-based leadership and business design studio specializing in organizational democracy and freedom-centered leadership. WorldBlu works with CEOs and executive teams to design, develop, and lead the most successful democratic companies in the world. WorldBlu’s approach is principle-based, freedom-centered, and results-driven. For more information, visit the WorldBlu website at [www.worldblu.com](http://www.worldblu.com).

### **WorldBlu Contact:**

Spencer Kehe

Phone: + 1 202 320 2472

Email: [spencer@worldblu.com](mailto:spencer@worldblu.com)