



Welcome to Personal Branding DNA™

Personal Branding DNA™ takes you on an unimaginable journey of discovery to the essence of who you are. Guided by your coach you will build your personal brand from that authentic place. Together we will create a personal brand that is truly you – one that you are proud of and that makes you stand out in a natural and distinguishing way.

You engage in a 12-week journey of building your authentic personal brand. The success is guaranteed by the proven four-part strategic process, called F.A.C.E., and your coach's expertise and commitment to excellence. F.A.C.E. stands for Focus, Align, Connect, and Excel. Each part consists of three weekly sessions, with each session forming the foundation or building block for the next.

Focus

This forms the core or foundation of your Authentic Personal Brand development. Our focus is on identifying the building blocks of your Personal Brand. We capture your **Personal Brand DNA™** -- what makes you **Distinguishable, Notable and Authentic**.

Tangible benefits

- Identified and able to articulate your uniqueness
- Be connected with your core value and understand how it impacts everything in your life
- Feel connected with your inner purpose and your contribution to the world

ALIGN

This is the part where we engage your mind and spirit, and align and integrate your professional life with your personal life so it is congruent from the inside out. Through deep reflection you become consciously aware of your patterns, processes and contributions to others. Congruently we bring together all the important elements within you to deepen your inner conviction, which is critical to your personal brand development. We then align your outward expressions with Your Unique DNA Code, Core Value, Contribution and I AM Statement, through your authentic voice.

Tangible benefits

- Have a construct of the BluePrint for your life's journey
- Gained access to your creativity to manifest your vision
- Know how to form congruent connections between your BluePrint and your true audience

CONNECT

Here is where you learn how to connect your personal brand with others in a meaningful and authentic way so that it can thrive in the market place. We focus on the important elements of Language, Influence and Perception and how they impact on the success of your personal brand evolution. We examine the influences that shape your personal character and how to authentically maximise your positive influence in the world.

Tangible benefits

- Express your compelling core message in a way that vividly engages your true audience
- Have unveiled the patterns of influence that shape your life's journey
- Articulate benefits, promise of value, and contribution in memorable ways

EXCEL

Here the aim is to strive for excellence versus perfection!

You learn how to build congruency, consistency and constancy into your personal brand every day. Congruency, consistency and constancy help you excel. When everything is aligned from the inside-out you become more congruent in the present. The more consistent you tie everything together in your identity (logo, tagline, website, written and oral presentation, appearance, style, etc.); the more others will see you as confident and purposeful. And, the key to you becoming truly unforgettable is when you constantly repeat your personal brand message day-in and day-out – when you become vigilant for your brand.



As we finalise the creation of your Personal Brand you have your personalized road map for your journey forward.

Tangible benefits

- Designed framework for your blissful living and authentic contribution
- Aligned your intentions with your highest vision
- Holistic integration of your authentic personal brand with your personal and professional life

Going through the Personal Branding DNA™ process will without doubt be a transformational experience for you. We invite you to read the story of the butterfly to help you better understand the dynamics of transformation. It will give you insight into the different stages you may encounter through your personal branding journey. You will get the sense that it is a natural process to go through different phases of transformation as you uncover and identify your uniqueness, authenticity, higher purpose and contribution to the world.

THE HUMAN BUTTERFLY

By Genece Hamby, Founder of Personal Branding DNA™ © 2006 All Rights Reserved

What the caterpillar calls the end of the world, a Master calls a butterfly. Richard Bach

As a proactive individualist, I fought hard over the years to maintain my own unique perspective on life over social conditioning. Along the way, I learned that freedom and independence are not inherent in every person. It must be sought and earned. My own struggle to embrace everything unique about me was a long odyssey that sometimes took me down frightening roads of shaky uncertainty and a sense of hopelessness. Today, freedom and independence are my badge of honor, my valiant calling and devotion to humanity. I stand fearless and deep in an inner conviction that individuality is the true path toward fulfillment -- fulfillment of the individual with a higher purpose that has the potential to awaken the collective mind.

Recently, I was speaking with a branding client about human transformation and was seeking a metaphor to explain the deep process of breaking out of what I call the 'collective illusion.' The collective illusion is the cultural social conditions we buy into that suppresses who we are, who we are meant to become and who we are meant to serve. From my point of view, it is the cause of individuals committing suicide, marrying the wrong person, entering unfulfilling careers, going deep into debt, seeking greed through ill used power, buying objects that represent some outward trapping of success, manipulating others to get what is desired, feeling hopeless and worthless – I could go on about the things I have experienced and seen that terrorize mankind's natural spirit and individuality.

While seeking the right metaphor, my mind suddenly thought about the commonly used transformation of the butterfly. Of course! It made total sense considering how many psychologists and researchers use it to explain human transformation. The caterpillar inches its way on its belly with a limited view of the world. The caterpillar is born very hungry. His head to the ground, his massive body pulls him along as he feeds himself constantly. After he is finally full, he wraps himself into a cocoon where everything that pre-existed in his world breaks down into a slimy, snotty green liquid I like to call the "green gooey stage of life." In the cocoon, the power of transformation occurs. Old social conditions are reorganized at the DNA cellular level and the butterfly emerges after he matures inside the cocoon. When ready, he fights to push through the cocoon in order to free himself. Once freed, his wings and body are as light as a feather. He is free to fly – released to his higher purpose.

Butterflies epitomize the inevitability of our path to consciousness. Just as there are thousands of species of butterflies, each one of us is totally unique, but our process of transformation leads to the same final result. There are four cycles that the butterfly undergoes in its transformation from egg, to caterpillar, to cocoon before finding its final grace and beauty as a butterfly. These stages are ones that we also undergo in our journey from unconsciousness – dominated by the personality – to consciousness – partnered by the soul.



The Egg

The first stage of transformation is unconscious. Obedient and never questioning the rules, you are at the mercy of your environment. Because you are passive, others control you, and your career is usually unplanned. In the egg stage, you do not consciously harm others or their environment, nor do you consciously improve it.

The Caterpillar

The second stage of transformation is that of the caterpillar. This is where you are focused on only meeting your needs and are struggling with seeing and accepting “playing a bigger role” in life. You may experience it in the process when you are trying to control the process or outcome early in the development.

The Cocoon

Cocooning is the third stage in transformation and it is a time of rest and emptiness. Cocooning is an inner time. On the surface it doesn't appear as if much is happening, but inside the cocoon the transformation from caterpillar to butterfly is occurring. You have the desire to become a butterfly and so withdraw from your previous ways of being to reflect and meditate.

The Butterfly

Butterflies are the last stage in the process of transformation. This is where you are free of both your culture's rules and your personality's drives. You become a soul-infused human brand with genuine staying power that makes a significant difference in the world.

Because of the economic downturn, the increased violence and war in the world and the increase of environmental disasters, individuals in all walks of life are seriously questioning the old paradigm of unlimited growth and more for “me” on which the bulk of our organizations have been based. The organizational caterpillar is dying and many people are well into the cocoon stage looking for a new way of being and doing in the world. The new way is that of the butterfly.

Human butterflies are beings of air and soul and are not bound, like caterpillars, to the earth. They are tenacious and can fly thousands of miles to find the right environment to create new life. Human butterflies assist others on their paths to consciousness. They are fertile and creative and being around them catalyzes new growth in both others and their organizations.

Personal Branding DNA focuses on the human butterfly, the new pioneers helping to birth a new paradigm of co-creation in our organizations, in our relationships and in our world. More than any other time in the history of man, I think there are thousands and thousands of human butterflies in the world today laying fertile eggs.

The DNA Branding intention and purpose is to continue expanding the message of the human butterfly worldwide – the continuing death of the socially-conditioned caterpillar and the birth of the proactive individual. Entering the Personal Branding DNA process means you are ready and willing to join us in the vigilant goal of awakening others.

Personal Branding DNA™ supports the continuity and growth of human butterflies. The very foundation of the program was designed to help you unfold your authentic personal brand that allows you the freedom of a human butterfly. It's a great way to come out of your cocoon and spread your wings as a proactive individual.

For your next step contact the BELL Alliance, email bell@bellalliance.org