

## What is “Challenging Disorganization”?

The term “challenging disorganization” is a descriptive term used to convey ICD’s focus to the broader world including related professionals, the public, and the media. It does not rename an existing category of disorganization, and it is not a new category of disorganization.

### Why the phrase “challenging disorganization”?

The phrase “challenging disorganization” grew out of conversations with various focus groups involved in the association’s name change from “National Study Group on Chronic Disorganization” to “Institute for Challenging Disorganization” (ICD).

Various constituencies found the use of the term “chronic disorganization” as part of the association’s name to be off-putting for various reasons:

- it sounded like a medical diagnosis, which it is not;
- it sounded incurable and depressing;
- the word “chronic” was too negative and confusing for the general public and the media.

The word “disorganization” was retained because:

- it is a strong and distinctive Internet-search term that reflects the association’s purpose;
- it provides continuity of identity for the association.

The word “challenging” was chosen because:

- ICD serves the population that is organizationally challenged;
- it sounds less clinical;
- it sounds more inclusive and hopeful;
- it has significance in the academic world: it is a term researchers are using to tie together behavioral issues that are commonly seen as having multiple causes, and it is a term used among researchers who are interested in intervention programs. These aspects have special appeal to ICD’s related professionals.

There is, by design, some syntactic ambiguity in the phrase “challenging disorganization.” In general, ICD is using “challenging” as an adjective modifying the word “disorganization,” but it can properly be viewed as both an adjective and a verb.

## What “challenging disorganization” is not

The term “challenging disorganization” is not intended to replace the term “chronic disorganization.” Chronic Disorganization is well-defined as being marked by its longevity, interference with quality of life, and resistance to self-help efforts (reference ICD Fact Sheet–001). ICD still uses the term “chronic disorganization” in its

- Vision statement: to be the premier resource on chronic disorganization;
- Mission statement: to provide education, research, and strategies to benefit people challenged by chronic disorganization;
- Certification credential: CPO-CD®, Certified Professional Organizer in Chronic Disorganization.

The term “challenging disorganization” is not intended to replace the term “situational disorganization” which is defined as disorganization that occurs when one finds oneself in clutter or chaos for a short period of time as the result of an unusual turn of events or changes in living arrangements (reference ICD Fact Sheet–002).

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