* “BANDURA Plus”
* “Albert Bandura is psychologist who in 1977, originated the Social Learning Theory.  If you like the name, I encourage you to check it out.  Basically, it reads that there is a social element to learning.  It talks about learning from people's mistakes, it talks about being motivated by their success, and so on.  To me represents leveraging relationships that you can learn from.  The plus is to help with the domain, and to represent our additional offerings.” – Jason
* Symbolic Name requires explanation
* The “Plus” represents addition, or adding more value