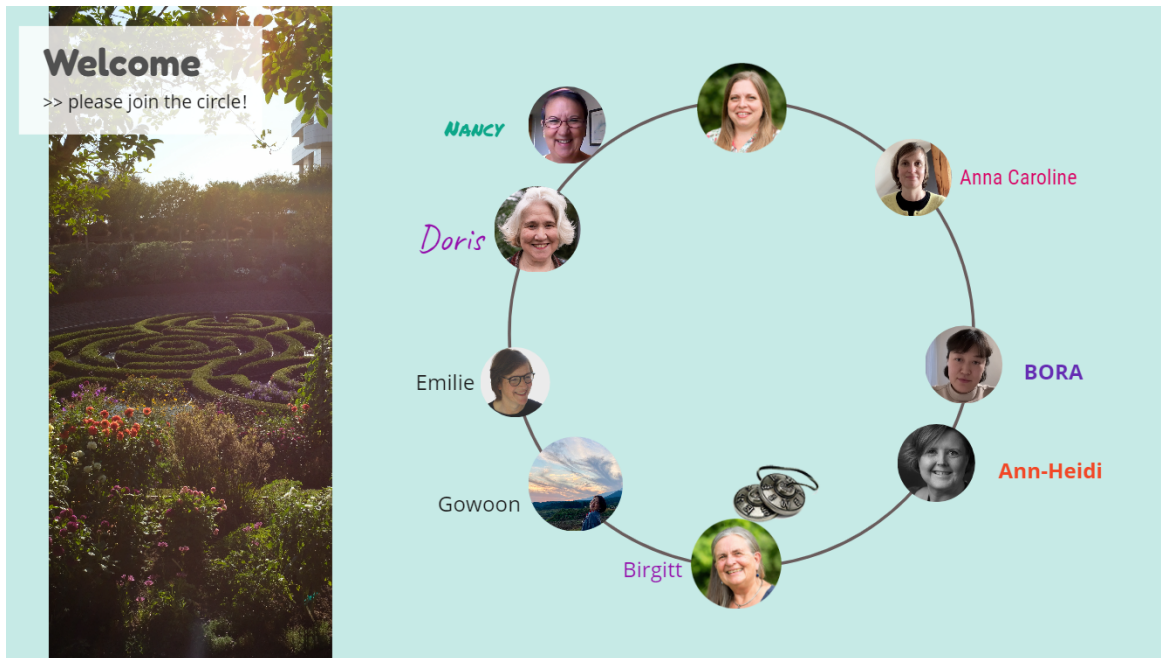


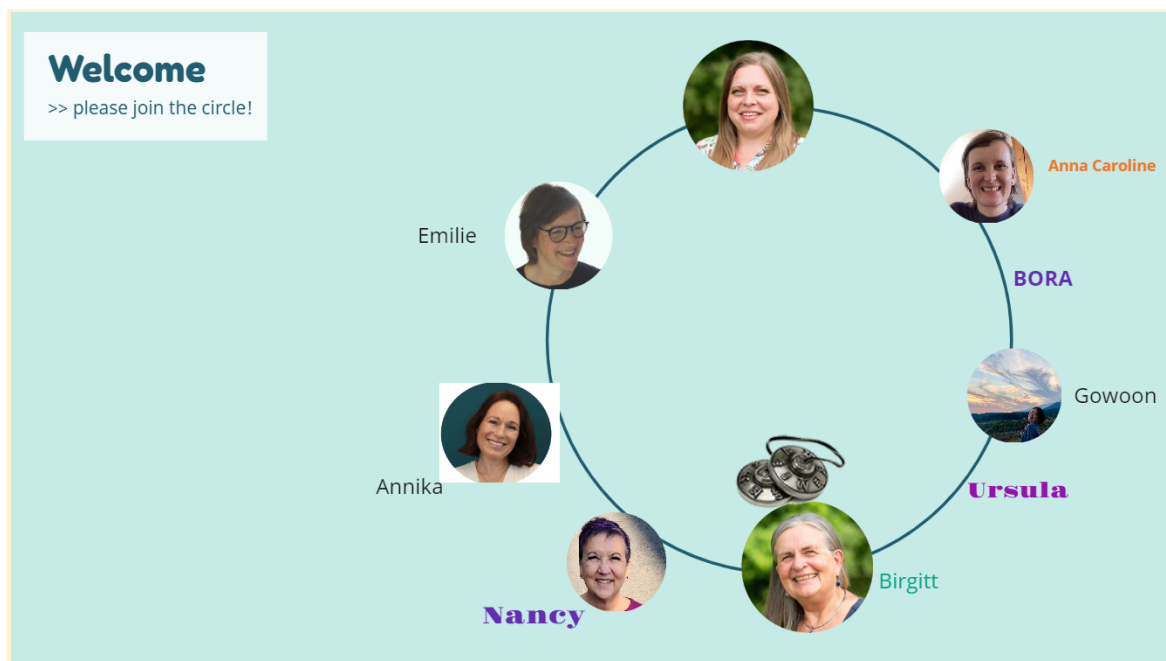
Brand Persona Data Gathering

GC Way Branding Project

February 21, 2023



February 28, 2023





Welcome!

The second activity for large group participation in the [GC Way Branding Project](#) was intended to begin to gather data about the Genuine Contact Way's Brand Persona through exploration of its brand vision and brand mission. The meeting happened in 2 parts - February 21 & 28, 2023.

Together, we worked with 4 key questions to gain the perspective of the branding work we are undertaking to speak about what the Genuine Contact Way is, what it does, and why this work is important. On February 21 to begin, we looked at answering these questions from the perspective of the Genuine Contact Way as a living being.

To support deepening and clarifying this work, a short presentation ([view the slides](#)) was offered about branding. We intended to expand branding knowledge within the group of participants so it can support internal communication within GCO. This presentation offered an opportunity to develop common understanding of the brand language we are using in this project and how it can be used in the implementation of this project's outcomes starting later this year.

Based on the learning and work together on February 21 and the branding presentation, participants then changed roles and answered the same questions again on February 28. This time from the perspective of the audience that the Genuine Contact Way intends to attract, rather than from the Genuine Contact Way itself. This offered an opportunity to look at the same questions from a different perspective.

Through your contributions, we have begun to co-create a picture together of what the Genuine Contact Way of working and living is and how our audience understands it. An audience that is both external in people who can be attracted to working the Genuine Contact Way as well as inspiring us internally too, who already know and love this work.

Thank you!



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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

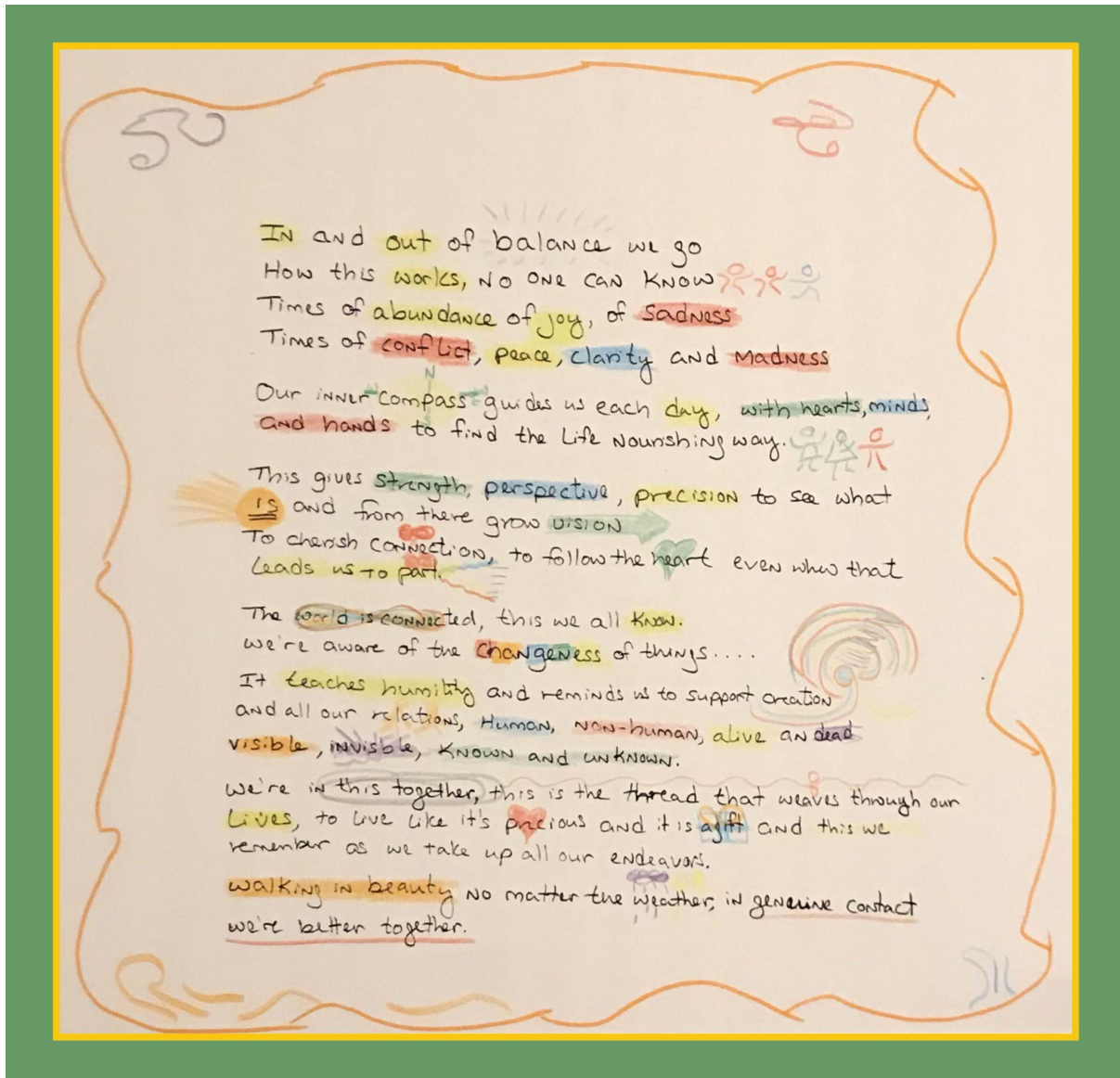
They were invited to turn their insights and ideas into some kind of creative expression - painting, drawing, collage made from photos, natural materials and/or craft supplies, poem, song, short play, or anything else they were inspired to create.

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.

This step in the process offered ideas, pictures, and inspiration to the brand vision for the Genuine Contact Way that we are currently refining and clarifying. The brand vision, when developed, will show the future the Genuine Contact Way wants to see and reach. These creative contributions were designed to fuel the GCW brand vision work.

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.

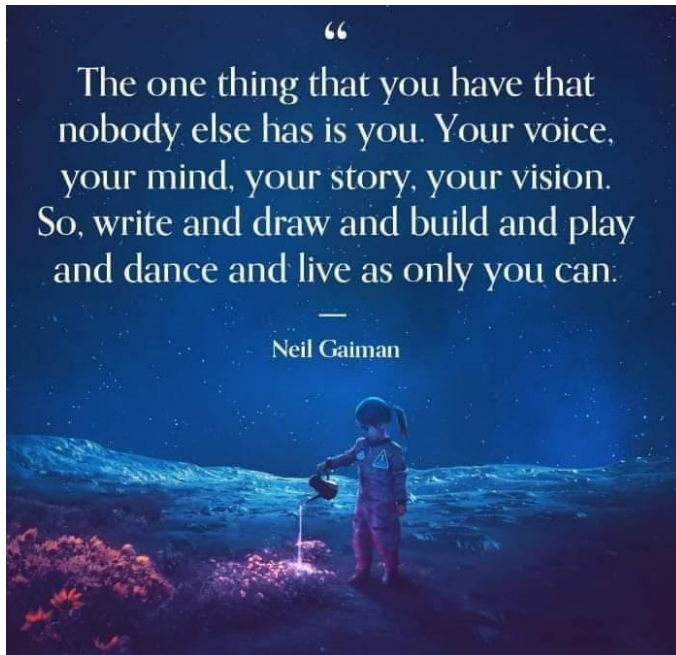
We do our best to live as above. We offer our services in whatever way and with whatever language we have to others who are also wanting to live like this. We take care of ourselves, we hone our skills, we stay curious, we stay open, we believe it is possible, especially in the moments it doesn't feel 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

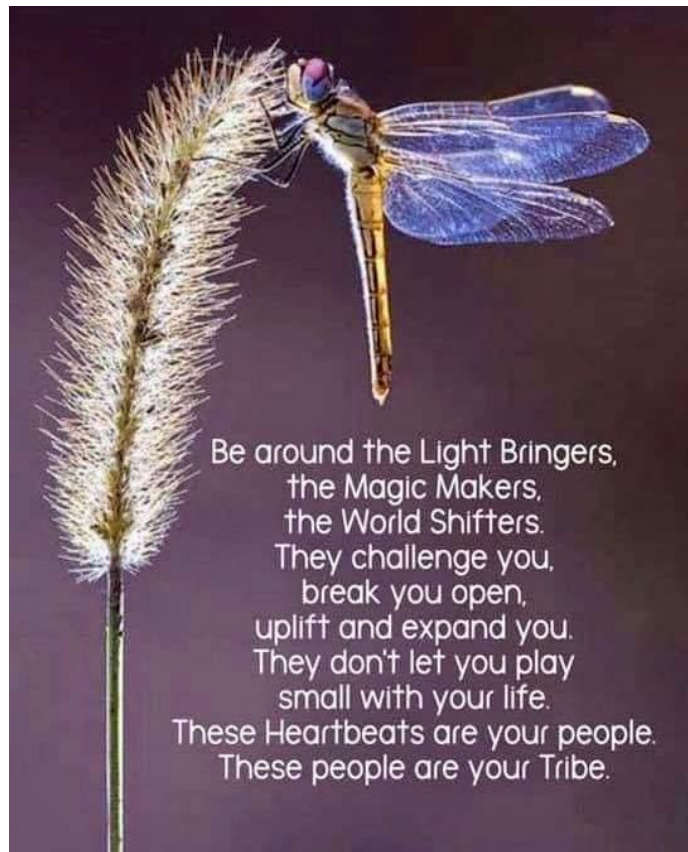


The world I want to see (how the world is better with the Genuine Contact Way in it)

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



Annika



[Watch the video](#)

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

- Safety for people (basic psychological, social, physical safety)
- Wise decisions must be made
- Wisdom, trust
- Healing powers be mobilized
- Co-creative change work helps us find solutions to complex issues
- Dialogic organizational development (dialogic world development, dialogic life development)

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

- Collective co-creation
- Humanity and efficiency, Know-how
- Walk the talk
- Moving between different worlds, perspectives, levels and rituals, cultivate, reflection, harvest, give-take steps, presence, contradiction, and complexity- Simplicity, Challenge and support.
- Trust
- Creativity and playfulness
- Light, inner energy, spirit

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)

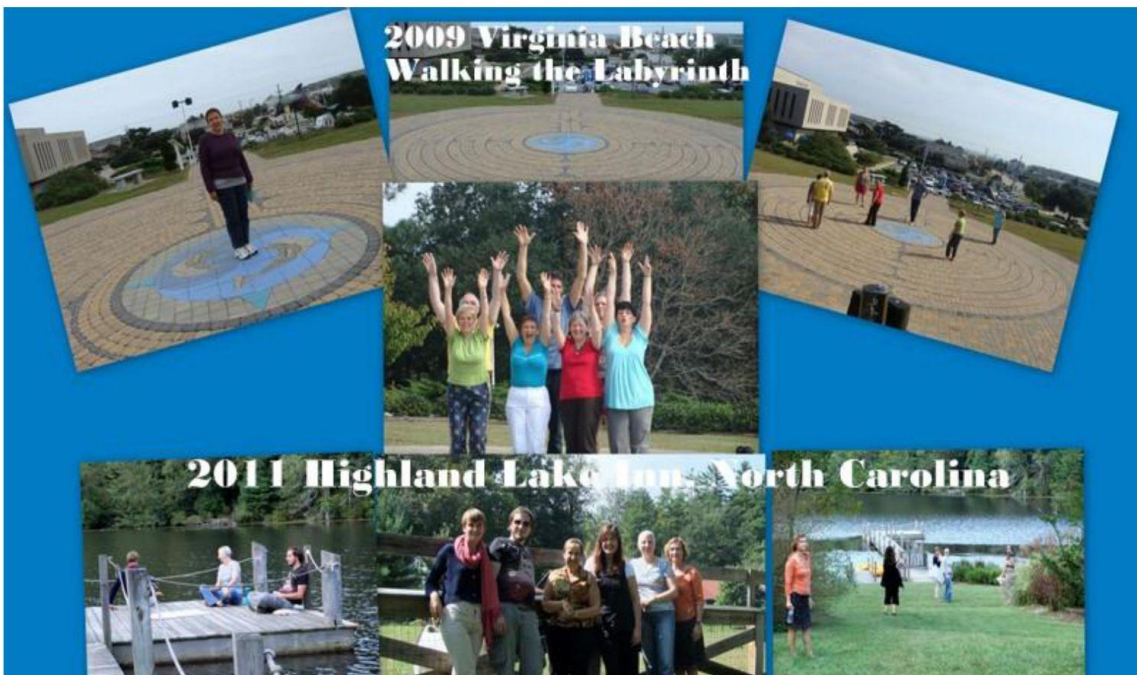
A world where each person is seen and treated as precious. Where each of us is afforded the luxury of spending our time in life-nourishing environments where we thrive in purposeful work. A world where passion and personal mission easily and readily intersect with work. A world where the organizations 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

To begin to be ready and prepare for creating clear brand communication, participants were invited to have conversations about why the GCW brand needs to exist and why it matters. This step in the engagement work was designed to begin to develop an understanding of how we can communicate our brand to the public and how we intend people to understand the Genuine Contact Way brand.

Participants worked in small groups with 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 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.

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 grow
- 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 right to live in nourising 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

We were grateful to hear various perspectives about the Genuine Contact Way brand from the perspective of it as a living being. The work done in this step offered an opportunity to think deeper about the process of branding, sharpening our thoughts about what the Genuine Contact Way brand is and what it wants to do. As we move towards working together in an aligned and unified way of communicating about the Genuine Contact Way, it is beneficial to work on the language together so that people working the Genuine Contact Way are the ones refining and updating the foundation of the brand to continue to grow from. Reflection on these questions through diverse perspectives creates a chance to find new opportunities we are looking for.

This activity, in our Readiness phase, is early on in the preparation of the Genuine Contact Way brand for future generations. Arriving at a final and clear definition and accompanying strategy will happen later in the Construction phase. This was a small step in developing clarity and beginning to define what the Genuine Contact Way brand is. Together with the Brand Owls, we are in the process of deepening and narrowing down to one clear voice.

Perspectives of the Genuine Contact Way from the Audience Perspective

The second part of the meeting, on February 28, the focus turned towards what the audience needs from the Genuine Contact Way. To begin this conversation, Gowoon shared a presentation to help orient participants to branding and the work we are doing in this session. [You can view a PDF copy of the presentation here.](#)

As a next activity, participants worked in small groups to explore the same 4 questions used in the February 21 meeting, this time to better understand and describe the Genuine Contact Way from the audience perspective.

By returning to the questions again, participants had an opportunity to both deepen their thinking beyond the original conversation, as well as sharpening and distilling the divergent thinking from the week before into something more concrete. Framing the questions as being answered from the perspective of the audience rather than the perspective of the GC Way itself also allowed us to approach the challenge from a different angle, possibly leading to different results.

The 4 questions were:

- 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?)

Working with these questions was intended to clarify and align one core message about the Genuine Contact Way that can be used both internally within our Genuine Contact Organization and the way it supports its members as well as when people working the Genuine Contact Way speak about it externally in the world.

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

- Many problems to address. 'Could it be that these could be addressed more structurally on a deeper level'
 - People don't know what they don't know!!!
- little organizational cohesion
- narrow mindsets and biases are pulling the organization apart
- people as disposable
- We are not equipped to deal with the current complexity from one perspective only
- High turnover of staff

- Gen Z does not feel loyal to 'structures'
- Morale - clarity of purpose
- life depleting environments in which people are expected to excel
- In decision making money seems more important than time, passion and energy
- Working together in ease and efficiency can be a norm. Existing leadership tools are not enough equipped to address the fast moving complexity of our time. People don't feel engaged in a way where they feel inspired.
- fast paste change in organizations, high complexity, can lead to conflict and challenges, lack of trust in leaders, employees, processes
- lack of trust in oneself and others
- finding true alignment within an organization that is not artificially manipulated
- 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
- avoiding communication, avoiding saying the truth, miscommunication or no communication at all
- using old patterns - lacking new perspectives
- old ways don't work anymore
- organizations and their leaders who know they have a problem and their livelihood depends on finding a solution
- Lack of Inner sustainability lack of inner compass for taking care of myself, others and nature.
- Inner sustainability can be about identifying thoughts, feelings and values in order to understand who you are and what you want to achieve as a leader.
- isolation, conflict

What is the Genuine Contact Way?

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

- A shift in mindset from a mechanistic worldview within which lays so many problems of an organization...to a holistic mindset, within which even complex systems can find their solutions to problems and to organizational development
- holistic approach to personal and organizational development
- The GCW is innovative, work and life methodology that is
- process
- holistic approach
- Together we make magic in life and work the GCW
- respectful invitation to work on all sides of life, being human and part of Society at your own pace
- Rachel ah-ha: we in the GC community, as I see, don't talk so much in introducing GC about the importance of the interconnection between individual and organizational development
- 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 holistic way to support growth of individuals and organizations to work on all sides of life, being human and part of society at your once pace

- need for innovation

What does the Genuine Contact Way provide/serve?

(Product or service we created for the issue)

- A holistic approach for collectives as well as individuals
 - to bring together and balance different perspectives
- constant creation of coherence for moving forward
- Homework for a lifetime ;)
- Simple structures and processes that are led from within
- ongoing invitation to continually develop and expand yourselves so you can be of the best service at work, in your environment and in the world
- open space for the organization where people can tell the truth and be heard.

Why does the Genuine Contact Way matter?

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

- fulfills needs that people don't know that they have because they are focused on symptoms and the needs lie deeper
- Because it is a structural approach to coherence in times of change
- Robust
- GCW doesn't provide solutions. It provides the conditions for people to find solutions
- 😊
- supports leaders and organizations for the marathon rather than the short sprint to...

Reflections & Insights

After both groups shared presentations of what they had developed during their conversations, they were asked to share any reflections and insights about the work we had done today and their learnings from it:

- Most of the topics we have raised in these conversations center around how the 5 beliefs support people and organizations. Does this point toward where we should focus our branding efforts?
- Holistic concept - not solving one simple pain makes it tough to make it concrete
- It is going to be a challenge to stay out of abstract or insider vocabulary
- I was not frustrated and I often am I wonder why..
- To this end, it seems that the belief about the relationship between individual and organizational development is not talked about or not talked about as much as the other concepts. Is there an opportunity here?
- Problem GCW is solving: Being able to go to the core of the problem
- individual and organizational development need to go hand in hand
- We talk about the GC beliefs all the time
- I feel very frustrated by the lack of clarity about the task because the task was envisioned originally so we didn't sit in the abstract
- I value so much the outputs from each and every person whether we were or were not on task, they moved us forward

Next Steps

This meeting was originally designed as the final opportunity for the members of the GCO to be together in the work that is happening in the Readiness phase of this branding project. As we move forward into engagement and construction we will be working together to refine and further develop a clear brand vision for the Genuine Contact Way that can be communicated both internally and externally. A brand vision that will inspire people to join and contribute together to create the world we envision as the Genuine Contact Way of working is used more and more around the world.

From the inputs gathered during the development of the brand vision, the BrandOwls will work together to create a brand mission and brand values aligned together as brand communication as a whole.