

CRESITA LLC NEWSLETTER

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What's in a Name?

Happy New Year!

I personally feel that names are important. As we enter 2026, I want to focus this first newsletter of the year on why I chose Cresita as a name for my consulting work.

Cresita is a derivation of the Italian word Crescita, which means “growth.” This word resonates with me because I believe that you have to put on a growth mindset to be successful in life or business. Because this is an Italian word, Cresita plays homage to my wife and her family who are from Italy and my mother who is Italian.

This name further resonates with me because the translation “growth” also fits with my passion for wine. The French Title, “first growth” is often used to describe French wines of the highest quality. I describe my passion for wine in more detail in my book, *From Screwdrivers to Corkscrews*, available on Amazon, and in my blog which is dedicated to wine.

As we enter 2026, I encourage you to think about areas where you want to grow personally or professionally and put together an intentional plan to get there or to grow. I know this sounds like a New Year's resolution. If resolutions do not resonate with you, I believe putting on a growth mindset 12 months a year will be helpful, regardless of whether your growth strategy is as focused as a resolution or not. I further believe that putting on a growth mindset is a good strategy as the world changes around us. After all, nothing stays the same, I suppose the only thing that remains constant is change.

In a business or professional sense, the impact of artificial intelligence (AI) comes to mind. Regardless of what area you decide to focus on for your own growth, never forget the human element. After all we are all humans.

When I think back on the COVID pandemic, I wish we never coined the term, “social distancing,” while I understand the reason for physical distance as a strategy in preventing disease I believe as humans we are meant to socially interact. The pandemic did give rise to ways to interact although nothing replaces face-to-face interaction among humans. I feel the stock market bears this out, especially when the market reacts to face – to face meetings between world leaders, be that positive or negative.

If you are looking for a great discussion starter, ask someone what was behind the name of their company or their own personal name. Usually there is some important back story behind the name that will give you some insight into the person or their company and the rationale is unique. I know some people who name their children after saints or come up with names to honor family members. In any event, this is a terrific way to kick off a discussion. I am not great at remembering names, so if you are like me develop a strategy to remember names and their pronunciation. One strategy is the business card be that the “old school” paper version or the newer digital version.

I would further opine that proper pronunciation of the name is important as that usually ties into the important backstory. Today as we are in a more global economy, many names have different pronunciations, and I feel it is not only important to remember the name but pronounce it correctly. I have found that some people accept mispronunciations and that is unfortunate as there is usually a good reason behind the name and its pronunciation. If I am unsure how to pronounce a name, I usually ask the person for clarification.

I know I have rambled a little this month, but the importance of a growth mindset got me going. I hope 2026 is a wonderful year for you and yours!