





## Welcome!

Story sharing was the first activity for large group participation in the [GC Way Branding Project](#). Starting the GC Way branding project with this activity was intended to invite and engage the GC community to an internal branding process. The purpose of internal branding is to clarify the purpose and vision of the Genuine Contact Way to be more clear and aligned as one simple and compelling message. It was a first step to check on and better understand our current brand status.

Stories were shared in 2 ways. First, in a meeting held on January 18, 2023. And then via asynchronous sharing through a Google Form. The meeting and the form contained the same guiding questions and a compilation of the answers are found in the following pages. The stories shared will help shape our collective understanding of the brand persona of the Genuine Contact Way.

In the meeting, we co-created a Whole Person Process Facilitation container for this segment and future segments of the branding work. Participants were invited to a series of activities to share and document stories of the Genuine Contact Way of living and working since the beginning of Genuine Contact - how they apply the GC Way of working to your personal life, organization, family, community, and/or clients. Participation was invited through the GC Google Group, the GC Facebook Community, and the GC newsletter.

Using the Google Form, people using the Genuine Contact Way were guided to answer the same series of questions, this time in self-reflection and written contributions. This form was shared after the meeting was over and remained open for submissions for 1 week. Participation was invited through the GC Google Group and the GC Facebook Community.

The stories and insights shared during these two exercises also provide references for our future brand direction/strategy - building on what we already know about our individual and collective experiences.

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## Transfer In

This first part of the process was designed to orient participants to the Genuine Contact Way branding project and bring everyone together in preparation for the collective work.

After a welcome and introduction by Rachel, Birgitt invited the participants to transfer in to the meeting as a way of becoming fully present to the process they would be participating in - both for this meeting and also considering this project as a whole, lasting until mid-autumn.

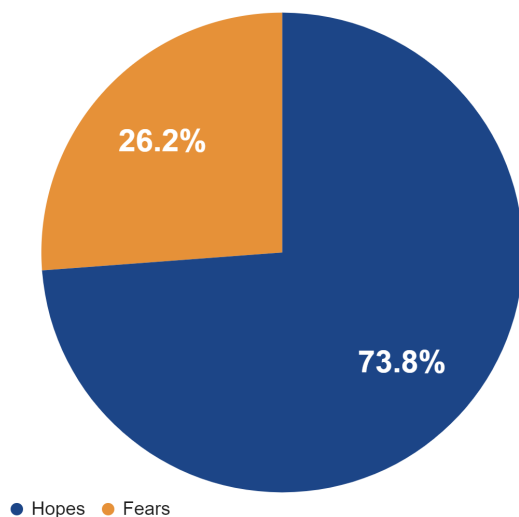
In this step of the meeting, they were invited to choose a Developing Leadership reflection card and share reflections about what the card conveyed to them about their experience with the Genuine Contact Way in this moment.

After meeting in pairs to share their reflections, participants were invited to introduce their partner and share highlights of their partner's reflections in the collective. The following highlights were shared:

- Power
  - self-referral - standing in your own power
  - the sun shape evokes radiance
  - the power of the energy of the sun
  - tapping into essence - reminding me of the 5 beliefs and the 4 fold way, specifically show up and be fully present
  - grounding self
  - Presence
- Will
  - We all have a common will to make a change, to make a difference
  - We are all the same – humans – even when we come from different parts of the world
  - Using personal will to show up and participate
  - Weaving the learning in the GC community into my own work
- Genuine Contact with another
  - Breathing
  - Being in genuine contact with myself
  - From my genuine contact with self, being connected to others
- Community
  - The star is a lighthouse or beacon that draws all of us together
  - The GC Way is rooted in community.
  - Community is necessary to the ongoing survival and growth of the GC Way
- Will
  - Genuine Contact Way gives the ability to follow through on promises
- Allowing
  - Working more with a holistic way of working and living
  - Tying the parts together to make a whole
  - Finding the red threads and weaving them together
- Cleanse
  - Doing some cleansing of life

- Wonderful to have a community where one can experience a nourishing environment
- Management
  - Finding your course
  - All of the things can somehow get taken care of as you chart your course
  - Developing structures so the GC Way is becoming more of a weaving
- Truth
  - Working the GC Way was why I called my company TruthCircles
  - GC Way allows everyone to connect with their inner truth
  - The moon shape has the energy of the night – more calm and magical, not so busy like the daytime
  - Purple connects with MWT of purpose
  - A way to connect with truth and purpose
  - Making the GC Way more explicit
  - The moon is visible in the night but also has so much power over the tides all the time.
  - To find ways and words to speak about that power in all of the ways – for intellect and spirit and emotions
- Spirit
  - Working in spirit of GC Way as a baseline
  - GC Way helped the personal life

## Hopes and Fears



Participants were next invited to break into small groups to share their hopes and fears for developing the Genuine Contact Way brand. In total, 31 hopes and 11 fears were shared and recorded.

With hopes representing nearly  $\frac{3}{4}$  of what was identified during this activity, it suggests that participants are ready to undertake their parts of this branding project and are looking forward positively to the results. Their hopes suggest that there is a benefit to doing this work - both for themselves individually and for continuing to make the Genuine Contact Way more visible and

desirable in the world.

### Hopes

- Amplify each other's brand and impact
- Be part of an important step in developing the GC brand and self-awareness as a Community
- big leap for our visibility and reach
- Branding will stay as a continuous process in GC

- Clarity on POP, POD (points of parity and points of difference). POP tells your target market your product or service meets their basic needs. POD tells consumers why your product or service is the best option over competitors that also have the essentials covered.)
- deepened understanding & richer wording
- Easy recognition and guidance (Emilie)
- GC community will stand strong and bond stronger.
- Get to know other GC members on a deeper level (personal stories >> GC brand)
- GREAT journey
- Have a go-to resource to introduce people to GC
- Have fun
- helps people outside GC know what to expect - and gives guidance to people inside
- Hope that I will find more pieces of the GC way that I can do or already am doing./Annika
- humorous journey and joyful result
- Integrity & alignment of inside and outside of the GC Way of Working and Living
- It serves us well for a long time - the brand is durable
- knowing who we are and how to present us to others
- Learn a lot
- Learn more about how all others are using/ presenting GC in the world
- Lots of funding to support the GCO in alignment with the GC way
- Nothing will STOP us.
- provides us with the words to strengthen our attractor field
- Reach large organizations and businesses - reaching more and more individuals.
- sufficient definition but not too much
- That I can contribute
- That there is a clear and powerful brand image that serves those who are here and who join in the future.
- That we uncover even more surprising beauty of GC
- There is a clear and vibrant sense of what GC is
- To learn and be inspired by all of you
- To learn more about GC, a branding process and GCW of working and living

## Fears

- Be more aware on the Gc way in own communication
- Do I have enough time/headspace/energy to commit?
- Ended as one time thing!
- FOMO iso contributing to capacity
- if we can not pass the "breakthrough" and stay in fog
- Stepping in to much in the process given time and own capacity next year
- That by taking this step things get "too" fixed and I no longer belong (maybe an irrational fear)
- That I don't maintain continuity
- The new people who join (as a result of this branding effort) mechanize the approach
- The outcome being too restrictive
- Unclearity - who does what?

## Personal Experiences of Genuine Contact

The next activity in the meeting was for participants to spend some time interviewing one another based on a series of questions. The form used the same questions. In both cases, the questions were designed to help recall the personal experience of meeting the Genuine Contact Way and what has happened since then. These questions were:

- We would like to hear about the very first encounter! Tell the story.
- What is the story of what motivated/triggered you to embrace GCW in your life and work?
- What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?
- How do you describe your connection to the GC way? (GC Professional, GC Trainer, Supporter, Friend, Partner, Ambassador, Steward?) What is the story of how you came to be connected in this way?
- Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or your life (Tip: Remember the GC Way includes using GC Beliefs, Knowledge, Tools, methods, and approaches - both in business and in life).

The responses are included here. As the same questions were asked with individual responses in both the meeting and the form, they are recorded here as a compilation of stories.

### First Experience of the Genuine Contact Way

**Think back to your very first encounter with Genuine Contact. How were you introduced to GC? What was that first experience? Tell us your story!**

2007/8 I was leading a team in social work around drug addition in Malmö. Thomas Hermann led an Open Space and I loved it. The social workers in the team started to use OS when developing an activity in dialogue with others so the team took a course and started to involve more people.

About 10 years ago I was a project manager aiming for more involvement of people related to the social services arena. Thomas trained us - a very diverse group - and included other tools too, like MWT. Since then I have worked with this in different roles and I really really like it.



**Think back to your very first encounter with Genuine Contact. How were you introduced to GC? What was that first experience? Tell us your story!**

I left my job at KLM (2004). After I had started working independently and just had had a baby, I was in for everything when I was invited to join a workshop by someone that I value highly. Without expectation, but with a great love for brainstorming, I showed up for an Open Space training by Sabine Bredemeyer. First I took it as a trick. Just something for fun, growth and inspiration. I learnt it, quoted OST a number of times but never really worked with it.

After a few years as a consultant I found that I had more difficulty connecting with small/medium sized groups than I had 1:1 or even with a large crowd. With the high esteem of the OST group at the time, I decided to take Whole Person Process Facilitation to learn to engage better with small-size groups. I found the holistic approach, the calmness of space and openness highly nourishing. And that was when I really got into GC.

- Gowoon introduced me.
- Saw the workbook with the diagram of all of the modules.
- Took the Path with Doris. Didn't really convince me to jump in.
- Phone call with Birgitt and something about Genuine Contact clicked. The 5 beliefs really anchored me in this call.
- 5 beliefs spoke to me.
- Felt like GC was rooted somewhere. The beliefs gave me something I could really grab.
- The GCO seems to really walk the talk of these beliefs, not just say the organization has the beliefs.
- This led to the next steps of taking more workshops.
- Easy to participate more with online workshops and affordable prices.

I grew up as Genuine Contact was being developed, so it's hard to say when my very first encounter was. Looking back on my childhood, the 5 beliefs of Genuine Contact were definitely a big influence on the way I was raised.

My first memory of attending a facilitated event was an OST meeting. It was part of a series being held across the country about the future of Canada. I was 16 and my mom (Birgitt) was one of a team of facilitators who had organized these events. It felt natural to be there and to participate fully. Even in a room full of adults including politicians and other well-respected people.



**Think back to your very first encounter with Genuine Contact. How were you introduced to GC? What was that first experience? Tell us your story!**

I was invited to work with OST, GC Way facilitated by Judith Richardson (from Nova Scotia). I had just finished a "project from hell" and have many stories about that as it was very challenging on many levels. The project was canceled when the client merged with another company and they said the project was too high risk (which I had been saying for weeks). My life was also going through many challenges as well. A lot of things are falling apart.

I went to this training and I felt the energy of it and I recognized the space of it. I meditated in the morning and evening, but I had been trying to figure out how to integrate different parts of my life, and the timing of this training this was so amazing. When we were invited into the OST, I posted a topic like "how to create real change in an organization", no one came so I wrote my notes as a reflection, mostly a bunch of questions. When we did the convergence exercise, I was surprised to see that even though no one came to my session, my topic went to the top of the list and I found the process and the fact the others were interested in it, was fascinating, challenging, wonderful, fun, liberating and terrifying all at once. It was like a microcosm of life in a snapshot. I didn't know what to make of it and I was hooked.

My first encounter with Genuine Contact came around 2000. I was working as a teacher and was learning about organizational development and was curious about facilitation. A friend connected me to a woman in the U.S. and when we spoke she said "I don't do facilitation anymore the only thing I do is Open Space Technology.

This got me curious. I ended up looking for people who used OST in the Netherlands and met Koos de Heer who had invited Birgitt Williams to give the 4 day version of Working with Open Space Technology, a week or so after our call. I decided on an impulse to go to the training. This was in Feb. 2001 I believe. I took the training and it changed my life, without me realizing it. I know that the way I interacted with the world was different and it opened my eyes to something that felt both familiar and strange. That first encounter changed things internally, but on another level the experience shook me and as a result, it took me several encounters over many years to really get "hooked" on Genuine Contact and want to continue my learning.

In that time though I had taken another workshop (CCCR with Birgitt in Germany in 2002) and had also read all of the GC newsletters. And my way of training (I was an organization and management trainer at that time) completely changed -- offering more freedom, standing for working in a circle, incorporating Hopes and Fears....story. So my first encounter was very powerful, yet it also sort of freaked me out and I did not actively engage in getting involved for about 6 more years (2008).

**Think back to your very first encounter with Genuine Contact. How were you introduced to GC? What was that first experience? Tell us your story!**

When I went to Business School at Nomads in the Netherlands, I went to a facilitation workshop, taht Doris Gottlieb offered at that school. Facilitation was not really anything I knew about and I would have never imagined becoming a trainer.

Doris introduced the MWT and the Four Fold Way of Angeles Arrien and this led to the book club of the Four Fold Way and I got more and more inspired by Doris work and values what she had to offer. I felt the depth of this work.

The Word Genuine Contact is not really used in common discussions - especially the word genuine - I had no idea what this really meant.

I worked with OST for 10 years in my twenties. Then my mentor recommended the GCW to me . In 2010 I met Birgitt and Ward at the World Open Space on Open Space in Berlin. It was quite surprising and a bit magical to find out within the first 5 minutes that Birgitt and I share the same birthday.

At that conference I had very good conversations with Birgitt and Ward. When I learned that they had given a voucher for the whole GCP in order to become a GC Trainer to a charity auction, I did all I could to auction that voucher. But I missed it.

At my birthday in July that summer I had an epiphany - a voice said to me: "Who doesn't dare cannot win." Now I was determined to go to the learning intensive in Raleigh for all of September 2010 even though I had no idea how to pay for it. In the following month I saved as much as I could, but I realized I still missed 1000\$ in order to be able to go.

Again in nature I had a magical moment when I realized that  $1000\$ = 100 \times 10\$$  I decided to ask 100 people to gift me 10\$. And I succeeded!!

Once I took the GCP I felt like I found what I was looking for!

I had already worked with OST for ten years - and here had found the tools and methods to work in the OST spirit and do organizational development and transformation work. By the end of the Train the Trainer I became a co-owner and was invited to join the leadership management Team. A few years later I became the program director of the GCP for a few years.

In a nutshell: I jumped into the water of all learning opportunities and feel privileged and lucky I met the GCW

**Think back to your very first encounter with Genuine Contact. How were you introduced to GC? What was that first experience? Tell us your story!**

I was invited to a session about Open Space Technology, led by Birgitt Williams. This was in 1999 in Stockholm and I was working with policy development in one of the Swedish political parties. We were looking for a method that could be used to include as many people as possible in the updating of the existing policy. I was facilitating lots of conferences and meetings and had tried many different participative approaches but had not found one that I really liked. I got interested in the way Birgitt facilitated the session, using the knowledge of the group to move forward and I learnt that there was a workshop a few days later. After having discussed with the party secretary how OST could be used in our work, I decided to go to the workshop with Birgitt. Then I learnt that there was not only Open Space Technology but a whole program with more tools and a solid foundation. I understood how much I could use the approach in my work and wanted to learn more, so I did.

I met Birgitt and Ward through Michael Lightweaver in his Mountainlight Sanctuary. He told me they had this program I might like! I then talked with Birgitt and Ward, and I was captured!

Long story short: I invited Doris Gottlieb as a GC consultant to talk about a meeting I was going to organise as a program leader 'mental well being' at the national Centre of Expertise for Long-term Care in the Netherlands. Doris took us into an exploratory conversation about this meeting. I thought that was a very nice conversation because I could discuss in detail what the purpose of this meeting was - for healthcare workers about 'ensuring the mental well-being of clients' -. And I thought the proposal she made, about how she wanted to carefully prepare the meeting: with a number of stakeholders and with attention to an inviting environment, very much suited to how I wanted to work. The meeting went well and participants were happy with it. Only later did I learn that this way of facilitating is called WPPF.

I learnt about GC through Helen Patterson, a wonderful person and facilitator who brought the GC training to Aotearoa, New Zealand. I loved the freedom of the processes for participants and the minimum interventions by the facilitator compared to what I was used to. To me it honoured everyone in the group and provided maximum space for the best outcomes to emerge. Refreshing, authentic and effective.

**Think back to your very first encounter with Genuine Contact. How were you introduced to GC? What was that first experience? Tell us your story!**

I was first introduced to GC through a WPPF workshop by Anna Caroline. It was called "your conduct in online meetings" and offered in spring 2020 when Ableton started to work remotely. The difference of that experience compared to my meeting experiences so far has been obvious and subtle at the same time. It surely was profound. What is most present in my memory about this experience is how I felt more energized after the first 3 hour workshop. And how astonished I was about that.

Surely, the GC philosophy and tools did not "click" with me right away and I was wondering about some of it. But at the same time, it was not difficult to lean into it and enjoy it.

Now thinking back, I might compare this first experience with GC with how I felt as a child traveling with my family. We spend several vacations in Italy and Portugal . The difference to home was very obvious: the sea and the beach, different food, a different language, the siesta during lunch time and then so much life in the evening streets. I didn't need to understand everything about this new country or culture, I didn't even need to understand the language to enjoy it, become curious and return to it.

It was 2007 or 2008 and I had just become a consultant. I had always envisioned group facilitation to be a cornerstone of that new career. I had participated in large Open Space meetings before that and something about the creative dynamics of that method appealed to me. Around that period I joined a team of facilitators working in a NGO and got the opportunity to be trained by Marquis Bureau. I was hooked. Not only did I want to facilitate that way; I wanted to learn that way. Over the next five years, I made my way through the Foundations courses and various sessions up to Train the trainer certification. I am still working and learning the GC way.

I was introduced to GC through a friend connecting me to a friend of her doing OST. Her friend was Hege Steinsland, a co-owner. Next thing I was invited to digital workshops and meeting other GC people.

I am associated with the organization "NIIT Foundation" where I was introduced to GC. The facilitators Vibha and Mana introduced GC to our organization and it was very amazing to see and learn this beautiful concept which has changed my mind set about everything whether it is in my personal life or professional life.

**Think back to your very first encounter with Genuine Contact. How were you introduced to GC? What was that first experience? Tell us your story!**

I had a few years earlier I "found" Open Space Technology and heard Birgitt was coming to Sweden to offer a training so I took Working with OST and what was then called The conscious Open Space Organization - a full week. This was back in 2000! I was deeply touched and inspired and I started immediately to apply what I learnt - in my life and my work.

As a result of this experience I co-hosted a training with Birgitt the following year to learn WPPF and CCCR and then I went to the US to join the first Train the trainer.

I met Birgitt and Ward in 2000 in Berlin at the Os on OS conference. At that time I was a business partner of Matthias zur Bonsen, who had known Birgitt for some time

Probably in the year 2015 I was invited by Anna Caroline to one of her seasonal 5 hour workshops. I can't remember what season that was, when I went for the first time. I did not know anything about GC and it was also not important for me at that time. I was looking for some support, I was about to divorce and this 5 hours workshop gave me structure, clarity and inspiration for my next steps. Anna Caroline also took care regularly for fires in the Grunewald (woods in Berlin). I connected the fires to GC because it felt there was the same spirit. So I continued to go to these workshops for about 3 years. Meanwhile I learned more about GC, but still not knowing what GC actually was. But I noticed, there was a difference, how things were approached. I found it relaxing and enriching at the same time.

My first introduction was to Open Space Technology - a friend told me of "something that she had heard of that she thought that I would like"... and that was OST. I looked it up on internet and came to a homepage with a consultant that worked with OST and he lived about 10 min from me. So I called him, we had lunch, and about 3 weeks later I attended a class where he and another trainer gave the "Working with OST" workshop. And after that I was hooked :-). And I wished that I had known about OST in my former work within HR.

Via a LinkedIn connection in the Corporate Wellness space, Marit Timmers, who mentioned to be about WPPF and the NL community

I had been reading about OST for a while and was looking for some training that would help me in my work as a Presbyterian USA minister. I went to my first workshop on OST and that was the beginning of my journey into GC .

**Think back to your very first encounter with Genuine Contact. How were you introduced to GC? What was that first experience? Tell us your story!**

I had experienced and facilitated Open Space without any training. When I decided that I wanted to become a consultant and do facilitation in organizations, I remembered my OST experience and wanted to train in OST. Searching for OST training, I came across Birgitt doing OST training as well as other facilitation methods. The first courses I could go to were WPPF and CCCR in Vancouver, then OST training in Ontario later that year.

I immediately loved the simplicity, openness and sense of connection that I felt in the workshops. I was excited about how it gave me a method to design workshops that connected the group and invited people to take personal responsibility for their learning, and contribute their wisdom. It felt whole. I immediately felt that "I could do this" . I also felt the training challenged me. One of the challenges was looking for and accepting my own wisdom rather than being taught content as would happen in a traditional classroom approach. It brought out other fears and insecurities too which I only later learned how to shift.

I started working with Genuine Contact before it was the Genuine Contact program. It started by learning to facilitate Open Space with Harrison Owen at Birgitt's recommendation. As each module was developed, I learned from Birgitt and in a few cases accompanied her in teaching the modules. I started teaching the modules before it became the GC Program. In fact the first WPPF program was taught in the living room of my house. I participated in the annual gathering of practitioners in Raleigh....I think the first Train the Trainer was the only one I missed until they stopped. It was the only first that I missed! I was a founding member of the GC Leadership Management Team and remained active on the LM team for about 5 years.

## What motivated you to embrace the GCW?

### **What is the story of what motivated/triggered you to embrace GCW in your life and work?**

In my work I have had the liberty of using different elements of GC to my liking and trying a lot of it. I have facilitated many Open Spaces. And it works. That, for me, is the motivation. And the results are still alive today, which is great to see from a distance. Others, too, notice the difference and I really trust the process and that too motivates me.

What motivated me most was the freedom within GC, with processes to trust but no attachment to outcome. I'm normally not prone to adopting thought frames - I tend to bend them to fit my objectives. GC containers are more open - and if even in parts - can be applied to a multitude of situations/ organizations.

After I heard Birgitt tell about her GC meeting every week with her family, I introduced the concept to my family. A weekly planning meeting, with a gong, a transfer in drawing Angel or GC cards and then individual & family planning, which we put on a wall for the rest of the week for reference. With kids growing up we had become a bit of a 'project organisation' and communication was often factual. Having a weekly family gathering (which the children decided to name Black Cotton Candy - do not ask me why) gave that extra connection back, with more room for feelings and empathy - and a smoother process during the week too.

- The 5 beliefs motivated me to get started.
- What motivated me to stay was the methodology. It's deep but simple.
- I can use it everywhere - in my work, in my personal life.
- Easy to apply.
- Touches something deep, not just a light surface touch
- While there might be something in me that knows what is best for me to do, it takes me a long time to step into it.
- Train the Trainer helped me to see that I wanted more of this.
- GC gives something that guides, but it's also possible to guide myself too. I wanted this combination.
- I feel safe within the container.
- No judgement or blame. I could say how I felt during my learning.
- Focusing on building the container before we do anything else provides an environment where I can be myself.



**What is the story of what motivated/triggered you to embrace GCW in your life and work?**

I don't have a defining "yes, this is it" moment. Instead, it gradually crept up on me. When I was 19 I took 2 GC workshops because I wanted to be able to answer the question "what does your mom do?" more clearly. While at those workshops, many people were asking me if I was planning on following in my mom's footsteps. At that phase of my life, when I was actively trying to figure out who I wanted to be when I grew up, all I knew was that I didn't want to be my mom - I wanted to be my own person. So, I set it aside for a time.

Then I began working for Dalar doing administrative work remotely. And at 23 became a GC Trainer (2002, in the second group of Trainers).

I worked for many Trainers in North America as an administrative assistant, and then slowly took on more work supporting consulting assignments, and then co-facilitating meetings.

In 2006 when the decision was made to create a co-ownership model, I became the program director for Genuine Contact and also a co-owner.

I continued to take on more work related to Genuine Contact, while at the same time dancing away and trying many other things too. GC kept drawing me back. In 2017, I finally acknowledged that this was, in fact, my life's work.

My first workshop, Working with OST, hooked me. I then followed up with WPPF in Nova Scotia. Previously, I had taken leadership workshops with the Authentic Leadership in Action (ALIA) sponsored by the Shambala Centre in Nova Scotia, which gave me a taste for further learning.

After I took the WPPF in Genuine Contact, somehow everything clicked. I had a Certificate in Adult Education, worked in the Information Technology Industry and knew about learning styles - Myers Briggs, Social Styles and other ways of bringing people into categories.

Taking WPPF connected me deeply to essence, to my love of nature and my meditative practices, to others, to myself. IT CONNECTED ME and for me connection is a big deal and it brought a lot of joy - Mind/Body/Spirit were all engaged, in ways that were both profound and brilliant.

Previously, mind/body/spirit were private and outside of my worklife. Taking WPPF gave me ways to work with all these aspects in my work and my life.

**What is the story of what motivated/triggered you to embrace GCW in your life and work?**

I was in a big transition moment in my life. I had recently gotten divorced. I was living in my new home, and was working very hard, but also very unhappily. I felt like I was stuck in a grind, not feeling good about my work, and yet having to work very hard. By this time I was an organizational consultant.

At one moment I got very sick and couldn't work. I was sitting in my house on my couch and felt like I had lost my way. In thinking about my "story" of life and work, all of a sudden I thought of who had been my teachers and I realized that Birgitt Williams -- whom I had met for a total of 6 days -- kept coming up. More importantly I realized that in my work and life many of the things I learned and valued and that guided me in both these hard times of work and personal life were things I had learned at these early workshops.

This inspired me to re-connect with the GC website and then to re-connect with Birgitt, because I realized I wanted to learn the whole program. I felt it had something I needed in my life. So at that moment I contact Birgitt and said I wanted to go through the workshops to the Train the Trainer in English in Europe. She gave me the name of Sabine Bredemeyer saying that she could give workshops in English. And at that moment I decided to connect with Sabine and also eventually to host a series of GC workshops in the Netherlands that Sabine would facilitate on my way to becoming a trainer (that was in 2009 and 2010 I believe)

**What is the story of what motivated/triggered you to embrace GCW in your life and work?**

In the beginning, I took GC workshops simply to understand Doris' business. As I was doing the branding for her. So we needed to define the core and essence of the business, which was built on the GC approach. Back then, it was less learning and more work with a focus on getting the data for the branding work. But more and more, I got deeper and more curious about this way of working.

I realized the facilitation method really made a difference in my own business, and I applied it more and more. I took WPPF as a catalyst for learning for my own business. It felt great to apply what I had learned for my workshop and consulting in Korea. It blew people's minds.

Now the word facilitation is much more common than some years back - but it was really outstanding.

I find it practical and meaningful to work this way. I then decided wanted to take a workshop with the co-Founder Birgitt to get to know her. This was a big investment, and it continues to be a big investment: time, money, and attention - I really need to be present. It feels exhausting sometimes.

But after the second workshop with Birgitt, I realized I need to continue this for my lifetime. I started to trust this way of working as I realized this woman really walks her talk.

Every time I participate or facilitate the GC way, it feels 100% aligned with my own principles and values. It is a powerful feeling to walk my talk, to feel integrity with my way of working. Not to compromise one's integrity is powerful. I feel so powerfully equipped and always feel empowered to know what a meaningful next step can be as I design and facilitate my clients. I also benefit and feel held by the community of like-minded colleageaues, who I can always reach out to for brainstorming, great questions, or advice.

Feels like being at home! what GC stands for aligns with your values in life.

**What is the story of what motivated/triggered you to embrace GCW in your life and work?**

It was the openness and the way people's own wisdom was used to find solutions and work with a problem or project. My motto is to trust people until they have proved unworthy, (instead of the opposite which is to not trust until they have proved worthy) and suddenly there was a method that was aligned with my belief. The first thing I embraced and that made a big shift in my work, was the principle that "whoever comes are the right people". It shifted my focus from trying to convince people to come so that an "enough" number would show up in the meetings, to instead just be present with those who came and work with them. This shift took a lot of pressure off from me and suddenly there were a lot of engaged people coming to the workshops and meetings I did. This was the first start and later I more embraced the underpinning beliefs and they have become an integral part of how I work.

During my month stay in Birgitt and Ward's home in Raleigh I was feeling this surge of passion and energy, With each workshop, every conversation just led me naturally to doing the work.

I remember working with Doris (see first story) made me look on the internet and read things about/from GC that made me curious to know more about it. I was intellectually researching relationship-centered care and meaning of life and also a program leader in an organization where I felt like I was running into walls. In addition, I immersed myself in yoga and meditation on a practical level and as a teacher and it seemed to me that GC converged these paths. When Doris indicated that it was possible to follow GC workshops in the Netherlands, I started doing this. Participation in the WPPF workshop was an inspiring and enriching experience. And it did indeed fit with the other things I was doing and gave so many extra practical tools. It also added the extra layer of working with nature. From then on I was motivated to learn more and more about this and also how to apply it.

I was very inspired by Helen and her way of 'being' which to me is so much part of my experience in GCW. I attended all of the training through to Train the Trainer with Helen and then with a colleague (Hilary Williams) attended the 10th anniversary in Raleigh North Carolina. I found everyone I encountered genuinely engaged in making the world a better place and actively working to enrich the lives of others. I loved the whole person approach, connection to spirit and the unattachment to outcomes. In one of our training workshops we collectively came up with 'the taste of freedom'... this was just how it felt to me. The other aspect for me is the sheer generosity in which Birgitt, Ward and Rachel have shared all of the knowledge, tools, experience with no strings attached and left complete choice as to how each of us engage and when. Thank you :-)

**What is the story of what motivated/triggered you to embrace GCW in your life and work?**

During the Genuine Leadership training which was also offered by Anna Caroline at Ableton.

We were invited to discern about our very own leadership purpose, story, values etc. It was really this introspective that grounded me during a time when my leadership was "challenged" from the outside. I found so much strength and peace in knowing who I am as a leader (at this time) and knowing that I will continue to grow as a leader. Apart from the trust from my supervisor, this self awareness was the main ingredient for me to navigate through the challenges in a clear, purpose driven and respectful (of me and the challenges and challengers) way.

From then on, I knew I wanted more of the GCW in my life.

Fundamentally, when I am facilitating the GC way, I know that I am my authentic self, working in the service of the purpose and objectives of the group. There is structure in GCW, and I know what to do on that level, and I also know that whatever happens is the only thing that could have. It makes me choose to be open, aware and agile, rather of closed and controlling...and hopefully, this posture spills over in my personal life.

The freedom to step in and out, use your two feet to find the right place for you to be, listening to your own energy and needs, and be ok with that. It was a totally new concept, the freedom to show up, check out what was happening and stay as long as you wanted and engage in what ever felt right for you- no question asked, no guilt for not taking on more that you were comfortable with, and leave whenever suits you, no explanations expected.

It always said that "if you have patience, you will lead to the success in life" and I truly believe this. GC has taught me to be in patience in every situation and think calmly not to panic, giving time to thoughts to think, and react accordingly. I am fortunate enough to learn about GC and whole heartily very thankful to my organization for organizing such workshops for their employees. This indeed helps me holistically. I have been applying all the learnings in my every day to day work.

**What is the story of what motivated/triggered you to embrace GCW in your life and work?**

The deeply positive human approach, to invite humans to collaborate for a common passion.

The simplicity, fun and at the same time always purposeful and concrete. Walking the mystica path with practica feet!

I also was in a situation where I had space to embrace what attracted me. So I did.

During this Os on OS conference Mattias zur Bonsen introduced me to this couple, who was obviously deeply in love. I met them at a breakfast table one morning during this conference. I had not known them before, so I was very surprised and very touched by the fact that they told me quite openly and frankly their beautiful love story. I will never forget this first encounter. With their openness they touched my heart and I immediately felt in genuine contact with them. From then on it was clear to me that I wanted to learn everything, but really everything from these two special people. When Birgitt gave the first GC courses in Germany in 2001, I was there. In 2003 I did the trainer training in Raleigh and became the first active trainer in Germany.

From the beginning I noticed a strong connection to nature in GC workshops and trainings. That was one aspect that made me feel at home, whenever I was engaged with GC.

There has been always a room for visions. I am working as a teacher in Waldorfschool, and although I appreciate many things in this work, it has never been my dream. I was asking Anna Caroline one time, if she thinks, that I could make my living from GC and music through working with GC, she instantly said YES in a way, that I could feel it and after many years I still believe, that I can make it. It is not just the vision, it is the GCW that gives opportunities to achieve goals, because the way of working involves all that matters and brings projects or goals to a realistic point of view. For me the GCW brings so much value into lives, organisations and systems. I trust in the transformational power of the GCW to make the world a better place.

GC invites people to take responsibility for their own situation and if that responsibility is not taken - well, then it's up to you. And that approach is important to me - that people are responsible for their situation and they might need some help to take that responsibility.

**What is the story of what motivated/triggered you to embrace GCW in your life and work?**

That it seems to me a powerful intersection of business and applied compassion in a holistic way. I've been practising mindfulness and Vipassana personally, and my work combines analytical with creative, transformative healing. The GCW and community feel close and at home to me, also in a professional way, and this is very nourishing environment where I can be myself both as a human and as a professional.

As I learned about the GC way I was keenly aware of how helpful it could be to ministry individually as well as collectively.

I was sold and committed from the start. It became the core operating system of how I designed and facilitated workshops. It then became a practice.

I was in pursuit of a different way of leading in organizations. I knew i did not fit the usual "theories of leadership". It resonates with my values. The GC program helped me to have a deeper understanding of myself as well as providing me with some great new tools and practices for my work as a leader in organizations and then as I launched a consulting practice. I was exposed to ideas and thinking that were outside of my realm - like consciously connecting to my intuition and my other ways of knowing. It inspired me to learn practices like Reiki and Jin Shin Jyutsu to help me with my awareness and ability to work with energy. I also loved the community of practitioners - like minded people from all over the world. We were ahead of the curve in the early years - and coming back to the community was like going back to the well to be refreshed and go back home and fully embrace what I was learning. It took a lot of courage.



## Steps of engagement

**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

I started using GC in different parts of my life too (for school meetings with parents e.g.). For a few years I had a lot of 'doing' in my work. Now I have my own business again, with more time and space and higher connection to GCO.

That is a new step to GC in life, even though I do not use it in my work as much at the moment.

After OST and WPPF Doris was a strong and resilient connector to GC. Over coffee we would share thoughts and ideas, tell stories and Doris would point out different offerings to learn more. Though not a trainer, I started joining the Dutch GC trainers meetings.

A major leap was when I started MeetingMasters, a new 'real' business beyond my independent consultancy practise. One of its goals was to use this as a practice to my preaching: building the organisation (and brand) that I advocate, with the values and beliefs that I cherish. Being in genuine contact is one of them - and the most prominent one too, according to an internal culture research last year. It steers our activities for clients, but also guides the interaction in a remote company.

- Introduced by Gowoon
- Took first course with Doris
- Gowoon kept encouraging me to stay involved
- I was searching for an answer. My MBA hadn't provided me with the answer that I sought. I wanted something more sustainable and people oriented.
- I just did whatever Birgitt suggested as a next step.
- Took Train the Trainer with Doris, Anna-Caroline, Thomas.
- Up to that, it was the easy part - just learning.
- Discovering what I wanted to do with it was more difficult.
- In the beginning, I wanted to join a corporation and apply there.
- With the challenges in life, I was trying to figure out what I really wanted to do
- I learned, together with Gowoon, how I want to use GC and where to apply it
- Summer Academy 2021 I recognized I want to contribute to society through GC. Bring something good to society with the GC Way of working and living.
- In our first steps, we realized we needed a strong community and strong brand to be as successful as possible and receive stronger support.

**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

Highpoints :-)

- Taking Train the Trainer in Raleigh in 2002 - training with an international community of leaders was both humbling and illuminating. Memories of laughter that have stayed with me over time.
- The call to become part of the initial LMT - my first reaction was "I am not a trainer and I'm not working with it". I had no idea what I was signing up for and I knew I had to do it. So I did.
- This set me on a six year commitment. The original commitment was for three, two or one year to allow a rotation of members in and out of the team and creating a structure of overlap, continuity and transition. Over time, the quorum needed for making decisions became less and less, people left for one reason or another and, the year my 'term' was up there was no one left of the original team and so I stayed to provide continuity.
- After six years I stepped back then I had to be on the "outside instead of the inside" after establishing great relationships (being outside of the leadership team).
- Over more than 20 years, I have watched as the structures fell apart, changed and re-formed. Often, I have been amazed.

Through it all, GC has been the thread that has helped me have a frame of reference for my life - personal, professional, retirement - all the stages for 21 years and this frame of reference is something I can always draw on now to come back to. It has helped me through some dramatic moments in my life.

**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

There are very many. Here are some of my the highlights

- Invited Sabine Bredemeyer to give GC workshops in the Netherlands from 2009 to 2011, including OST, CCCR, WPPF several times and I participated in all of the. I got experience of this
- I went to the Summer Academy's in Germany and Switzerland in 2009 and 2010 which gave me deeper perspective and inspiration to continue and meet more people.
- In 2011 I went to the U.S. and took the Train the Trainer, in North Carolina.
- Starting in 2012 I decided I wanted to run my whole business as a GC business, it took a number of years but starting in 2017 I did that.
- I also got involved in the GC Organization from 2012 because I had met so many people I appreciated in the different events I found community in the GC list and people I had met. So I became a Co-Owner and then in 2013 I became part of the then Leadership Management Team.
- other moments were my first times training GC workshops which felt like magic and I really enjoyed it
- Another moment was a few f my early experiences doing Health Balance diagnosis and also doing planning meetings, where I saw that the tools worked so well, and got me really excited.

There is a lot more, but these are some things I can remember.

- different workshops
- First workshops I took at Nomads
- then Workshops with CG trainers
- Then Workshops in Raleigh
- Then Trainer the Trainer with a group of 4.
- Now I am bound to GC - all of us are in the process to define what is our own GC way
- You cannot leave this approach - even if you think you do

**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

After I took the whole program in one go (September 2010), I started to apply everything I knew with my clients. Also, I took every opportunity to engage in the learning invitations within the GCO... until today!

I have joined the Leadership Management Team, the Leadership Vision Team, the Branding and the Membership Team.

It was like love at first sight... more than 90% of the GCO work I am engaged so it influenced my work greatly and brings my success.

My own business is rooted 100% in the GC approach.

After having taken the OST workshop, I started to practice this in every meeting I did. I then took the WPPF, CCCR and GC organisation workshops during the next 1½ year to end up with Train the Trainer in 2001. Thomas Herrman and I sponsored the WPPF and CCCR workshops and the Organizational H&B workshop with Birgitt. I then went to Berlin for the GCO workshop and to Raleigh for TtT. Every time I learnt something new I tried it out in my work, since that work consisted of leading a lot of meetings and workshops with politicians. I started my own business and started to work as a consultant alongside my employment as political ombudsman. Thomas and I also started to offer the workshops in 2002 and that way built a community of people, where some of them later became trainers. Since the first time I used GC I have shifted jobs a few times, working in the liberal non-formal adult education, in development projects in the countryside and leading resident broadband associations. In all of these positions I have used the GC way of working, especially as the chair woman of the broadband associations where every board meeting has been a WPPF meeting. Right now we are bringing this way of working into the Swedish Forum for Resident Broadband Associations in the work with the board, with workgroups, study circles and mentoring circles.

Once I got home after my training... I felt something had shifted not only in work, but it extended into my everyday life. I decided from day 1 I'd do all my workshops, trainings, sessions in WPPF. OST the GC way became an intricate part of my thought process ever since... I started using the Law of Mobility

**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

After following a GC workshop I was always very motivated to apply what I had learned. I found I could do that in many ways. As in the mean time director of a yoga teacher training, in my personal life, in consultancy assignments and further on the road also in energetic advice and coaching work such as elemental space clearing and flower essence therapy. The opportunity to continue learning through the GC activities and Dalar mentoring circles and online GC workshop, to meet new people online and to keep in touch with them afterwards was also very helpful. The fact that after the train de trainer in 2017 I became part of an informal Dutch GC trainers hub also had a lot of influence on the fact that I started to feel more and more involved and at home with the GC way. And I've started to make it more and more my own. For example, I started working on organizing the GC mentoring circle in the Netherlands. What was also important was meeting nice people in the GC network. So it opened up a whole world for me in which I feel at home as a 'whole person', where I can both learn a lot and contribute to it myself. Especially that the worldview of GC and myself match in terms of non-duality means that I can always take the GC way into my life and work.

Having attended all of the training and the 10th anniversary in Raleigh, for a couple of years my colleague and friend Hilary Williams and I actively worked with groups of business people using the principles, processes, tools of GC. I think it is fair to say we were well received in some cases and viewed as a little whacky in other cases. Due to personal circumstances we were unable to continue our business partnership and for me I went more fully into project facilitation. I have always carried the ways of working with me but not referred to them so directly - something I feel a little sad about. Mostly now I read all of the emails that come through and whenever I am facilitating refer back to my GC material. I am always inspired and you could say have quietly stayed engaged with GC as an organisation in this way and kept the principles etc close to my heart throughout.

**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

The story is two fold.

The individual layer: It has become an integral part of my personal growth, fostering an introspective, reflection, self awareness, intentionality, accountability. Some elements of the GCW are like souvenirs I carry with me every day. I use them to orient myself, ground myself, challenge myself. (e.g. 4 immutable laws of spirit).

I listen to the episodes of the Genuine Leadership podcast frequently and repeatedly. This is a great source of inspiration to maintain my self awareness and notice the nuanced shifts of my perspective to certain leadership topics. Thank you so much for that resource.

The organizational layer: I would say the GCW has become the lens through which I see myself as a leader, the organization and our work.

The steps in between deepened and widened my understanding of GC tools and expanded my capacity to see opportunities to apply them in my daily work. At the beginning I had no or only a very vague idea of how I can actively choose and make use of the tools myself. So this growing understanding is deeply connected to seeing real-life examples, such as the Inclusion Dialogue team formation and implementation or the RCX unit formation, and the mentoring by Anna Caroline and Rachel.

After receiving GCW training in Open Space, I pursued my training over the next five years, applying what I was learning as I went along, and benefitting from great trainers and practitioners like Marquis, Michelle Cooper and Donna Clark in Canada. In 2014, I had an opportunity to teach a few foundation courses and sessions with Michelle. I met Birgitt in that context and connected with the broader GC community. In retrospect, I don't know that I would change the pace of my training journey. I think I needed to get my "boots wet" as I went along and my training has felt steeped in practice, with wonderful discoveries and a few mistakes to learn from. Connecting to the GC international community has been equally rich and supporting. I know of few groups where long-time practitioners and leaders and beginners alike meet regularly to deepen their practice and explore possibilities like the GC community.

The freedom made me show up to all i was curious about, stay longer than anticipated and saying yes to more than I could imagine, learning more and having more fun in the process than expected, transforming me, the way I live and who I want to be in relation to self, others and creation. The freedom made me open to check out and engage with Spirit, self and connection to Creation without feeling religious, part of new age movement or something fishy.

**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

In my first encounter I remember, I see people around me (in organization) talking about GC and working in GC way, me there seeing people implementing GC in their work culture, in their daily task and in normal discussions too, my engagement from there is completely is with GC only. If anyone comes to me and talk or ask for any suggestion/question; my first reaction is to first think and let that person answer his/her own query. This helps in opening our thought process as well as others to help think out of the box.

This is hard to answer as there have been so many years. I became a trainer in 2001 and immediately started using what I learnt, including offering trainings.

During the 22 years that have passed, I have worked from the approach consistently using the tools and methods I learnt and I shared it with many others, both in my work in organisations, and with people who came to learn in my public trainings.

I have facilitated training with at least five different genuine-contact trainer colleagues. I have learnt a lot through my deep involvement in the genuine-contact community/organisation. I was part of the leadership management team 2006-2010, since then, I have been part of many different working groups including working with our strategic plan twice.

I often said that it is like doing 50% university course every year. This experience has been vital to. The development of my work. Much of what I learnt inside the genuine-contact organisation I applied with my clients.



**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

In 2001 I took my first GC course in Berlin and followed every opportunity to attend all the other courses with Birgitt. In 2003 I did my trainer training at Birgitt and Ward's house in Raleigh, where I already met many colleagues who became my friends and are still part of the GC family today. Yes, actual, for me it is a big, international family. From 2003, I gave many GC courses. First in Germany, later also in the Netherlands. Doris Gottlieb invited me to give the first courses there and I am very happy and proud that I could contribute to the fact that GC in the Netherlands attracted more and more people who are enthusiastic about GC.

In 2006, when the opportunity first arose, I became a co-owner. It was clear to me that I wanted to contribute with all my strength to spread GC further in the world. Today, when I see how many GC members there are around the world, I don't regret a single effort, not a single minute that I put into working with my colleagues on the GC team. This collaboration has been a life school in itself. I have learned how organizations work, I have experienced how people in organizations think, act or don't act - and I have developed a great deal of compassion, tolerance and understanding for the fact that people have to behave very differently at different stages of an organization's development.

A few years ago, I vacated my place in the GC co-owner team to enable younger colleagues to attend this school. I think it is a pity that still quite few take advantage of this great university on the subject of personal and organizational development.

- Seasonal workshops (Anna Caroline)
- OST training (2017)
- Path to organizational Health and Balance
- Achieving and Regenerating Organizational Health and Balance
- Summer Academy 2019 GC Organization
- Whole Person Process Facilitation
- Cross Cultural Conflict Resolution
- Train The Trainer (2021)
- Holistic Leadership Development

After the first workshop I took the others as soon as they was given in my country and after that I went to Raleigh for the last workshop and Train the trainer

Attending Inspiration Sessions, Mentoring Circles, and the virtual meetings when I have the chance

**What is the story of the steps you took between your first encounter and now to engage more and more with the GC way?**

After my first encounter, I started a step by step process to increase my knowledge by signing up for workshops for my continuing education every year.

The steps I have taken in life were about awakening my own consciousness, rather than steps to engage in a GC way. There were no conscious steps, but rather steps showed up which I would take or not take. GC has been a companion and practice along the way, but not a direction or outcome.

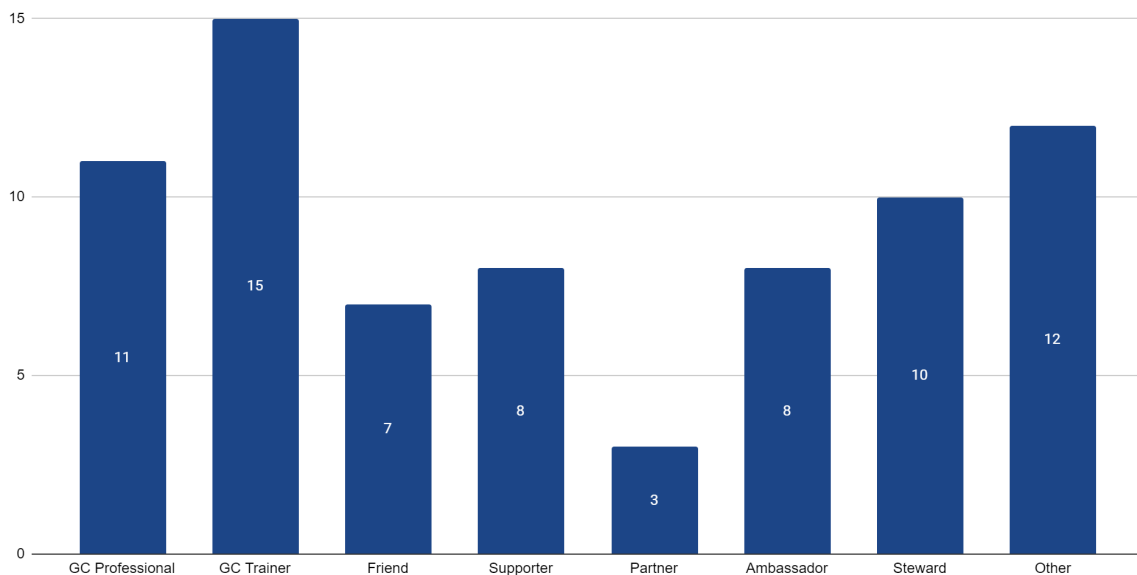
I think I have said it above. I was highly involved in the community of practitioners in the early days, I attended repeat workshops as they evolved, I taught the program modules as often as I could...and I practiced it...and still do in many ways - in how I worked with clients. I walked the GC way.

## How do you describe your connection to the GC Way?

24 people provided answers to this question, many identifying with more than one of the words or phrases offered. The words chosen to describe the connection to the GC Way included:

- GC Professional
- GC Trainer
- Friend
- Supporter
- Partner
- Ambassador
- Steward
- Other

### Responses



### Other Responses:

- Admirer
- Community Member
- Elder
- Facilitator
- Former Co-owner
- Heart and spirit connection
- Multiplier
- Newbie (forever beginner's mind)
- Part of a larger community with a common approach.
- Part of the family
- Practitioner/User (not sure whether this translates well. In German I would say "Praktizierende/Anwenderin")
- The GC way feels like an anchor for me

## Describe your connection

**When you think about how you answered the previous question, what is the story of how you came to be connected in this way?**

I've got many different relationships, but at the moment it is not so clear. There are other theories and methods that are connected to GC that I feel connected to too.

I would describe it as I am part of Genuine Contact as a part of a larger community with a common approach.

I'm connected to the GC, it feels like a relative, I am not part of the core family, but the GC way is definitely part of my DNA

I am a GC trainer because I took a train the trainer module. Also because I am willing to teach/ train the organisation and people to create nourishing environment.

I am also an ambassador of GC because I am bringing and introducing GCW to the communities which don't know what is GC way of working and living yet.

I became a Trainer in 2002. Around the same time, the idea of having some kind of quality commitment for GC Professionals was developed and I have also been a GC Professional since then. I have been a co-owner since 2006, with the exception of 1-2 years around 2010. As a co-owner, I am a proud steward. I'm passionate about building Genuine Contact and the GCO in a way that will leave it thriving well past my lifetime.

My role was always part of being a steward and bringing it forward.

A steward because it is has been important for me to care for Genuine Contact and I feel committed to wanting to share it and ensure it will find its way into the future in good conditions. I have been so deeply involved in the organization for so long that it feels a natural and good place, and I think it would be so even without also being involved in training,

This is why I also see myself as a Trainer because that aspect of making sure GC is accessible and learnable to people is dear to my heart. While it is part of my stewardship it is also a very specific part of what connects me to GC in its own right.

GC Trainer. because I took the Train the Trainer  
The Program has not been translated to Korean yet  
This is a bit a challenge to be among the only GC Trainer speaking Korean

**When you think about how you answered the previous question, what is the story of how you came to be connected in this way?**

I identify as a Steward of the GCP , I feel responsibility to nourish and support and bring into the world this way of working and I am committed to do everything I can. and have decision making power at the GC organization to co create it to thrive. my wish is GCW to be well known world-wide so people can benefit as much as possible.

The more organizations that work the GCW the more individuals will be touched and transformed and the organizations will create more sustainable results.

I have been all of the above earlier and have spent lots of hours to promote GC and to grow the earlier network and now membership organization as a co-owner, member of the leadership team and membership team. About a year ago I decided it was time for me to step back and leave the space over to new people with other ideas of how to help the organization grow. The start was when I arrived in Raleigh in 2001 to become a trainer and realized that I needed to come back. There was something in me that said I needed to be at the core of GC in order to incorporate it fully in me and in my work. So I offered to cook for the participants in the September workshops and did so in the coming ten years. I also volunteered to be on the first LMT and stayed for 5 years, then came back after a few years pause and then again when the organizations was shifting dramatically in 2017

I've been a member of the Leadership Management Team on and off since 2009. I mention GC every time I can. It is part of how I identify myself.

That is much the same as the last story. It is fluctuating also in time. And covid had a big influence on how things went, eg with organising a Dutch GC hub and I was preparing to offer GC workshops as a GC trainer. That both came to a stop/pause. Things are in movement now again however with different ambitions and in a different pace. I have less time now because I took on a job/assignment where I apply GC mainly for myself. And I'm planting seeds to use it also in organizational processes.

While earlier I would have felt I could tick most of the boxes with integrity, my sense now is that supporter is the best descriptor for what has eventuated. And I love that even at this stage there is space for me to tick something meaningful :-)

From experienter to being curious to admirer to practitioner/user to multiplier and ambassador. And probably that's not the end. Curious about the next steps of that journey.

**When you think about how you answered the previous question, what is the story of how you came to be connected in this way?**

The first few answers relate to GC Professional and GC Trainer. I like "Steward". GC does not belong to me, and I care about its impact and sustainability, so I it is my responsibility to exercise "due diligence" in how I work with its beliefs, knowledge, tools, methods and approaches.

I meet so many wonderful people from start. They were connected to practices of leadership or having worked with facilitation of processes for Change, and I recognized it as a relevant network for my own Development of leadership skills. I recognized enough models, theories and practices to secure me in the stepping in and showing up. Through the WPPF meetings and getting to know other people showing up, I was inspired. Step by step I opened up for the things that for me was the most unfamiliar in the GC way of living and working. It took me the intense time of 3 years from the first meeting to finish train the trainer, with a lot of engagements in meetings and processes between. When I finished TtT I found that I had shifted my identity from the world view and leadership I stepped in with. I had a identity connected to what I did and who I was in relation to others. Now this has shifted to the one I now hold where I see my self as a holistic part of Creation, connect to Self, Others and Creation through Spirit. It is a long step for a logical and rational thinker not believing in anything that could not be proved by science.

Its been almost 7 years I have been feeling connected with GC and looking forward to it more and many years ahead. Sometimes, I think of those facilitators who came and did a workshop on GC with our organization and I thought of me a well known facilitator from "Dalar International Consultancy Inc." and doing a GC workshop.

I have many friends in our community and I appreciate learning together. I believe that the genuine contact approach contributes in many important ways to a more whole way of being for humans.

As a trainer, I share the approach and components of the program regularly in trainings both public and in-house.

As I said above: I fell in love with the very special way Birgitt and Ward treated me and everyone else, the way they looked at people and organizations, and the simple but extremely powerful tools they taught me to guide people in business and organizations into health and balance.

**When you think about how you answered the previous question, what is the story of how you came to be connected in this way?**

Working the GCW felt always so supportive for my personal live and my work. With the time I felt encouraged to engage more with the tasks to lead our school. I have learned a lot about organizational structures and a how to support within the organization. From this experiences I always have the impulse to spread the word of the GCW. There is so much gratitude for the GCW and I feel like I want to give something back from what I have learned and I also want to do everything I can to support the GCO. I also want to teach the GCW in areas where a lot of transformation is going on. I am thinking about Rumania, where I was born and partly raised. I want to go back an offer the treasures that I have found in NGOs in Rumania and to spread tools that support humanity.

Just wanted to know more and be able to give the knowledge away by being a trainer

I haven't actually done any official training/module. I sort of simply dived into the GC experience in a trusting way as I feel among friends.

As I took the training, I became more involved in the GC community, serving on differernt work groups and being a part of meetings both in person and on line. It was important to me to become a GC professional in order to be active in the community and to continue to learn from others in the community.

Connection is the essence of the story. I have made life long friends and desire to create and support spaces that create more connection internally and in our world.

I think I said it above. I have not joined the formal organization because if I am part of an organization, I am an active participant. As life, family and the consulting business evolved, i did not feel i was able to commit to the program in a way that i felt was aligned with my personal values. In short, I could not keep up. I formed a partnership in Canada that started with bringing GC in the world and training GC professionals and trainers. So much energy went into filling the courses and small numbers, that we did not have the revenue to sustain us. As we evolved the consulting practice with a focus on leadership and engagement, the GC way was the foundation of HOW we did our work. We designed our facilitations, we use GC tools, some of which we helped to co-create in the early days, and we acknowledge GC as the foundation of our work in proposals, and when we share practices. We refer interested people to the GC website.

## Applying the GC Way

**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

"The best is that you work with what is important and that everybody can be heard and everybody can join" is a quote about OS from one of the members in the project team who attended.

That really moves me because it reminds me of the openness and the structure that enables to work with really complex situations and issues.

The most evident inspiration is the one where people say, at the end of a meeting 'it has been hard work, but I feel energized'.

Together with Anna Caroline, I spent a year helping to develop an in-company team to be prepared to facilitate conversation about Diversity, Equity, and Inclusion. The work of training this team in the GC Way (using WPPF, CCCR, Next Level Leadership, and Diversity, Equity, Inclusion, Belonging and Fitting In) was accompanied by guiding the team members to come into their own health and balance, learn to recognize their assumptions, and be ready to hold a life nourishing space for others who were taking on a challenging topic - increasing diversity and inclusion in their organization. There were many touching moments along the way. But the one that sticks out for me most is when we were having a mentoring session after the team had facilitated their first inclusion groups. To hear them recognize themselves as facilitators, that they had learned deeply to do this work, and felt prepared to make a big difference.

Story 1: After I took Working with OST and WPPF, I immediately left the job I hated and joined another IT company where I was leading a team in Halifax, India, Ontario and British Columbia. Although I did not use the form of WPPF, I applied the principles and beliefs in each meeting and took the time needed to sense into what was needed in each moment. After working with this team for 4 years, I decided to retire from this job as life took me in a different direction. After giving 6 months notice in order to transition my replacement, I retired from IT. I was proud when a senior manager said that I had made a difference. I attribute the difference to working with Genuine Contact.



**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

Story 2: Being a part of the LMT for 6 years, I learned exponentially about all aspects of Organizational Development and what worked and what didn't work. I took TtT three times and in the early years we would meet as a team in person after the Open Space on Genuine Contact held in Raleigh every autumn. I remember one year not being able to attend as my father was dying and I found myself wanting to be in two places at once. Each gathering in Raleigh was rich and full and brought new people and understanding.... so much laughter, tears and more.

Story 3: Since I took my first training in GC, I have been through so many life events, including visiting with Birgitt and Ward in Raleigh with my son to help dismantle the Harmony Circle of stones which are now in the mountains where we met one year at Highlands on the Lake and close to where Birgitt and Ward now live. I have been through divorce from an 18 year relationship, the death of my father, retirement from a 30 year career, the death of my brother, brain surgery and covid. Through it all, my awareness of the grief cycle has been present as I am able to see where I am and do my best to listen and to express myself in order to "show up and be fully present". I am grateful.

One I remember now is a meeting that I did with an organization I was working with for a long time.

The meetings we had were "ok" but felt like something was not in place. It wasn't clear what it was and not one seemed to think anything was odd, but we just kept not getting to a place where people were willing to think about steps to make action. After one workshop at the very end in the closing circle there was a crisis lots of anger, and lots of confusion. The circle ended and the next day when I spoke to my client and in the time between leaving and meeting, She had a huge breakthrough that helped her to re-shape the way she was working with the team (she was not being clear about her own leadership and it made it hard for others to do their part). When she realized she change the course of how she worked and the work transformed. It was one of the amazing moments for me of learning that the blueprint for H&B is inside and uncovering it can take many forms.

**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

Another personal story I remember was in 2009 at a Summer Academy. We were given an exercise to do by Brigitt. The exercise was presented before lunch, and we had an hour then and an hour after the lunch time to complete it, and the output was going to be a presentation. With my group we were deep in conversation and were rushing to get our presentation done. It was as if time was standing still. When Brigitt came in and rang the bells we had gone an "hour" over the time. When we started she had mentioned how she walked into the room and then all of the people sort of looked her way obviously still deeply in the exercises (all of the groups). So she told us she saw that and walked back out of the room and went on a long walk and had now just come back.

After she said that I had this awareness of that moment when she came into the room first and realized I had looked up at her sort of glaring like NOOOO we need time. I hadn't said anything but I then remembered my face. That moment of this learning what it means to follow energy and to honor people as precious made a deep deep impression on me. It also taught me that time is not really something that is fixed.

I was quite inspired when I applied the GC way in general, but when I gave birth and started to apply GC with my partner - a weekly WPPF meeting with my partner - this is when I realized that we need to treat family more like a community than a traditional relationship. This was also a shock - after years of practicing GC at work, it was an eye-opening experience - until this day to apply the GC approach with family. There is a great potential. When I apply the Tools - wheel of life balance - it creates the space that has not been given for a long time. This allows for deep conversation which is otherwise a bit rare in a young child parents.

In the recent years I have supported organizations to become strategy focused organizations. I have surprised myself that I have grown from a large group facilitator to an organizational consultant that supports large organizations to align their leadership, values and goals in order to achieve their vision.

These processes are quite elaborate and complex and at the same time I am equipped to design their journeys in a unique way for them - not a one fits all manner.

The balance between focusing on genuine contact the intangible and tangible assets of an organization is the strengths that only the GCW of working brings I believe - in such an aligned and elegant way. It surprises me again and again how simple it is - to nourish, enlighten and empower big and complex organizations.

**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

I get inspired when I use WPP in the board meetings and see how people step forward and take leadership. They often express that they like the opportunity to have a set time for reflections at the start of the meeting, time to discuss even with a tight schedule and that they feel engaged and respected. At this point I have been asked to include mentoring circle, to include the GC way of working in a training for studycircle leaders and to teach the board how to do this work. It is really inspiring and I am also surprised that I did not have to promote anything, just follow my own beliefs and work the GC Way. After having strived for years to convince others that the GC way will help the organization thrive, I have decided to go for the leadership positions where I can decide for myself how I want to experience the work and the meetings. Since I decided that this is the only way I want to work, those people working with me finds it natural and are not asking for the more traditional board meetings. In fact, some of them mention that they have a difficulty attending such meetings, since they are now so used to the invitation to engage in the topics on the agenda. In fact, I also have a problem attending traditional board meetings nowadays.

Just recently I offered a very simple public workshop online on creating a purposeful 2023. I use the MWT and it never ceases to amaze me for its simplicity and power. One of the tools I love is for reaching your purpose as taught in the Individual Health and Balance workshop. And I'm always surprised by the answers that show up for my clients and for myself.

Last week I facilitated an employee meeting for the organisation I do an assignment for as an advocate. The management had asked me to help me with the meeting because colleagues recommended me. In the previous month they experienced me as careful and respectful. I had applied GC (which they didn't know :-)).

I stepped into it and did an GC way orientation and preparation meeting with the management team and prepared for a (genuine) WPPF meeting with story telling and inspiration for action. In the transfer in circle one person told that he heard from his colleague -during the conversation about the transfer in card- that he feels like a lonely warrior in the organisation. This is a colleague who is differently abled and already works for many years in this organisation. In the closing circle this person himself said that he had nice contact with his colleagues during the meeting and that he felt less lonely now. And also already in the transfer in circle another person thanked a colleague for the conversation they had, it had touched her to feel the attention she experienced from her colleague for her story.

I found these reactions very moving and already a reason enough to think that is was good to work the GC way.

**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

Co-creating the space with clear givens (if these are present) and holding the container and process for ideas and outcomes to emerge. When people (including leaders) are willing to enter into this in a genuine way this is a magical experience.

I am moved to see the teams we have formed in the GCW (Group Accounting team & Inclusion Dialogue Core team): Our work is impactful and the way to getting things done is deeply rewarding and blissful.

I was/ am surprised to understand how much blame and judgement is part of the "conservative" way of working (even in the more forward thinking organizations). And how much impact it has to remove this. I noticed how people are suspicious when someone is leaving the company: "There must have been a conflict or there must be something wrong with the person or the organization. Whose fault is it?" We had hired someone for our Group Accounting team and after 4 or 5 months, we noticed that we are not reaching our onboarding goals and that we are also not confident this would be possible within an appropriate time. So, we decided to end the relationship. Doing this without blame and simply accepting it for what it is, was a powerful experience. I think, it strengthened trust and fostered learning without the "common drama".

What comes to mind is working on the design of my first GC foundation course with Michelle and Annyse. We were co-creating, developing our workshop the GC way, using WPPF. "Tout est dans tout" as we say in French. Everything is in everything. It was the opposite of being on autopilot, or inserting a bit of this and that, loosely following adult ed. principles. It was challenging at times. I remember wondering if we couldn't just prepare our individual parts on our own, save some time and just pull it together. As we worked together, of course, we deepened our own understanding of what we wanted others to learn. We became a better team.

**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

I facilitated a day at the local school for 8th grade pupils. The topic was what kind of future they could see themselves as part of, and wanting to take leadership in achieving. I used WPPF and OST as meeting methods, and the Fivetofold process as decision making. The purpose was to show them that there are many different forms of including all voices in the formation and transformation of society. The methods showed the pupils all that I had planned for and much more, and I got moved by the stories and insights this way of working let me be part of.

The GC methods work on all people, at all ages and make everyone able to participate in what has heart and meaning for them. Everyone has something important to say If we just really listen with the intention to understand better what everyone is in need of, but it is sad to see when heartfelt sharing are not listened in to Because of lack of empathy for the other.

The responsibility as facilitator is a big one, and the power connected to the design of processes something you can underestimate before, and be afraid of after when you understand it made much more impact than you imagined possible when doing the work and in ways you did not plan for.

My inspiration is people around me (personal and professional) because when ever I have a talk to anyone, the only think comes to my mind is "Genuine Contact". My learnings from GC is WPPF methodology, Open Space Technology, Individual Health and Balance, Medicine Wheel Tool, GC Principles. All these have thought me a lot about my self, keeping me in balance, nourishing myself, taking care of my whole being, keeping myself calm and thing calmly, having patience and a lot more. When the people around me comes to me I always think of these and respond accordingly. This has helped me in my holistic development.

**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

I had a planning meeting using WPPF, to prepare for an open space in a hospital. After this six hour meeting, one of the leaders in the leadership team expressed that this day was like one day of leadership development.

I think this tells a bit about this holistic approach as we learn on many different dimensions simultaneously.

I am working with a municipality since many years, transferring knowledge in the house about working with holistic approaches.

We just started a new process to increase the strength of the facilitator network they have created. It includes training more facilitators as managers have been asking for more support. So the demand for more competence is coming from inside the organisation.

Co-creation is becoming the norm in this municipality, both for internal work and to work out opportunities and challenges with the public. This is quite unique in Sweden and I believe in the world, unfortunately!

I have written many stories about this - you can find them on the GC Blog. In summary, I can say that through this way of working I have learned to work with business clients in a very understanding, empathetic and confident way on the one hand, and on the other hand, clearly, strategically and with simple but effective tools. I have understood that in my work, but also in my private life, it is not primarily about knowing brilliant tools or strategies but above all about being at peace with myself, listening to my intuition, getting into real contact with people and only then taking the appropriate steps together with my clients or the people in my life. Besides, it is a good feeling not to be alone in any (business) situation. I can always ask for help from my colleagues all over the world - and I will ALWAYS be helped.

**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

In my room in the school where I am working I put a MWT and the OST principles on the wall. This papers remind me during my classes about keeping Health and Balance in this room and that all people in the room are teachers and learners at the same time. Sometimes the papers attract the attention, that is mostly a good opportunity to start a conversation about the GCW.

The concept of Waldorf Schools is originally a holistic concept based on the anthroposophy of Rudolf Steiner. The studies of the original thoughts and the concept for leadership for Waldorf Schools that is based on three elements (liberty, equality, brotherhood) showed great potential and possibilities to transform Waldorfschools as self led organisations into GCOs. During my learning I had great insights about connections and how to bring an over hundred year old concept into the present time and renew the essence of holistic teaching. I felt very much challenged to bring understanding of the GCW into the leadership team of our school.

Recently I was preparing a proposal for Leadership Development program for a non-profit in Indonesia. I was in the mindset of, they should follow my lead, I know what's good for them, etc. On that day I happened to get the GC newsletter, and it was about some practitioners reflections on the 5-to-Fold method. I still don't know the method properly yet. But even just reading the key learnings from the practitioners, I started to reflect and change my mindset. I laid out the steps in my proposal from a more collaborative, servant leader's perspective. That "we" will decide together what would be best for your non-profit. And we will celebrate together no matter the outcome, even if it would mean we're not moving forward with this project. I was able to let go my attachment to the outcome, and it's thanks to the nudge and sharing from GC community.

The most surprising thing that happened to me was unintentionally hold space between the conflict between Sabine and Avner, during a hurricane at the CCCR workshop one year in Raleigh. I'm sure its documented somewhere. If not, let me know.

Shortly after I took GC training, I became a PSYCH-K instructor. I chose to put my workshops inside of the GC/WPPF operating system as much as possible. I feel this had profound impact on the success of my trainings. It made the space more open, safe and connected which allowed the learning and experience of the workshops do go deeper and be more whole than I believe otherwise would have been possible.

**Tell us a story about your experience of being inspired, challenged, surprised, or moved when you applied the GC Way in your work or life**

One of my biggest challenges was earlier in my consulting career, in an Open Space Technology meeting for an Association of Executive Directors of NFP Community Organizations. Despite the them and givens etc. that I had discussed with the sponsor, he had invited a guest speaker - controversial in that this person was from a competing group of for profit organizations completely on a topic that was not aligned with the theme. I had asked him if we needed to change the theme of the OST. He said no. The topics that got posted did not seem to line up with the theme, but instead, the talk the night before. The meeting went sideways when it came to action planning and prioritizing. They said that they did not discuss what they wanted to discuss - that the topics were over the map and they refused to move to small groups to do action planning. They blamed the process. Despite the principles and the law, and when I saw the topics going up, I repeated many times that if something was missing that they felt was important and they were willing to take responsibility for initiating, they somehow did not feel they could post topics related to the theme. I was dumbfounded that a group of EDs did not have the courage to post what mattered to them. It was a point where I reached into my facilitator tool box and found it was empty. I wondered if I should stay or I should go at that point. I decided that I should just stay, be present and hold the space for them to do what they wanted - and observe. I identified when voices were missing and invited others to speak into the circle. Interestingly, my bells that I had been using since I started working with GC "disappeared" at the end...never to be found again. I was facilitating alone, which I often did in the early days. I felt like i had been "dragged through a knothole backwards"...exhausted and feeling like i had "failed". I figured I would never get work in that community again. When I met with the sponsor -the ED of the organization- to do a follow-up, he said that the work had been generated seeded movement of the organization that he felt would never have been possible otherwise.

So my take aways:

- I nearly always facilitate now with a second person
- I made sure I was clearer with the sponsor roles and responsibilities
- I had to buy new bells - so my interpretation, I needed move my practice to a different frequency.
- let go of my attachment to outcome - a real example of whatever happens is the only thing that could.



## Experiences of the Genuine Contact Way in the World

The next activity focused more on Genuine Contact in the world - moving beyond personal experience to what participants have experienced and witnessed with their clients, colleagues, organizations they work in, friends, and family.

In the meeting, participants worked in small groups to develop the answers to these questions. In the responses submitted via the form, responses were made individually. The documentation includes all of the responses, highlighting those that came from the collaborative group work **in blue** to show the different ways of creating the input.

Questions that guided the small group work were in the storytelling meeting and individual input from the form were:

- What is the core experience that GCW brings to people?
- What have you noticed about the impact of GCW for individuals, organizations, families, communities, and society?
- Please describe GCW in three words. (Tip: brainstorm as many words as your group can come up with, writing 1 word per sticky note. Then choose 3 to describe the GC Way.)

### Core experience

<b>What is the core experience that GCW brings to people?</b>
They understand that there is a way to work together that feels natural and where they are invited to use their whole wisdom. They find that there is a method that is structured so that the focus of the organization's goals is not lost and give participants authority that matches the responsibility they take on for different projects. They also feel engaged and involved in a different way than they do when they attend more traditional meetings, where the solution is already decided before they meet. Many people have said that they like the way a meeting opens up for everyone, not only for those who are quick to talk or act but also for those who need reflection time. As a leader you are never alone when you work the GC way because the responsibility and the work is carried by many.
How much they learn in such a flowing structure.
It feels good. Without being able to tell why/how that happens.
Clarity & Learning/Growth.

**What is the core experience that GCW brings to people?**

I think GCW brings home to people that working together as a group can be fun, productive, rewarding and deeply moving. As the world of work evolves, and as we come out of a world wide pandemic, we equate work "alone at the computer" as the effective way of doing things, always. Some of us are feeling less able to deal with others in discussing and making decisions on complex issues. We fear conflict and taking too much time. So, sometimes, working in the GCW is not an easy sell, but I can say that groups who choose to work in this way are almost always pleased and even amazed at what they have accomplished.

Freedom to know yourself, your resources and giving you the tools to strengthen your relations for having impact in the world through your conscious meetings with self and others.

In our organization every month we have a workshop on making people understand the GC way and about WPPF methodology. Being in the education sector, we truly believe to connect with our end audience (students) so that they also feel connect with themselves and be genuine to themselves. Making people understand the GCW helps them in their thought process and make the others understand the way they want. The major part is to give that nurturing environment so they feel connected.

Space to breathe and be. At the same time, purposeful and meaningful ways of being together/meetings and activities.

No waste of time if not chosen individually.

They get in touch with their own deepest wisdom and with the GC Tools they get the very tools to transform this inner truth into reality.

Opens heart and true potential of individuals.

I think that the methods/tools we use are simple but yet complex and that by using them people can apply much in every days life. Like for example the principles and law from OST or the 4fold way.

Everyone can contribute by being true to themselves and with each other. human first, business comes naturally after the humans connect as human.

Clarity, insight, healing

**What is the core experience that GCW brings to people?**

Connection

Authentic connection with self, each other and the broader community - if they are willing. When we facilitate using the GCW, we are able to create a space that supports the "psychological safety" to learn, to challenge, to share emotion. So often people say how surprised they are that groups are so open so quickly and many have said healing has happened. They also are able to accomplish a lot together. People cannot always name what the difference is we make.

Collaboration/Participation, Connection, Space, Open Space, Max Freedom and Max Choice, No blame and no judgement, Engenders willing commitment, Results greater than anticipated, High engagement - great result, Working with what is natural rather than against human nature, Opportunity for alignment of heart, mind, and action, Joy/Sorrow, Being heard and seen, Recognition, Connection between all elements in MWT, Allowing (of outcome or process), Creating and being in a container (experiencing something bigger than a purpose)

Welcoming energy, being invited and welcome  
 That being together and gaining great goals can happen with comfort  
 Being in a loving environment  
 The experience of being able to find solutions together.  
 Possibilities and hopes  
 Possible to be better together than apart.  
 Experience of connection - through this connection we experience creativity and effective and efficient  
 Respect for each individual - while keeping the purpose up front  
 Space to explore and think

## Impacts of the Genuine Contact Way

**What have you noticed about the impact of GCW for individuals, organizations, families, communities, and society?**

When an organization opens up when working the GC way, there is also a risk if they for example change the leading director and that person starts to close things down. They will often lose people that move away when not allowed to take their own leadership any longer, and with those people they lose expertise and engagement. I have also seen how people have found long lost friends in our meetings and how neighbours have started to talk, which they might have not done for ages, and then solved what made them stop talking. Last week one of my co-workers said that we have an organization that is full of life.

I know that the people who have done the workshops, or who have experienced the GCW will always feel it was important for the transformation they wish to make in their lives.

It brings ease, deeper conversations, trust, clarity. And at first it brings also confusion because it is quite different from what they know. The processes, the questions that are asked and also the rest they feel. It doesn't feel like working and is less exhausting. A friend I also work professionally with in the energetic field told me: In my meetings with you I can feel I love myself. I thought that was very cool, I structured our (online) meetings with wppf.

It fosters peace and confidence in individuals.  
It brings focus on purpose and strategy as well as harmony for organizations.  
It brings breakthroughs for individuals and organizations.

I am drawn to think of some of my returning clients, and the qualities I have seen develop in them. They are on a path, meeting objectives and also learning along the way. They are collaborative and work horizontally, rather than top down. They have spirit and they are relevant. They face challenges and learn from facing them while staying connected to purpose and vision.

For me it seems that people hooked on GCW are more at peace with themselves, their understanding of the purpose of life, and what they chose to use their energy on.

It has a deep impact on one's thought, way of doing work, talking to people; when we thought of GC the one thing strike in the mind is "to be genuine" with self and others. Being genuine will help us to connect with others with no filter and give the positive aura to others and this helps them to feel connected with ourselves.

Increased happiness, meaning, inspiration, and self-confidence.  
Surprising achievements and surprises connected to the 5 beliefs and how they play out when given attention and space

They get in touch with their own deepest wisdom and with the GC Tools they get the very tools to transform this inner truth into reality.

**What have you noticed about the impact of GCW for individuals, organizations, families, communities, and society?**

I think that the methods/tools we use are simple but yet complex and that by using them people can apply much in everyday life. Like for example the principles and law from OST or the 4fold way.

i don't practice enough / have experience enough to share

It helps explore authenticity of all the above. It helps to figure out what is helpful for growth and success and develop strategies to make that happen.

For individuals - more self-awareness when they choose to open up. Having different kinds of conversations. Some people open and then they like to close the box later. Some people decided to learn more about GCW after the experience.

For organizations - if the leader embraces the GCW, the work continues without us. It is better when you can work with the organization over time and work with at least 3 levels of leadership. When it is an event only, it can open the door to see possibilities, but the opportunities for sustainable change is limited. So much depends on the developmental level of the organization and the people within it. For society - What is interesting to me is that North America has been quite resistant to working this way. I am seeing more openness now and recognition that different kinds of leadership and ways of being and doing are needed in a complex world.

Living fully, engaged and in present- moment awareness  
 Brings to awareness what you are creating and co-creating and also being real  
 People bring/ show more of themselves - greater contribution  
 Nourishing environment  
 Increase noticing of energy  
 Able to fully present in society or anywhere  
 Increases resiliency, quick adaptability, ability to thrive in change  
 Leadership throughout a family, an organization

Impact is that something is created//Mobilization and democratic processes in a concrete way.  
 Experiencing that voices get heard.  
 Involvement brings safety for those involved and society  
 People feel free and they notice the impact of their own assumptions, the impact of GC is to feel the freedom to rethink ones assumptions  
 (Do I really believe this?) This is powerful because this way transforms how people interact and connect  
 Working and Living the GCW - in municipalities, in politics transforms how people work  
 Recognise Health and balance and whether we lose it in our family - now we have a way to diagnose our own H&B of our family and to restore it - same is true for organizations. Have tools to work with it and recognize it.

## Keywords to describe the GC Way



<p><b>What individual words do you use to describe the Genuine Contact Way of working?</b></p> <p><b>Looking at all of the words in your list, what 3 words are your favorite for describing the Genuine Contact Way of working?</b></p>	
Natural, open, co-working, life nourishing, structured, flexible, responsible, inviting, alive	Natural Life nourishing Living
Genuine, truth, leadership, joy, happy, profound, simple, slow, fast, Spirit	Leadership Profound Simple
combination of intellect and intuition using innate nature go with the flow (instead of against it) and flourish constant reminder to keep on sensing into my inner realms compassion at work without denying difficult emotions like grief nourish what is noticing	Nature Nourish Sensing
a philosophy, a holistic approach/ wholeness, unleashing potential, expanding capacity, focus/centeredness,	Holistic approach, Expanding capacity
Transformative, spiritual, enjoyable, deepening, authentic, connective, strengthening, purposeful, nourishing, soothing, productive, joyful, freeing.	Transformative, Deepening Purposeful
The GC Way way of living and working grows your Capacity to lead consciously, and guide you to a private and professional life in health and balance.	Capacity Consciously Balance
Holistic development being genuine to self genuine to others nourishment of self taking care of whole being helps in individual health and balance feel connect with others and self thought process	Feel connect with self and others Being genuine to self and others Nourishing my own self

<p><b>What individual words do you use to describe the Genuine Contact Way of working?</b></p> <p><b>Looking at all of the words in your list, what 3 words are your favorite for describing the Genuine Contact Way of working?</b></p>	
<p>broadens the way of thinking</p>	
<p>A holistic approach to organisational success.  A set of methods and tools embedded in a human approach that taps into the potential of any open and curious and courageous organisation/leader.  A way to be human in all parts of life.</p>	<p>Inviting  Purposeful  Genuine</p>
<p>You get in genuine contact with yourself and your deepest truth  You realize the reason why you do what you do  You recognize your own leadership qualities  You see clearly where you are going  You realize that you are not alone and who can help you - and you know how to win over these co-producers of your vision.  You have simple tools at your disposal to help you bring your goals and visions into the world.</p>	<p>Realize any vision in genuine contact</p>
<p>balance, focused , courage, truth, heart, learning,</p>	<p>Focused  Truth  Learning</p>
<p>Go slow to go fast, not quick fix - it's deep fix</p>	<p>Go slow to go fast</p>
<p>co-creative holistic embodied creative reflective  human-first "whole person" facilitation transformation  collaboration participatory empowering "you are good as you are" leadership authentic community</p>	<p>holistic  empowering  transformation</p>
<p>Connecting, opening, inviting, awareness, responsibility, trusting, dancing, accepting, inclusive, whole, expanding, inclusion, insightful, humble, capacity building, self organizing, engaging, flowing, clarifying</p>	<p>Hopeful  Authentic  Healing</p>



<p><b>What individual words do you use to describe the Genuine Contact Way of working?</b></p> <p><b>Looking at all of the words in your list, what 3 words are your favorite for describing the Genuine Contact Way of working?</b></p>	
conscious, authentic, collaborative, collective, compassionate	Connecting Opening Engaging
Inclusiveness, Connected, Belonging, Simple but Deep, Togetherness, Truth, Believing in Blueprint, Wholeness, Embraces Diversity, Inclusivity and Belonging, Health and Balance, Engaged-productivity	Engaged-productivity Wholeness Belonging
Warm, Trust, Power, Hope, Freedom, Change, Peace, Humanity, Sustainability, Creativity, Leadership, Alive, Inviting, Truth, Togetherness, Wholeness, Depth, Connection, Transformation, Ever emerging	Connection Depth Effective

## Learning Harvest

Once the stories were shared, the Functional Teams worked together with the Brand Owls in a learning harvest meeting. One purpose of this meeting was to clarify and finalize the data generated during the story-sharing. We did this by exploring what the stories shared told us about:

- What did we learn about ourselves and others as customers?
- What did we learn about the environment as a market?

It was important to focus on these 2 questions in the learning harvest because it helped us to begin looking at what our stories tell us about customers who would be interested in the Genuine Contact Way and the environment in which they live and work. It is the first of many steps that will build towards a clear picture and strategy.

The Functional Teams first discerned what could be found from the stories that were shared. In looking at what they had noticed, further reflections were offered about both the customer and the market. The total learning harvest is shared below, broken down into what came from the stories and what came from further reflections and participant perspectives.

## Noticings about the Stories

### Customer

- trained in other social technologies
- operating from trust and value driven
- Values, conduct, space, all keep people coming back
- capacity development for people
- Freedom, choice, and flexibility in the GC Way of working were attractive to keep learning/ participating
- many women's voices
- tired of judgement mindset (system)
- want to change and enrich lives of others
- like nature and spirituality (holistic approach)
- Develop dedication over time
- It seems that everyone had a personal encounter as a starting place.
- 3 kinds of first encounters
  - had an experience at work and wanted to learn more (e.g. OST meeting or some other kind of offering)
  - Looking to meet a specific business need (e.g. meeting facilitation)
  - University student (or near the beginning of a career) who takes all the workshops in thirst for knowledge
- First step - genuine people holding space and inviting others
- Steps after first step - people with need then hooked on.
- looking for learning community
- repeated experiences help people see how it can be done - to work this way and make a difference
- Repeated steps/connections lead to deeper engagement

### Market

- diversity and equity are important
- freedom and self-responsibility are important
- individual health and balance / personal development
- organizational health and Balance
- online workshop
- in-person learning experience w/ nature
- participatory process
- affordable price
- GC is a big investment of time and money
- There are people who need multi-stakeholders meeting

## Further Reflections and Perspectives

### Customer

- Q Is there value in building on the generosity of this community as part of our branding strategy? Giving freely and raising the visibility of the GC Way together means we all have more strength in our approach
- Q: Does it serve us well to have the foundational and advanced modules organized this way? Or might it make more sense to reorganize them so the first steps are clear?
- How do you communicate the personal possibility for something you don't know you are searching for until you meet it?
- Q: Is it that women use the GC Way more? Or is it that women are more present in our community/ participating in this process?
- Is this the only way the GC Way reaches people? Or is it possible to develop a way that people can find GC without knowing someone already working with it?
- Perspective: Reading the results, there was a sense of "I could have written this" - we have a shared experience, even though the actual experiences are unique.
- Taking the stance of "this is my approach" and being confident in it. This gives the opening for a first experience.

### Market

- friendly and not competitive
- capacity to work with complexity to lead and work
- people who like to change their management and leadership style
- authorization for the expertise we offer: meeting facilitation, meeting & process design
- strategy-focused
- qualitative and quantitative data for Health and Balance for the organization
- tangible and intangible assets
- advanced reporting system
- when you work this way, you become more healthy and balanced and achieve more than you ever thought
- judgment-free zone for learning

All of this will support the next steps of this branding project as information for consideration in the future steps.