

FAQ

BUSINESS. ART. LIFE. JOY.

That's what the Brandt Principle is all about. We value integrity, service, creativity, compassion, win-win-win solutions, greatness in everyone, and the impossible.

But what does it mean?

I am convinced that we are meant to be integrated, fulfilled beings, and that the future of society as a whole depends on it. The mission of the Brandt Principle is to facilitate this integration using every coaching tool at our disposal. The fun part? Joy is the ultimate endgame of living an integrated life.

Why is this so important to you?

My guiding ideal is that a world filled with integrated people deeply expressing and fulfilling their souls' desires is the fastest way to a peaceful, tolerant, highly imaginative and exuberant human experience—and the kind of place I would want to live in.

I believe everyone has greatness within them, and that our individual mission in life is to develop and express that greatness. Our work together is to uncover, nurture and challenge that greatness to become your focal point, and for you to gain the tools to fully realize its potential in every aspect of your life.

And what does "integrated" mean?

It means that we are "all of a piece." That our various roles and "selves" that we cycle through each day and throughout our lives are all connecting to a core place within us that is centered, principled, clear and free to express itself.

Integration occurs when our personal and professional lives are in sync, and we are making decisions with a dynamic combustion of imagination and moral courage consistent across every context we are in.

Why coaching?

I love the coaching model because it's about empowerment, not waving a magic wand for you. Coaching provides skills, knowledge and insight so that you can master the growth process yourself.

One of the best definitions I have come across to describe coaching is as a "learning intervention." Your system—designed to constantly learn and grow—has hit an impasse. It can't seem to get to the next "level." Coaching facilitates this process by identifying current structures and challenging the status quo.

Will I need to change my beliefs?

The Brandt Principle does not represent that there is one "right" action, decision, moral code, etc. It is a set of principles drawn from the initial three that provides the guideposts to a process. My work as your coach is to be the guardian of that process.

But remember, beliefs drive behavior, and behaviors lead to results. If you want new results, you will probably need to operate out of different beliefs. None of this means you have to violate your fundamental sense of principle. In my experience, most of the time living out your principles simply requires clarity, consistency and courage; the cultivation of those qualities therefore becomes the foundation of our work together.

Contact us to find out more about how working with *the Brandt Principle* can benefit you.