

September 9, 2020

Dear Friend:

We have taken a major step. As of today, we have changed our name:

Center for Talent Innovation is now called Coqual.

What's different:

- Our new name shifts the focus of our identity from “talent” to our push for “**equity.**”
- Our new name is an old word that combines the power of co-creation, always at our core, with “equality.”
- Our new image is a lot bolder and more energetic than our CTI brand.

Why we did it:

1. In recent years, our focus has grown bigger and bolder to address systemic bias of all kinds. We've outgrown our old name.
2. The world has changed. People around the globe are demanding justice across all our institutions. Businesses now find themselves with an *obligation to address* systemic biases—and a *passion* to do so.
3. We have solutions. We've been doing this work for more than 15 years. It's really time to step up and meet this moment.

Note: We are still the same company. We will continue to offer community and resources to our Task Force members. We will continue to provide advisory services. We will continue to inform the world with our groundbreaking research.

But under our new brand, we will embrace the broader goals we've evolved into, and we'll further deepen our commitment to work that is actionable. We will leverage all our past research to push ahead toward a more equitable future—sooner, not later.

We are truly energized for the next phase of our history. We hope you will be too.

Sincerely,



Pat Fili-Krushel, CEO Lanaya Irvin, President