

Welcome!

GC

GC Way Branding Project
Orientation Meeting

Preparing the GC Way brand
for the next generation

Agenda

Welcome

Co-Creating the Container

5toFold Decision Making the
Genuine Contact Way

- presentation of proposal
- clarifying questions
- sharing perspectives
- finger voting
- recording & celebrating

Please find a seat in the circle
with your name and or picture... >>>

Our Collective Circle



Nancy



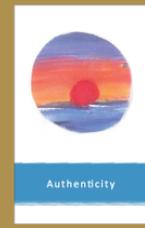
Anna Caroline



Gowoon



Ann-Heidi
Type something



DORIS



BORA

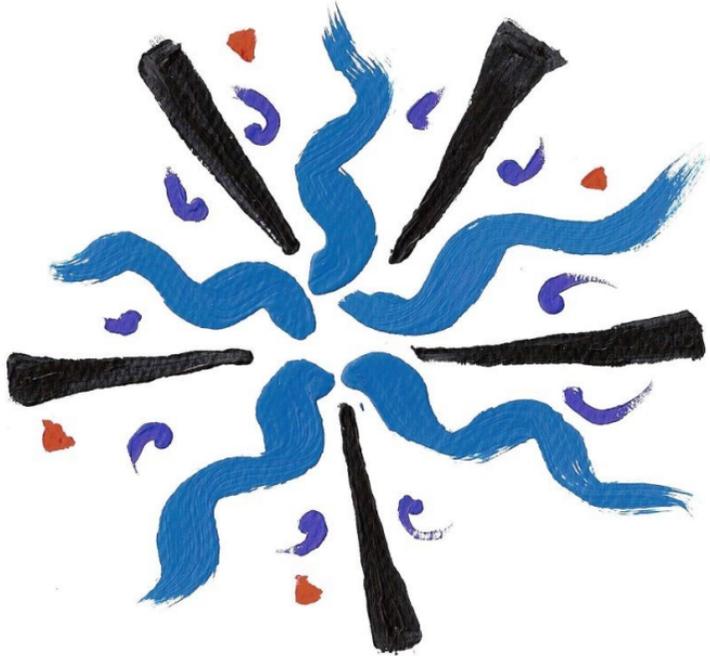


Choose a Card

<https://www.dalarinternational.com/transfer-in/>

What does this card convey to you about the Genuine Contact Way?





What are your hopes & fears
for developing the Genuine
Contact Way brand



What are your hopes & fears for developing the Genuine Contact Way brand

H&F
journey
smooth like
butter ;)

H&F
want to find
the brand!
what if I can't :(

H&F
clarifying the
stance, who
we are
what if....

H: That by
developing the
brand people old
and new can engage
in a courageous way
and feel clarity

the brand
process makes
the brand
visible to us all

H: It helps us
be even more
authentic and
true to form

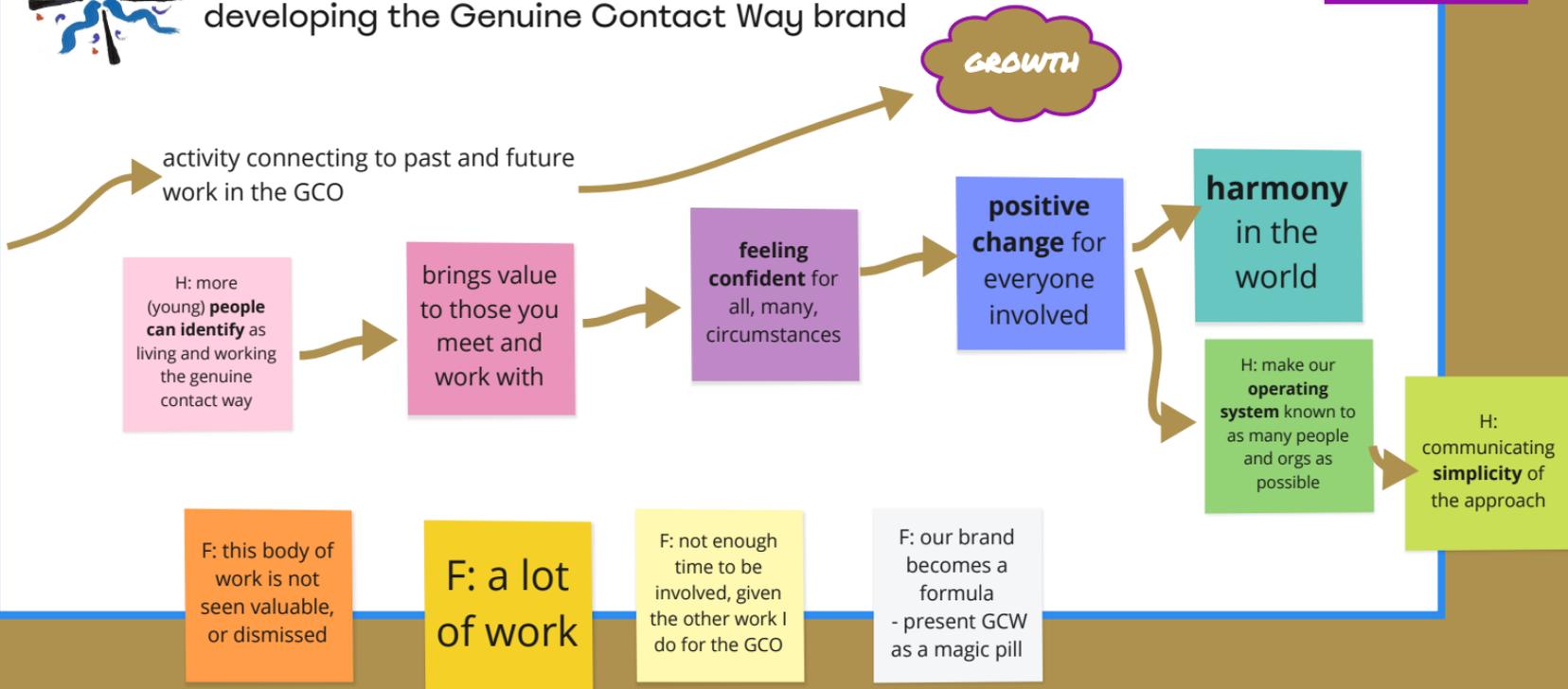
The brand
to be
understood
by people

Show
who we
are

F: Because this means so
much to a lot of people
can get attached to
outcomes. that we get
bogged down of our own
emotional investment and
lose sight of the fullness
that is emerging.



What are your hopes & fears for developing the Genuine Contact Way brand





Reflection Circle: Hopes & Fears



my heart is opening up to the new group of people to work together!

Growth/ Visibility means also to grow our capacity to meet many new people

The fellowship of GCW brand...! (Day one)

watch out: emotional investment

Branding "for now..."

Through the journey, I will get to know myself deeper

the healer's journey of staying in the shadows or being visible in the world is an archetypal story

find healthy way to come out of shadow

Questions about what it will mean to be seen. Trepidation and excitement

Getting to know what my desires are

how can we make an appealing look for new audience?! aka MZ generation?!

Genuine Contact Way seeking to be in genuine contact with itself, with one other, with collective in the world, and with creator/creation

how much love there is for this work

how much impact this work has on people's lives (not just work)

let the universe do the work!

Genuine Contact Way Branding Service Delivery Model

This Service Delivery Model describes the work to be undertaken to update the Genuine Contact Way brand, both for those of us working with GC now and in preparation for the next generation.

The contents of the document include:

Business Goal	1
Leadership	1
What are our expected outcomes?	2
Community of Stakeholders to be Involved	2
Engaging the Community (How & When)	3
Method	4
Our Approach	4
Principles of Work	4
Writing and Distributing Communications	4
Facilitation & Technical Expertise	4
Interconnected Learning Organization	4
Method Developed via the Evolutionary Spiral	5
Best Case Scenario Project Timeline	7
Time Commitment	8
Global 2023 Bank Holidays to Consider*	9

Business Goal

Preparing the GC Way brand for the next generation.

The GC Way brand is considered prepared when people working with Genuine Contact can clearly describe the story and spirit of the Genuine Contact Way consistently and in a way that others can say "I understand, and I want this too."

Leadership

We have each (Gowoon, Bora, Rachel & Birgitt) spoken our commitment to be in leadership together for this emerging scope of work.

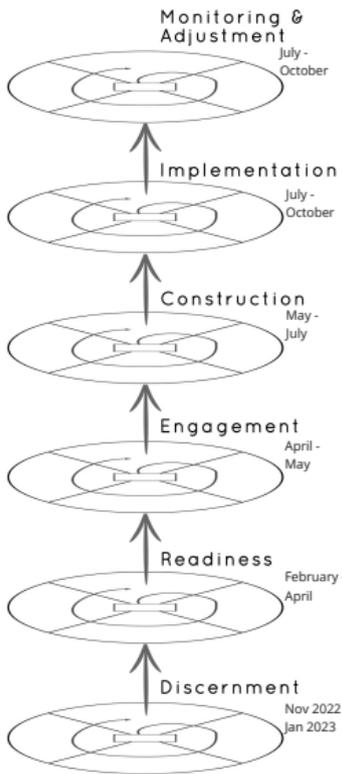
Backstory: This work originally began with an initiative of Dalar of producing a WPPF book, with Rachel and Birgitt as editors. At the invitation of Dalar, the development of the WPPF Book was based on contributions from the Summer Academy 2022. Prior to the Summer Academy, Rachel on behalf of Dalar reached out to Bora and Gowoon of POGKOREA Providers of Goodness for their expertise in branding, primarily to guide us in the tone and manner of the book. In our work up to now, it has become clear that the business goal is



Brand innovation process for GCO/GCW

#	Objectives (reason for the activity)	Plans (the activities to be done)	Work Product (what we can expect from the activity)	When	Who Is Involved
Discernment - Brand Innovation Container Discern what is already known about the GCW brand and who will be involved in the process.					
D1	Keeping participants in the Deep Work with WPPF Summer Academy engaged and updated with our progress.	Share an update in the mentoring circle on November 14. Draft a communication with an update to go out after the mentoring circle. Send to all participants.	Documentation of the update in the notes from the mentoring circle. Email to workshop participants sent.	Nov 4 DONE!	Us 4 Summer Academy Participants
D2	Being ready for the meeting with the Functional Teams	Develop the meeting facilitation plan & meeting space for the Functional Teams meeting. Writing and sending invitations to the Functional Teams to participate in this first meeting. Creating an overview of the 6 stages of this work process that is shareable with others.	Meeting facilitation plan Miro Board designed for all of the work of the Functional Team Work process overview including graphic representation	Begin immediately upon draft SDM being complete. Tasks complete by November 28.	Us 4





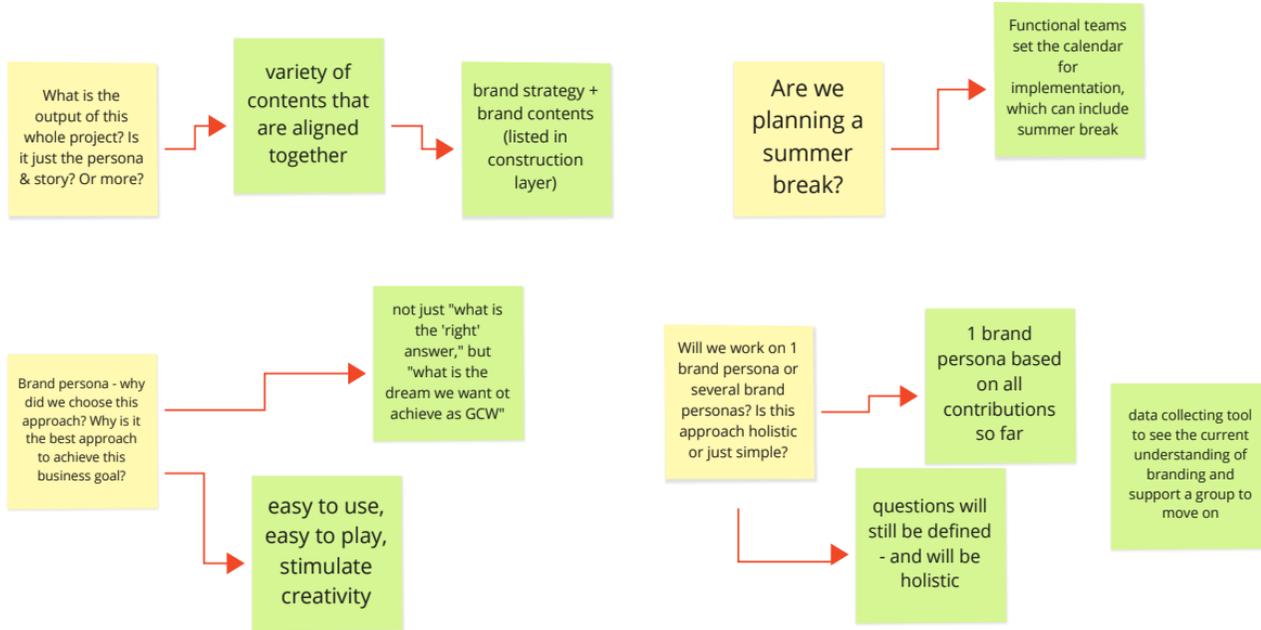
Phase	Whole GCO	Functional Teams	GCW Branding Team
Monitoring & Adjustment (July - October)	100 Days of Implementation (In regular meetings July 17 - mid-Oct) - implementing the decision & reporting back	100 Days of Implementation (July 17 - mid-October) - supporting implementation with suggestions for M&A based on reports received	Implementation Review (mid-October) - understanding implementation to date - making recommendations for next steps
	Implementation Review Meeting (mid-October) - sharing progress to date & next steps - celebration	Learning Harvest (end of project) - clarify and finalize data from the Monitoring & Adjustment phase - document our learnings - celebrate!	
Implementation (July - October)	Informing about the decision and the prepared brand (starting w/o July 17) - through regular comms channels including Sept GCO meeting	100 Days of Implementation (in regular meetings July 17 - mid-Oct) - implementing the decision & reporting back	Learning Harvest (mid-October) - clarify and finalize data from the Implementation phase - document our learnings and adjustments to be made
	Monitoring & Adjustment of SDM & Workplan (mid-October)		
Construction (May - July)	Brand Development (w/o May 8 - 29) Develop brand strategy, brand contents, and proposal based on inputs	Brand Development Feedback (in regular meetings May 8-29) - review brand materials developed - offer feedback - document implications for each team that inform the implementation plan	Proposal Development Meeting (during June 13 GCO meeting) - introduce and get feedback on proposal
	Decision-Making Meeting (w/o June 28) - decision on proposal using 5toFold	Learning Harvest (w/o July 3) - clarify and finalize data from the Construction phase - document our learnings and adjustments to be made	Monitoring & Adjustment of SDM & Workplan (w/o July 10)
Engagement (April - May)	Brand Persona & Story Guide Meeting (w/o April 10) - shareable brand persona - shareable brand story guide	Brand Persona & Story Engagement Meeting (w/o April 17) - introduce and get feedback on brand persona and story guide	Organizational Engagement for Implementation (w/o April 24) - understanding what already exists in the GCO to support implementation & what is needed (ERIC Mapping)
	Learning Harvest (w/o May 1) - clarify and finalize data from the Engagement phase - document our learnings and adjustments to be made	Monitoring & Adjustment of SDM & Workplan (w/o May 8)	
Readiness (February - April)	Brand Persona Spectrum Data Gathering Meeting 1 (w/o Feb 20) - gathering and documenting data about the GC Way brand persona	Brand Persona Spectrum Data Gathering Meeting 2 (w/o Feb 27) - gathering and documenting data about the GC Way brand persona OPTIONAL	Brand Persona Spectrum Analysis Meeting (w/o Mar 20) - analyzing the data to decide on the direction of the brand, clarify who we are talking to
	Learning Harvest (w/o Mar 27) - clarify and finalize data from the readiness phase - document our learnings and adjustments to be made	Monitoring & Adjustment of SDM & Workplan (w/o April 3)	
Discernment (Nov 2022 - Jan 2023)	Orientation Meeting (December 1) - hopes and fears - final SDM for this branding work - decision making regarding this SDM	Storytelling Meeting (w/o Jan 16) - hopes and fears - a collection of stories of working and living the GC way.	Learning Harvest (w/o Jan 30) - clarify and finalize storytelling outputs - document our learnings and adjustments to be made
	Monitoring & Adjustment of SDM & Workplan (w/o Jan 30 or Feb 6)		

If the proposal does not pass we will make a decision about how to best proceed. Ideally, it would be to make some adjustments and proceed with a new decision.

Happening regularly throughout the process:

- Functional Team Meetings include this work in regular agenda
- Updates after every step in newsletters and on GC List
- Standing topic in the GCO Monthly meetings for updates and feedback
- GCW Branding Team meets weekly

Clarifying Questions



Sharing Perspectives

want to honor the work that has gone into this so far

feel like I'm being invited to a new learning journey within this community

a lot to do, but the different parts feel like they fit well together

love that this aligns all of the different components of GC and brings it into a cohesive brand

looking forward to supporting GC to embody this next level of identifying with itself

seems like the final outcome will bring a clear sense of how to move forward

this feels very organic

SDM shows awareness of all of the parts (everything)

plan that combines whole system, smaller team, and project leaders makes a lot of sense

GC is coming to an age where it's able to stand on its own and say "this is me"

this feels like coming into our own - stepping into a different phase of the org. lifecycle

this is going to be a lot of learning together

appreciate that we walk our own talk and bring in our individual expertise to fulfill our collective purpose

can see how the plan already starts to address some of my fears

Vote Results (Photo Record)



Finger Voting

- **Five** means you strongly support the proposal and intend to have a leadership role in its implementation.
- **Four** means you strongly support the proposal but do not intend to have a leadership role in its implementation.
- **Three** means solid support for the proposal without significant concerns.
- **Two** means you support the proposal, but have some concerns which you are willing to share with the community.
- **One** means that you have major concerns about the proposal and believe that it is out of harmony with the purpose of the group, but you do not block the proposal. You commit not to subvert the proposal and to share your concerns openly with the group.
- **Fold** means that you choose to block the proposal because you believe strongly that, if implemented, the proposal will conflict with the purpose of the group at this time. You commit to sharing your concerns openly with the group.

A Fold by any individual prevents a proposal from becoming a decision. It is not a failure of the process, but one of its possible outcomes. A Fold is also not an end, but rather a pause that provides an opportunity for the group to create solutions to key unresolved issues before implementing a decision.

Recording & Celebrating Results

Record

- 5 - Doris
- 5 - Rachel
- 5 - Birgitt
- 5 - Gowoon
- 5 - Bora
- 5 - Anna Caroline
- 4 - Nancy
- 4 - Ann-Heidi



HAPPY
NEW!
YEAR!



100



Next Steps

- Answer Doodle Poll to help us confirm dates for all Functional Team + Whole GCO meetings
- Add dates to your calendar
- Support the invitation process once the invite is sent out - encourage other GC members you know to get involved!