

OUR BEST PRACTICES



What is OUR BEST PRACTICES' Who Are Ya? Program?

British Soccer teams have for many years adopted a somewhat derogatory chant aimed at the opposition or its individual players with the rhetorical question, “**Who Are Ya?**”, that is “Who are you?”. Our Best Practices flips that into a direct question: “Who Are You? Actually?”.

Years of experience in building brands for both individuals and organizations, around the concept of a **BrandPrint** in a variety of commercial and practical environments enabled us to innovative that into a **Positive Psychology Coaching and Intervention tool**.

If we accept the definition of brand as the aggregation of the characteristics that an entity asserts as its identity, then its **BrandPrint is a one-page tool** that defines and represents the essential elements of that brand.

Think of it as the soul of the brand. Our ‘Soul’ is what guides us. Our Compass and North Star is case of doubt or when we are required to be decisive. To choose which way to go, which way to act, and which way to ‘be’. Our result answering of ‘Who Are Ya?! – is our W.A.Y.

If we think of ourselves as a ‘brand’ – not just how others perceive us, but *how we perceive ourselves* and then how we conduct ourselves within that, with integrity and authenticity. Thus, a BrandPrint **provides clarity, direction, and meaning for us**. It serves as the **strategic platform for all decisions**. It helps ensure that all our activities and initiatives support and enhance us, the brand. **When the BrandPrint creation and definition process is integrated and combined with Coaching Psychology and Positive Psychology frameworks and interventions, the experience is extremely powerful.**

As with all OUR BEST PRACTICES programs, we seek to blend and tailor our coaching models and frameworks to deliver a **unique program** for each individual or team situation.

For individuals, in many ways it is **life-defining**. When done as a team, the journey is as empowering as it is cathartic for the team’s path forward, and its **platform for growth and unity**.

We are always mindful of an overarching goal to enhance individual and group **flourishing** in any setting. Thus, with our originally designed concepts and workshops culminate in a **One-Page Document** to take away, that very often becomes a long-term reference point for any decision.

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