

Brand Persona Data Gathering

Meeting 1 of 2

GC Way Branding Project

February 21, 2023

Welcome
>> please join the circle!

NANCY

Doris

Emilie

Gowoon

Birgitt

Anna Caroline

BORA

Ann-Heidi



Welcome!

The second activity for large group participation in the [GC Way Branding Project](#) is beginning to gather data about the Genuine Contact Way's Brand Persona.

The meeting happens in 2 parts - February 21 & 28, 2023. While it will be most beneficial to your own experience to attend both, it is also possible to attend 1 part or the other as your schedule allows.

In this first part, we intended to deepen our collective understanding of the Genuine Contact Way. Through a variety of activities, participants explored the purpose, vision, and mission the Genuine Contact Way intends to accomplish in the world.

This document is an interim report of the results from the February 21 meeting, in preparation for the February 28 meeting. A final report will be developed after that date.

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Creative Expressions of the Genuine Contact Way

Prior to the meeting, all members of the Genuine Contact Community were invited to participate in a creative exercise. They were invited to reflect on their experiences with and understanding of the Genuine Contact Way. As they imagined what opportunities are possible when the GC Way is well known and used broadly in the world, to consider:

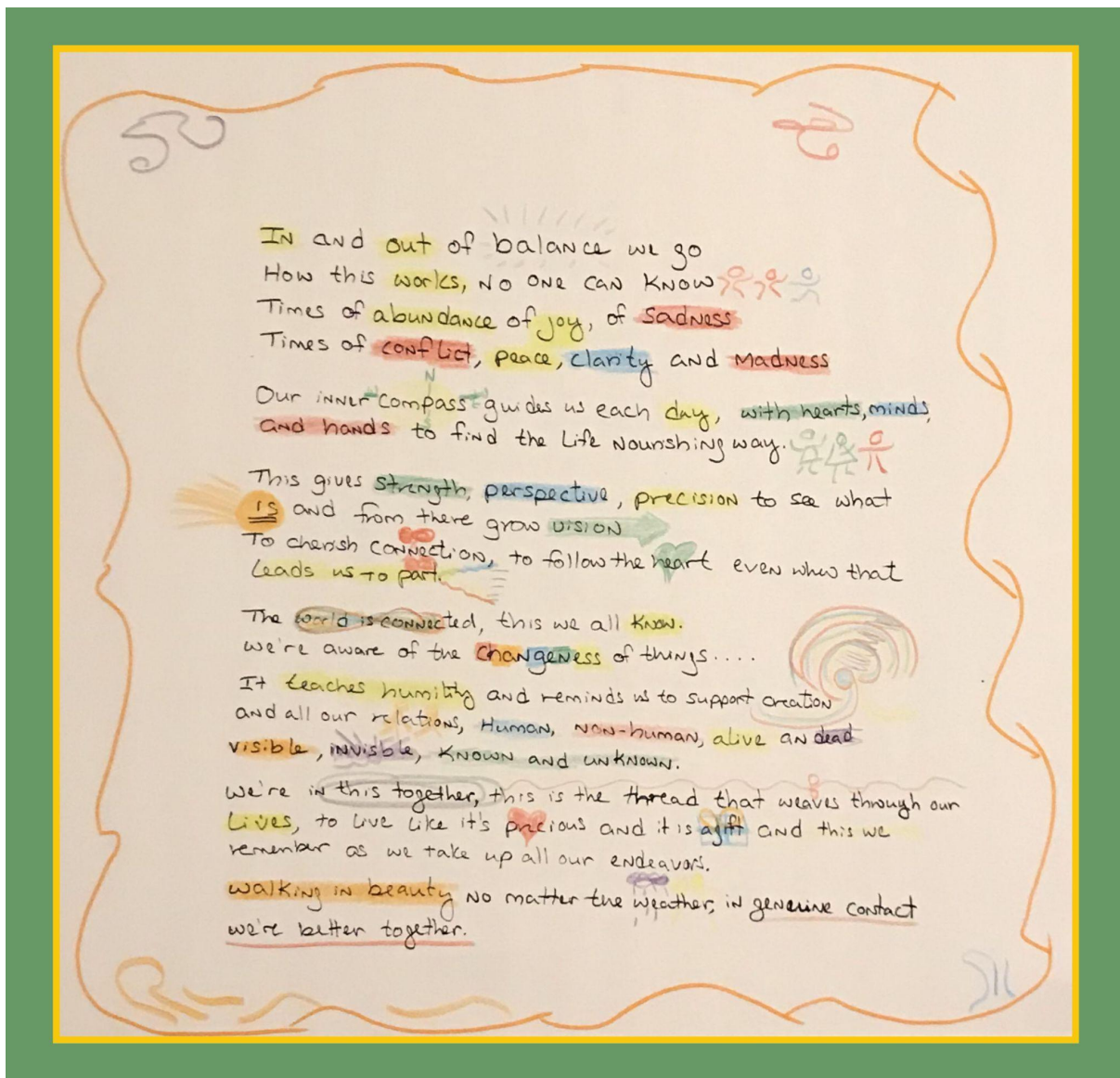
- The world you want to see (how the world is better with the Genuine Contact Way in it)
- What people working the GC Way (like you!) do to make this world happen

They were invited to turn their insights and ideas into some kind of creative expression - painting, drawing, collage made from photos, natural materials and/or craft supplies, poem, song, short play, or anything else they were inspired to create.

Once done, they were asked to write a few sentences to describe their creative work, including the world you want to see and what people working the GC Way do to make this world happen.

11 contributions were received and are included here. You are invited to spend some time taking yourself on a gallery walk of our exhibit.

Doris


[Listen to the audio](#)
The world I want to see (how the world is better with the Genuine Contact Way in it)

The world I want to see is one where all life is precious. It is one where people are able to follow their creativity while being aware of how their one voice is part of many, and in that way all that we do has consequences for the other. And this is something we are able to practice and learn to do well, being individuals and collectively bound.

The world I want to see is one where people are equipped to live free, to have perspective, to be aware of their choices and to make them anyway. It is a world where uniqueness is cherished and where, it is possible to thrive, in unique ways beyond all the posturing and boxes that I feel are often around in society. It is a world where people, and their organizations, live in harmony with the rest of creation, knowing that there is both beauty and

ugliness that will be there. It is a world where we humans are able to live in and with the world as it is, and from there make creative contributions.

What people working the GC Way (like me!) do to make this world happen.

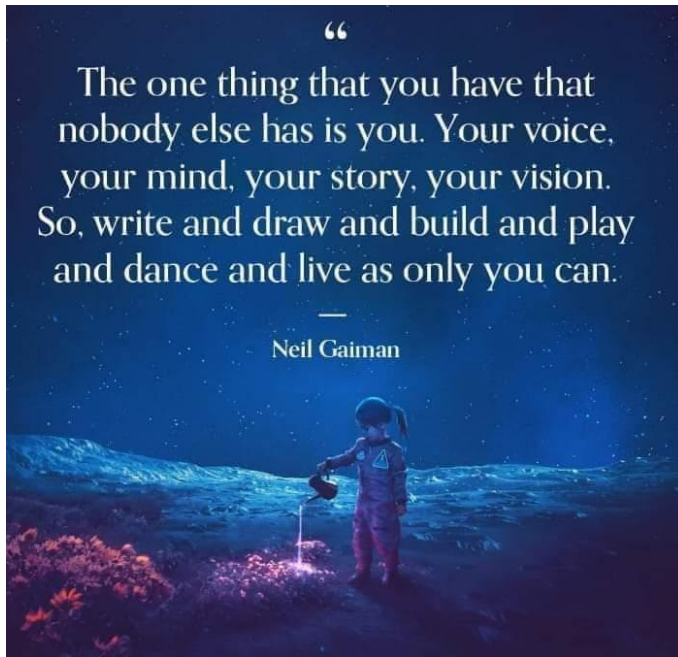
We do our best to live as above. We offer our services in whatever way and with whatever language we have to others who are also wanting to live like this. We take care of ourselves, we hone our skills, we stay curious, we stay open, we believe it is possible, especially in the moments it doesn't feel like it is. For some of us, (like me) this may include working with leaders and organizations or communities as consultants, for others it may be working inside an organization or dedicating their learning to their family and personal life. The place and position doesn't matter. What does matter is to be available to learn and to show up in the outside world, to the best of your ability each day, in this way.

Anna Caroline

[Watch the video](#)



Birgitt

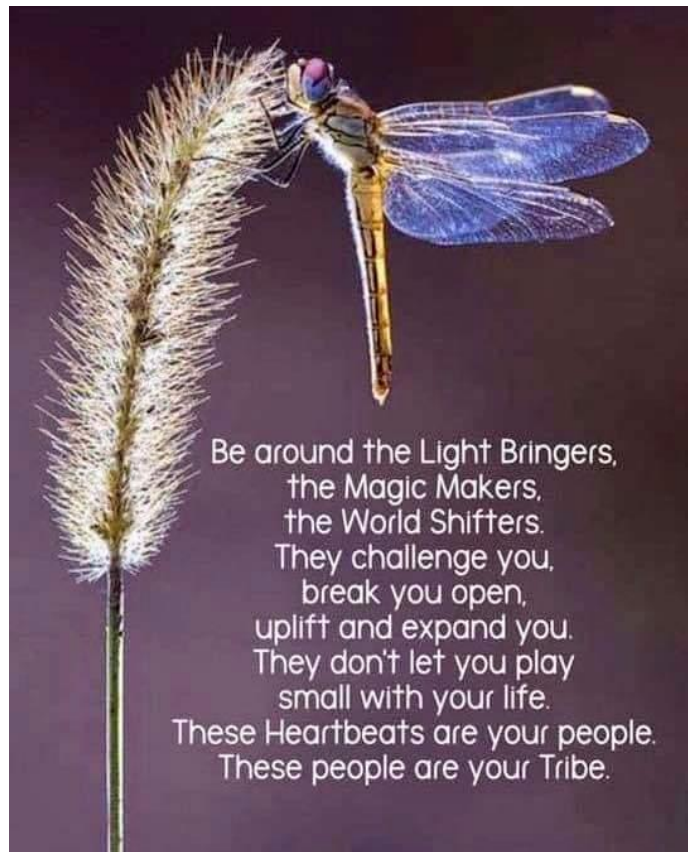


The world I want to see (how the world is better with the Genuine Contact Way in it)

The world I want to see is for all people to be in touch with the inherent goodness that they are. I choose this wisdom from the author Neil Gaiman to enhance what I am wanting to convey about people being people, people as precious.

What people working the GC Way (like me!) do to make this world happen

When Ward was asked 'what do you do?', his answer was and is 'we make magic'. Depending on the person asking the question, they would either say nothing and end the conversation, or, and this occurred more frequently, they would ask to be told more. We work as light bringers, magic makers and world shifters. From these gifts we challenge, break open, uplift and expand. We encourage people as individuals and in teams to expand into their beautiful potential.



Mariëlle

I was inspired by this fruit, citrus medic sarcodactylis. Very fragrant, and also sensitive - to too much cold and too much heat. Also called Manu de Buda, Fingers of Buddha. Signifying Luck and Prosperity.



*Abundance
Of life
Survival, conflict, grieve
Get space alongside with
Beauty*

*Beauty
Of dialogue
Collaboration resonance, embraced
By the awareness all is
Energy*

Helga



Elisabeth



Ann-Heidi



The world I want to see (how the world is better with the Genuine Contact Way in it)

A world where each individual is in Genuine Contact with Self, Others, and Creation is a sustainable World. To be able to be in Genuine Contact in this way, there is a need to develop better skills in conscious dialogue with the Self and the Other about our visions, purpose, intentions, resources, and how we invite the Other to be part of a shared future.

The pictures illustrate the same and bridge my connection between my life as a mother, grandmother and leader, influenced by my Master of Social Science and Genuine Contact theory. To let Change happen, you must connect to others holistically, bridging all the parts to an achievable and attractive whole for the individual to engage with, relating to others, organizations, and Society in a Capacity building spiral of constant learning. Learning

requires the skills of reflecting, questioning assumptions and beliefs of Self and Others, and active dialogue through active listening, rephrasing and building upon each other's contributions to form a shared understanding for action in a common future.

What people working the GC Way (like me!) do to make this world happen.

I continuously invite people to and take part in Workshops and meetings, where we learn and practice the GC Way while working with genuine cases, mentoring each other, and training leadership skills based on the GC Program, guided by a qualified GC Trainer.

Eiwor



The world I want to see is a natural and joyful world where everyone has their place, where everyone is valuable and where love is the dominant energy. With the GC Way we create, stabilize and sustain the foundation for a loving world for the coming generations, because the GC way is in itself a natural way of collaborating for common causes. .

What we can do to make this happen is to place ourselves in leadership positions where we can live and work the GC Way, both in our private and professional lives, where we can be mentors by showing how we tend to our balance, enjoy all the small and big moments of joy in life and invite the fairies to land in our forest or backyard.

Rachel



The world I want to see (how the world is better with the Genuine Contact Way in it)

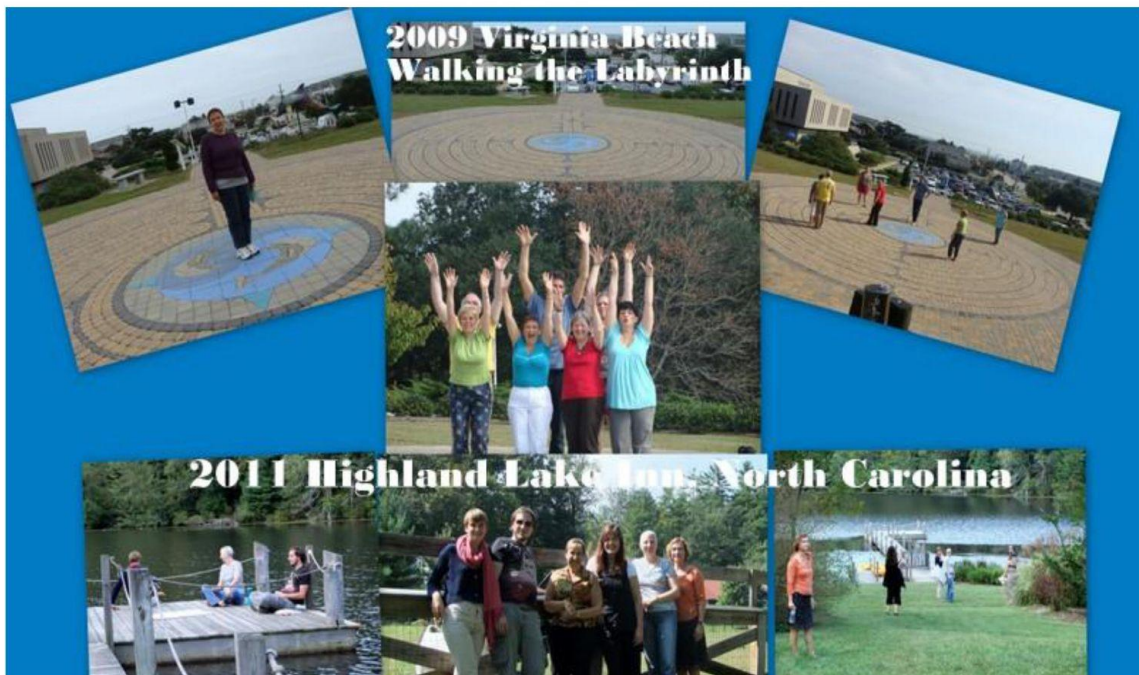
A world where each person is seen and treated as precious. Where each of us is afforded the luxury of spending our time in life-nourishing environments where we thrive in purposeful work. A world where passion and personal mission easily and readily intersect with work. A world where the organizations where we each choose to spend our time build people up while making a positive difference in the local community.

What people working the GC Way (like me!) do to make this world happen

Working inside organizations or as external supports, we offer tools and approaches for creating life-nourishing environments where work gets done thoroughly and well. We do this through supporting organizations in development processes and with training to increase capacity for working in participatory and holistic ways. Our local and international GC hubs are leading by example, inviting people to experience the magic of the Genuine Contact way of working and living.

Nancy

FACE TO FACE LMT MEETINGS



MENTORING CIRCLES, DEEP LEARNING & CONVERSATIONS



**FOOD, EXPLORING OUR SURROUNDINGS AND MORE DISCUSSION
(ALWAYS LAUGHTER)**



**WORKING ONLINE IN GENUINE CONTACT
(GC WITH OTHERS AND WITH MY WORLD)**



To co-create a world where work, play, harmony in nature and with one another is the natural order of life. Understanding that uniqueness and diversity creates health and balance in all eco-systems. Working with and understanding complexity creates a rich, diverse and uplifting world.

Insights and Reflections

After spending some time on a gallery walk together, participants were invited to share reflections of what they noticed and insights they were having about the Genuine Contact Way.

- One thread is the action words for us, and drawing them out from each presentation will be valuable
- Universal, challenging and contributing
- Magic and Spirit are mentioned in many contributions
- So much joy!
- Creative process
- Many aspects of love as a guide
- Work/life balance in action
- Natural
- Future ...Walking practicing doing now for now and the future
- Deep work (inclusive)
- Bridging worlds talk of bridging//and connection
- Individual contributions weave together collectively. What are we building over the years? How do we give a sense of this possibility for people who haven't yet met GC?
- Connection to also conflict/grief etc.
- Education and children/ students and teachers
- Working **with** CHANGE
- Life nourishing environment. personal passion and mission align with the work.
- Building for the next 7 generations, while honouring the past and present.
- There is doing//not just thoughts it is doing/being it as best we can



Exploring Understanding of the Genuine Contact Way

As a next activity, participants worked in small groups to explore 4 questions to explore and deepen our understanding of what the Genuine Contact Way is.

- What is the problem the Genuine Contact Way is addressing?
(Are there any specific needs or issues that GCW points out?)
- What is the Genuine Contact Way?
(How does the GCW describe/introduce what the GCW is?)
- What does the Genuine Contact Way provide/serve?
(Product or service we created for the issue)
- Why does the Genuine Contact Way matter?
(How does the GCW fulfill people's needs or provide solutions?)

In answering the questions, they were asked to focus on what the Genuine Contact Way as a living being and what the GC Way would answer, rather than our individual perspectives based on our work and application.

Participants experienced the conversation as deep and rich. So much so, that the majority of the meeting was devoted to this conversation. The next steps of understanding the Genuine Contact Way will happen on February 28.

In the following documentation, points marked in bold are the ones that were the conclusion or most important point of each conversation.

What is the problem the Genuine Contact Way is addressing? (Are there any specific needs or issues that GCW points out?)

- Problem: dysfunctional organizations
- Problem: waste of wisdom and energy in 'traditional' ways of working
- Problem: taking time for finding perspective
- Problem: feeling of separation and isolation
- Problem: people struggle to work in diversity
- Problem: lack of agility in a time of real change
- Problem: not focusing on connection before solution
- Problem: Waste of wisdom
- Problem: difficulty to find ways to really work together
- Problem: lack of ownership and responsibility
- **We are not equipped to deal with the current complexity alone**
- **Problem: we are wasting time, energy and potential to find the togetherness we need to answer the challenges of the future**
- organizations and their leaders who know they have a problem and their livelihood depends on finding a solution
- people are living and working in a life-depleting environment and feeling alone
- lack of a feeling of freedom, connection, possibility, and personal power
- Wanting to empower people to become leaders of their own future, but
- its addressing a hopeful worldview

- formal leaders who get stuck and realize that they need something to help but don't know what
- **finding true alignment within an organization that is not artificially manipulated**
- lack of connection in society and lack of doing things together inter-generational
- not enough (leadership) education for the youth
- lack of training of personal leadership, not enough trust in oneself
- organizational clients who say "we need magic" to find our solution
- where there is a desire for diversity, equity, inclusion and belonging but don't know how to make this cultural shift
- Disconnection with self / wish to be connected to self
- Lack of understanding of whole person
- Lack of opportunity to work with personal resources, Spirit health & balance through dialogue with others.

What is the Genuine Contact Way?

(How does the GCW describe/introduce what the GCW is?)

- an open and holistic approach to being and pathfinding that honors the collective
- a methodology to help organizations become life nourishing and people thrive
- **A holistic way to support growth of individuals and organizations in connection to the environment**
- **GCW is a work and life methodology to support health and balance of the organism**
- a magical way of finding common directions
- meeting methodology expert
- we use meetings as catalysts to make the world a better place
- transformational journeys for people and organizations
- Holistic approach to solve complex issues
- An open space that invites a whole person.
- holistic leadership development approach to life nourishing creation
- life nourishing creation through capacity development and expansion
- living being choosing to offer a life nourishing difference
- Capacity building through dialog driven collaborative processes & meetings
- capacity development towards full potential of the entity
- **respectful invitation to work on all sides of life, being human and part of Society at your own pace**
- an invitation to be genuine with oneself and others

What does the Genuine Contact Way provide/serve?

(Product or service we created for the issue)

- Functional: Methods to resolve conflict
 - Face: Inner beauty of the balanced and inclusive approach
- Functional: giving space for all voices to be heard
 - Face: Productive, creative and forward-thinking
- Expertise in participatory processes
- Working with organizations to build capacity to think and act strategically

- Grow capacity of people to take responsibility of their work and life
- Give tools and methodologies to thrive in change
- We guide the process for inner wisdom to become present - and teach the skills to work with it
- We make people shine
- **GCW provides simple tools and methodologies to build connections, grow perspectives and solve complex issues**
- Rest & Trust - no matter the complexity of a situation, one can rest and trust in the GCW having what is needed.
- Tools to do the work with complex issues and being united as community
- Open invitations to Learning opportunities, within the freedom of always following your heart and energy
- offering tools and techniques that equips you to co-create elegant solutions together with those you collaborate with
- synergistically blended approach of beliefs, processes, tools, attitude
- Community to practice with
- the flame behind the beacons
- Possibilities and capacity building for the leaders.
- Capacity building through dialog driven collaborative processes & meetings
- I serve the people who are attracted to work with me, the GCW being, asking you to continually develop and expand yourselves so you can be of the best service in the world
- A facilitation
- capacity to lead your life and be in balance
- inspiration and energy for those who like to learn how to create a life-nourishing environment around them
- rest in the beliefs, whatever the complexity of the situation
- being provided for by the GCW - I don't have to be smart or clever
- an invitation for lifelong learning and expanding oneself

Why does the Genuine Contact Way matter?

(How does the GCW fulfill people's needs or provide solutions?)

- it is the future skill without which we cannot survive
- because it is essential we work in harmony with ourselves and our environment
- Because constant disfunction is a waste of energy
- 😊
- because in this world of wicked problems there is no single person knowing it all - and no one best answer
- Because we know how to make this transition from the old world to the new world
- Because we are really good at teaching others how to do so.
- Because if you continue to just act without perspective you continue to create the problems you wanted to address
- We need to build capacity to go through this rapidly changing and diverse society
- Thrive
- I see the full potential of you, do you?



- Capacity to live your life in Health & Balance and lead yourself in Achieving your dreams
- The invitation to homework for a lifetime: living in genuine contact with self, another, collective, and creation.
- I see the potential of making a sustainable & life nurturing Future for all when The GC Way grows
- ignites the potential for leadership that resides in every person
- I am a living being and deserve to be nourished. I am nourished when I am in a playground with you
- People can fully present in their lives
- when the GCW helps organizations be more life nourishing, the systemic issues will disappear
- Because it leads people to live fully and as a whole - everyone has the right to live in a nourishing environment.
- cheers people on to creating a life nourishing future, free of tyranny
- sustainable life nourishing future for individuals, groups, cultures, organizations of all sizes