

WorldBlu Launches New Website

WorldBlu.Com Explores Organizational Democracy

Washington, DC – July 14, 2005. WorldBlu, the premier leadership and business design studio in organizational democracy and freedom-centered leadership, announced today that it has launched a new website, www.worldblu.com, to explore the topic of organizational democracy and its application to the business world.

“The website is essentially two sites in one,” explains Spencer Kehe, Communications Director and a Designer with WorldBlu. “It provides information about WorldBlu that you would expect to find on a company’s website – information about our services, clients, people, history, and upcoming events. But what makes the site particularly unique is the organizational democracy component – a rich, dynamic and ongoing exploration of the concepts and practice of organizational democracy and freedom-centered leadership,”

The organizational democracy component of the website guides visitors along five tracks to explore the following questions:

1. What is organizational democracy?
2. What is the value of organizational democracy to my company?
3. How can my company become democratic?
4. How can I become a freedom-centered leader?
5. Can organizational democracy help build a more democratic world?

Visitors to the site can also read a blog written by members of the WorldBlu team, sign up for the WorldBlu newsletter, learn about companies practicing organizational democracy, and even read a bit of poetry. “We quote thinkers, artisans, and philosophers writing about the color blue,” explains Traci Fenton, Founder and CEO of WorldBlu. “It’s part of the way we explain our name, hopefully inspiring people in the process.”

The WorldBlu website was designed by Debbie Henderson at www.dhdesignservices.com.

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.

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