

**Manifesto**

# **THE ULTIMATE GUIDE TO DISCOVERING YOUR PERSONAL BRAND**

The Pathway to Working and Living with  
Meaning, Fulfilment, Joy & Prosperity

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## Now is the time to rise up and BE your true higher authentic self ...

Just think what you could do in your business and life empowered with the clarity and focus to clearly articulate ...

- Why you are here, your real personal vision
- What your one true higher purpose really is
- Who you are as your true higher self
- ...and how to make everything you intend become your material reality every time.

You can, everybody can! You just need to know how.

This guide will reveal an unrivalled method that will provide a proven pathway to make that happen so you can shift into optimal performance state of heart conscious led flow ... success flow.

But first it's important to know why 9 out of 10 leaders are not experiencing this, why they are being held back from that essential discovery and accordingly are suffering severe consequences. The does not need to be you ... read on.

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*“The two most important days in your life are the day you are born, and the day you find out why.”*

**Mark Twain**

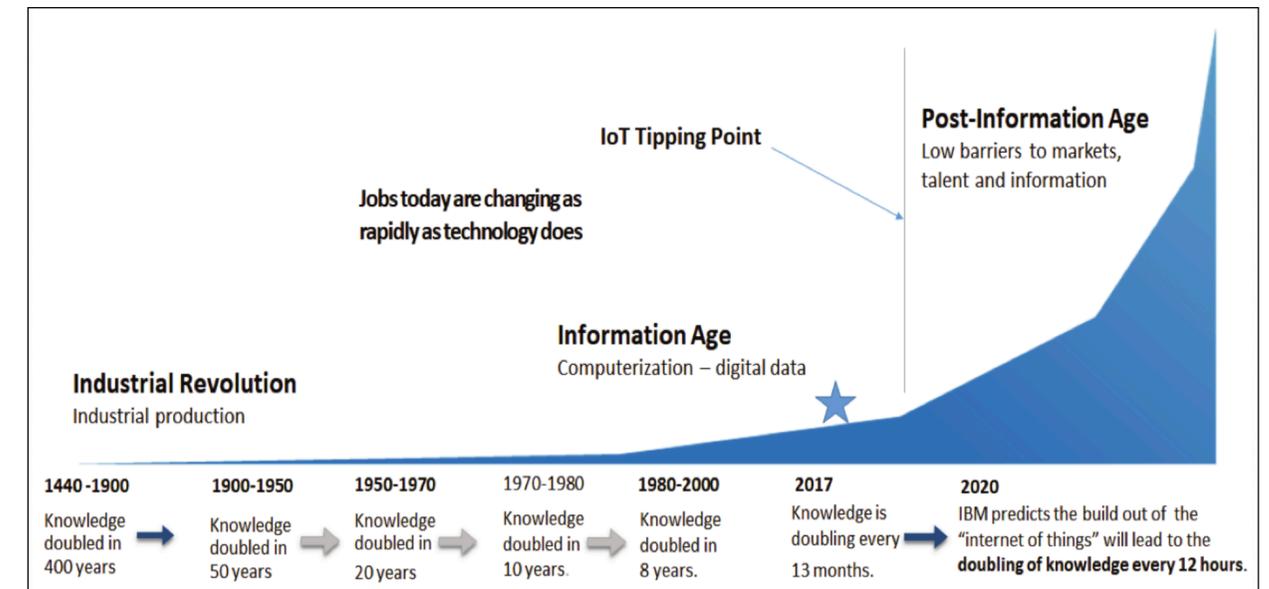


## A NEW WAY TO MEANINGFUL GROWTH & PROGRESSION

Most people would argue society and business has never been more advanced. Yet while there has never been more information instantly available, there has also never been more misinformation, complexity and disconnection.

The 'Knowledge-Doubling Curve' attributed to Buckminster Fuller calculated that up to 1900, the amount of human knowledge doubled each century.

A more recent estimate by IBM calculates that human knowledge is now doubling every 12 hours.



The traditional rules of business and society no longer work inside this dynamically changing environment. Accordingly business leaders, entrepreneurs and in fact everybody are facing more complexity, uncertainty, insecurity and fear than ever before.

This, combined with the stunning research that revealed 90% of all people are so unhappy in their business and life they are actively looking for an alternative ... but when asked have no idea what that could be. Accordingly this is the key cause of stress, anxiety and depression increasing from 58% to 86% in the 2 years prior to the pandemic.

People that have taken the personal responsibility for finding their authentic personal brand, their true higher purpose, identity and business calling are not experiencing this kind of frustration, struggle and even devastation. This small group of around 5% of all leaders is equipped to rise above it and enjoy real meaningful growth and progression .... real connection, influence and success.

They know and understand that there is a new way to achieve incredible results and that this begins by becoming more self aware, and by behaving with greater self control through the filter of their true higher self and purpose.

This happens when they develop awareness and clarity around ‘who’ they are and ‘why’ they are here and ‘what’ they must be doing that aligns with that.

That’s when real magic happens, especially when they also know how to use the irrefutable science of Quantum Physics, or their vibrational energy, to make what they passionately intend become their material reality every time.

These people play by a different set of rules, rules that they create, rules that effectively elevate their level of being, and transform and empower them to experience more meaningful business and personal success consistently.

If you are not experiencing this with a deeper level of meaning, fulfilment, joy and prosperity then this guide has been written especially for you.

But before moving into what is arguably one of the most effective methods for leaders to rise up and be free to be and do remarkable things, it’s very important to get a deeper understanding of the challenges being faced so that you aware of what to escape from, and what to avoid.

*“When someone develops awareness and clarity around ‘who’ they are, ‘why’ they are here and ‘what’ they should be doing, that’s when real magic, real alchemy happens.”*

## EVERYONE IS STRUGGLING WITH COMPLEXITY

A global study undertaken by IBM confirmed that around 72% of all leaders cited complexity as their biggest challenge, and they didn't feel they were equipped to handle it. (Easy to understand given the rate of dynamic change mentioned earlier.)

This lack of personal clarity and focus, of how to get greater meaning and outcomes evoked intense feelings of insecurity, uncertainty and guilt, which manifested more confusion, frustration and overwhelm in their business and life.

When people are confronted by this, most struggle to find meaningful direction and accordingly struggle with making any real positive change. So inevitably they 'stay stuck' feeling 'not good enough' and defaulting to using greater 'force of will' and the 'command and control' approach to everything and everyone.

This simply caused them to push harder using ineffective and outdated methods to achieve more and get more which inevitably is realised as an empty and unfulfilling way of working and living while at the same got them way less. Further, in the process of doing this, which for many happens their entire life, they 'infect' or alienate everyone around them, they become separated, are energetically drained and are pessimistic about the future.

Given the current extraordinary chaos and confusion now this self-orchestrated struggle is everywhere. Pursuing this approach and complying as someone other than who you really are doesn't work, and in fact never really did!

**Imagine becoming a true visionary of your own life and business were you're empowered by clarity, focus and simplicity fuelling your personal and business transformation?**

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## TECHNOLOGY THE CURE-ALL ... OR IS IT?

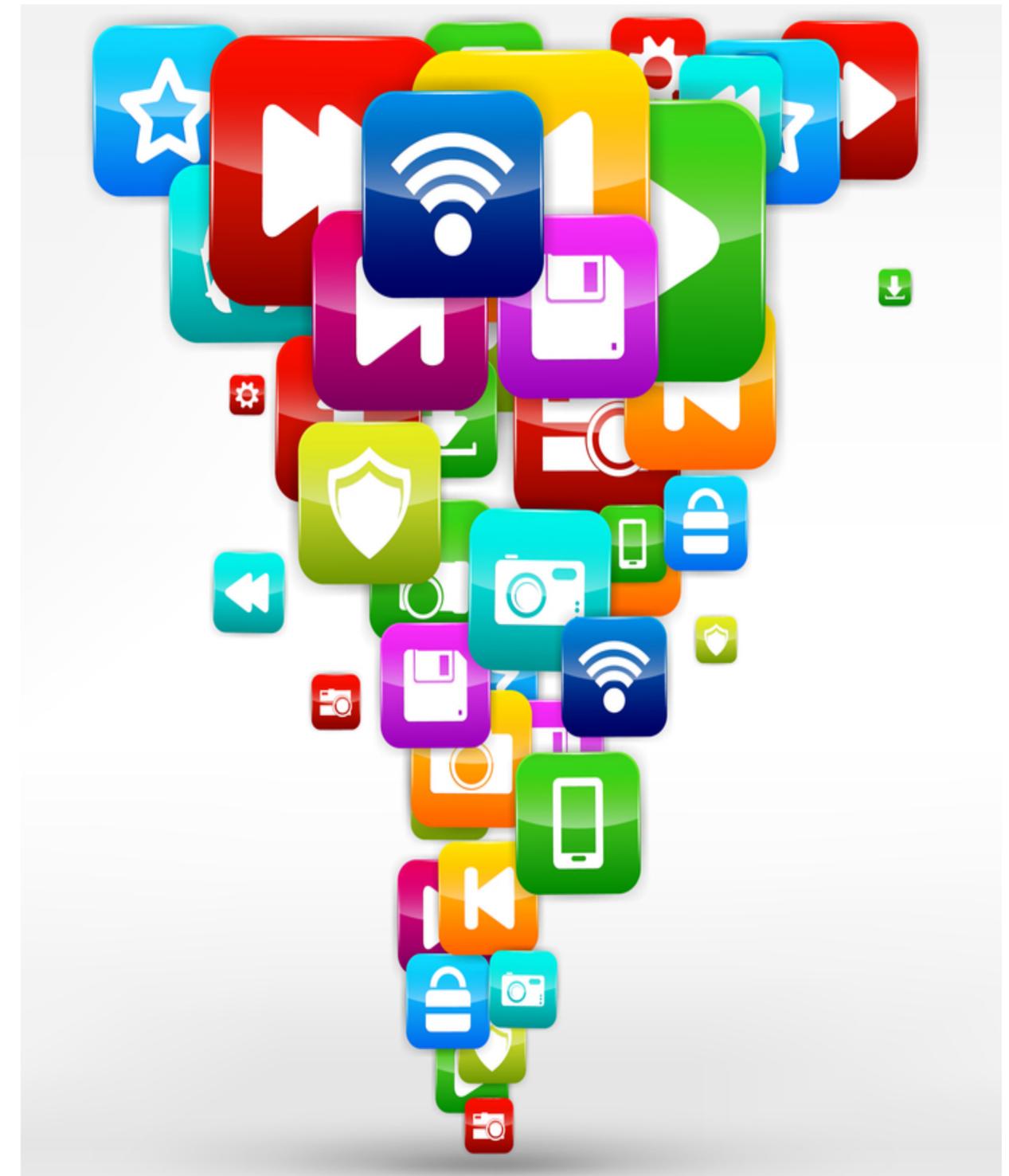
Technology has become a central focus for many people to overcome any, and all their challenges. It tends to be used as the panacea for all ills.

Technology, and especially the internet, ai and crypto is evolving a breakneck speed to deliver us more convenience, more connectivity, more sociability, more capability, scalability, more income and more ease than ever before. It all looks incredibly exciting and appears almost anything can be automated or achieved now via technology.

And this has opened up the reality of creating a global identity and business for everyone ... so more people and businesses are pursuing this entrepreneurial spirit in an effort to get more freedom, control, status and recognition and make more money, faster, easier and with less effort and less overheads and complexity.

Yet while the internet, ai and DeFi are magnificent tools, and nobody would question that, they are not as easy, simple or cheap as perceived, and are certainly no substitute for developing meaningful and valuable connections.

And therein lies the dramatic escalation of another challenge ... through the frustration with technology it is unfortunately bringing out the worst in many people and businesses who are resorting to grossly deceptive practices.



## THE TRANSACTIONAL MENTALITY

Now everywhere there are people and businesses, even those that espouse wholesome values, yet they are actually defrauding people with false promises.

There are a few reasons for this. First is the highly cluttered environment in which we all operate. Second, and a far more powerful driver, is the fixation with getting 'more for less'. This is in epidemic proportions right now across every aspect of business and life and is perpetrated by people who are not aligned with their authentic higher self, or personal brand.

The core drivers of this approach are a disconnection with true self, and the lower level motivators of greed, control and fear. This approach may deliver instant gratification and some revenue spikes in the short term it doesn't deliver much satisfaction, fulfilment, joy ... or profit in the medium to long term.

The reality of 'faking it' and 'more' for the sake of more is a very poor substitute for living in a state of higher authenticity where exchanging relevant value with passion and enthusiasm will most certainly deliver greater connection, joy, meaning and revenue for less effort anyway.

As a Chief Executive of four significant brand and communications companies over a period of 15 years I have come across the ego driven version of 'me, more and control' most of my corporate life ... ultimately its self defeating, and now more than ever, will not be tolerated.

[\*\*Click Here to Schedule a No Cost High Value Session with Glen\*\*](#)

In those days I spent enormous time coaching my team to improve their understanding of how they could enjoy their work and life, and be a whole lot better at it.

In our conversations I would ask questions like, *“Why do you get out of bed every morning, and how would describe who you really are, where you draw the line ... and what do you feel will make you happy?”*

The standard answers consistently revolved around wanting ‘more’. Interestingly even those in upper management played the same tune. This is what I was mostly hearing ...

More money ...

More control ...

More meaning ...

More free time ...

More fun ...

More respect ...

More love ...

More friends ...

More status.

This ‘me, control and more’ approach is evident everywhere ... but interestingly I see it rapidly crumbling. People now are questioning this, are waking up to its falseness, and are spending more time examining their own personal motives, feelings and perceptions, causing them to reflect on their personal ‘why’ and ‘who’ and how they can more authentically connect from the heart.

For me, this crucial time of going within was also a catalyst to create the first version of the BSI Method, an approach to empowering people to discover their true higher self, their personal 'why and who' and then to realize that in a state of heart led conscious flow. Success flow!

That was over 15 years ago, and at that time I took every team member individually through the first version ... incredibly positive change happened way faster than I expected.

The culture improved, the quality of collaboration and creativity increased, and our relationships both internally and with our clients became more valuable and enjoyable. And revenue, the happy by product this transformation also significantly increased.

Overall the improved contribution, harmony and performance of my team was astonishing.

'More' very quickly became 'what more can I do for you' and this created a massive multiplier effect. Abundance, forgiveness and gratitude freely given was returned many times.

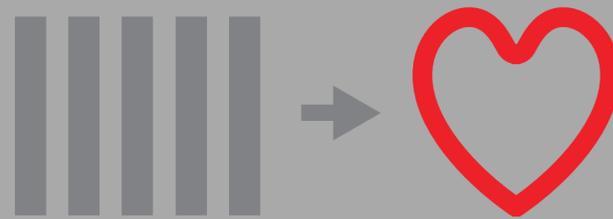
Take time to look around, while many people are hanging on to the old programming of being ego-centric inauthentic commodity traders, just as many are 'waking up' to the universal truth that this simply does not work. They're beginning to see more clearly that by discovering their authentic personal brand and living true to it everything gets vastly better.

**Imagine having the ability to give freely whatever those deserving need and want ... which then magically attracts everything you need and want?**



*“How dare you settle for less  
when the world has made it easy  
for you to be remarkable.”*

Seth Godin



## THE PEOPLE COST

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The consequences for business owners, and in fact anyone that chooses to keep playing by the 'old programming and rules', goes well beyond awakened people simply walking away.

We have alluded to the ramifications for relationships and for the culture and performance of an organisation; yet let's now look at some hard facts that reflects the real human tragedy.

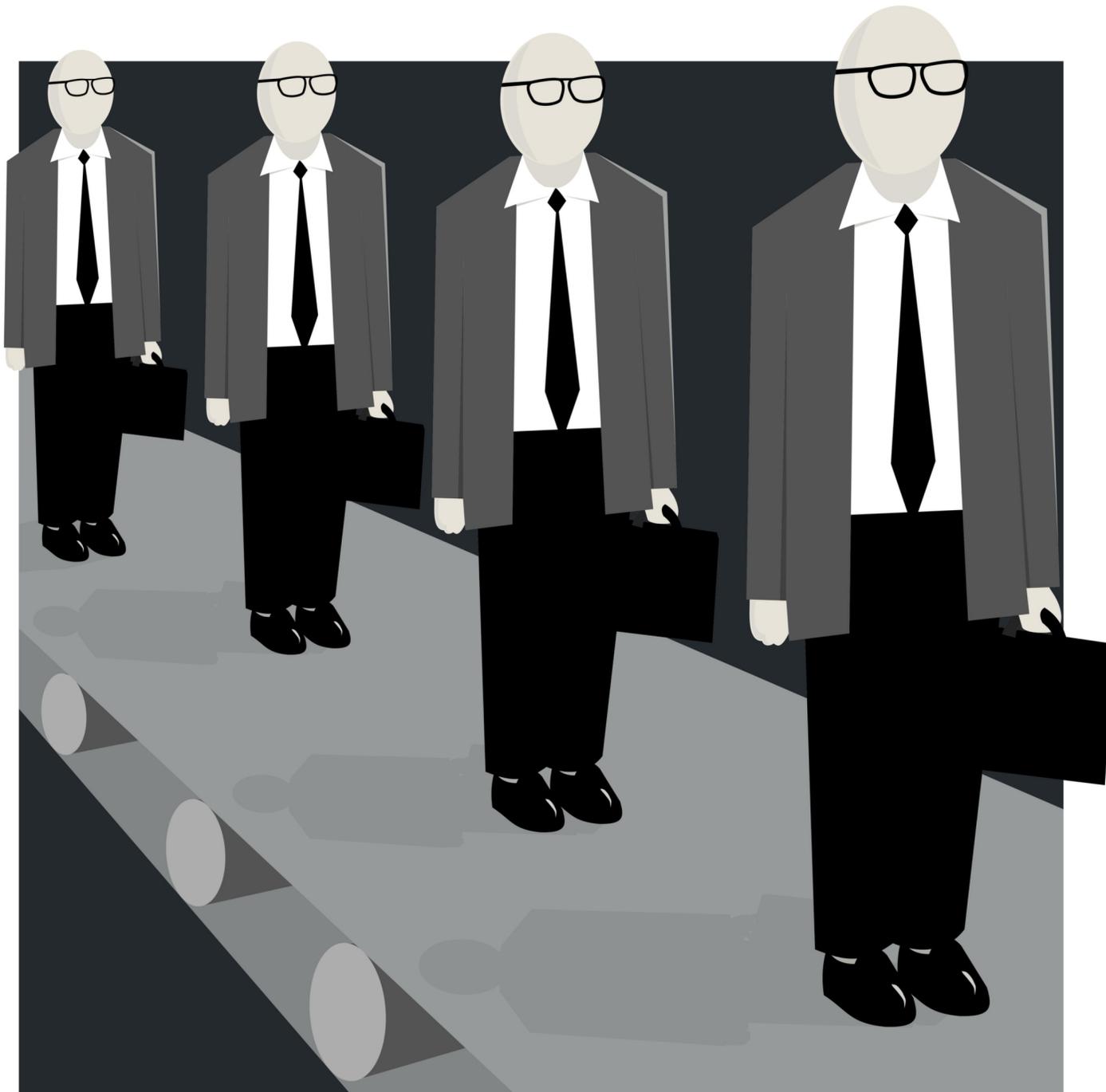
Global research conducted on 100,000 employees in 2019 revealed:

- depression has increased by 58%
- anxiety has increased by 74%
- and stress by 28%.

All three combined increased emotional health cases from 55% to 86% over a period of two years.

In Australia, research conducted by PwC prior to the pandemic revealed that people suffering stress, anxiety and depression is costing approximately \$100B pa in lost productivity, mostly manifested through absenteeism (meaning days off when not sick) and presenteeism (meaning people at work but not working or working to a low level.)

The cost in lost productivity to the US economy (again prior to the pandemic) was over \$1T pa. These alarming findings are mirrored in other studies ...



Research by the Social & Economic Research Council revealed that 89% of all people believe their work and life is meaningless ... and that they're stuck in the 'purposeless rut' of sleepwalking through life.

It's easy to pinpoint why this is happening. People lacking meaning, are lacking an understanding of who they really are, and why they are here. They are lacking their true higher vision, purpose and identity.

They're lacking an authentic personal brand.

Collins and Porras in their best selling book, 'Good to Great' found this was characterized by a lack of commitment to a core ideology and envisioned future.

And this lack of visionary leadership (of themselves and others) created companies with no collective reason for being, or purpose which inevitably suffered the dire consequences of a meaningless existence.

**Imagine being conscious enough to elevate well above a transactional mentality and deeply connecting with people in ways that provide something bigger, and better to belong to?**

## THE BIGGEST CHALLENGES COME FROM WITHIN

The greatest challenges that business leaders face right now is not the pandemic, the economy, technology, the dynamically changing social trends or political and media disinformation and betrayal ... they come from within.

The fact is there is virtually nothing external you can control. The only thing you can control is internal: your thoughts, words, emotions, beliefs and actions. If you take the responsibility to discover and embrace your authentic personal brand, your true higher self and integrate that into your very 'being', you will most certainly be empowered to create what you passionately intend for yourself, your business, and those you care about. Let's now review the three key internal challenges that will work to hold you back from doing this ...

### **Fear**

Fear is the primary negative emotion or energy vibration, and is the most destructive. Research has shown that one of the greatest things that will keep you stuck and doing things that don't change your life experience is fear.

Things like fear of change, fear of both failure and success, fear of being exposed or being vulnerable, fear of not being good enough, losing everything, not having enough money, not being liked or being alone.

There are a great many fears that people hold on to and these only serve to keep them from true self expression and meaningful progression. Our heart, mind and body, in their wisdom, use fear to protect us but this mostly works in the reverse: fear tends to breed more fear.

Being fearful and allowing the fear to dominate has us 'leaning back' and distances us from people, decisions, recognising opportunities and taking effective action that stimulates joy, fulfilment, harmony and happiness.

Think for a moment, when was the last time you chose to face life's challenges in a fearful state and achieved a great outcome?

Fear as a weapon does not help to motivate, to increase revenue, deepen relationships or make you feel safe. It doesn't best overcome competitive challenges or help to deal with investors or the tax man.

Entertaining your fears simply shuts down your creativity and imagination and renders you powerless to change the beliefs that these emotional charges stem from.

Fear also opens the door to other debilitating emotions such as increased worry, stress, anxiety and even depression ... these negative emotional states have been proven to increase disease states like obesity, hypertension, diabetes and pre-mature ageing and death.

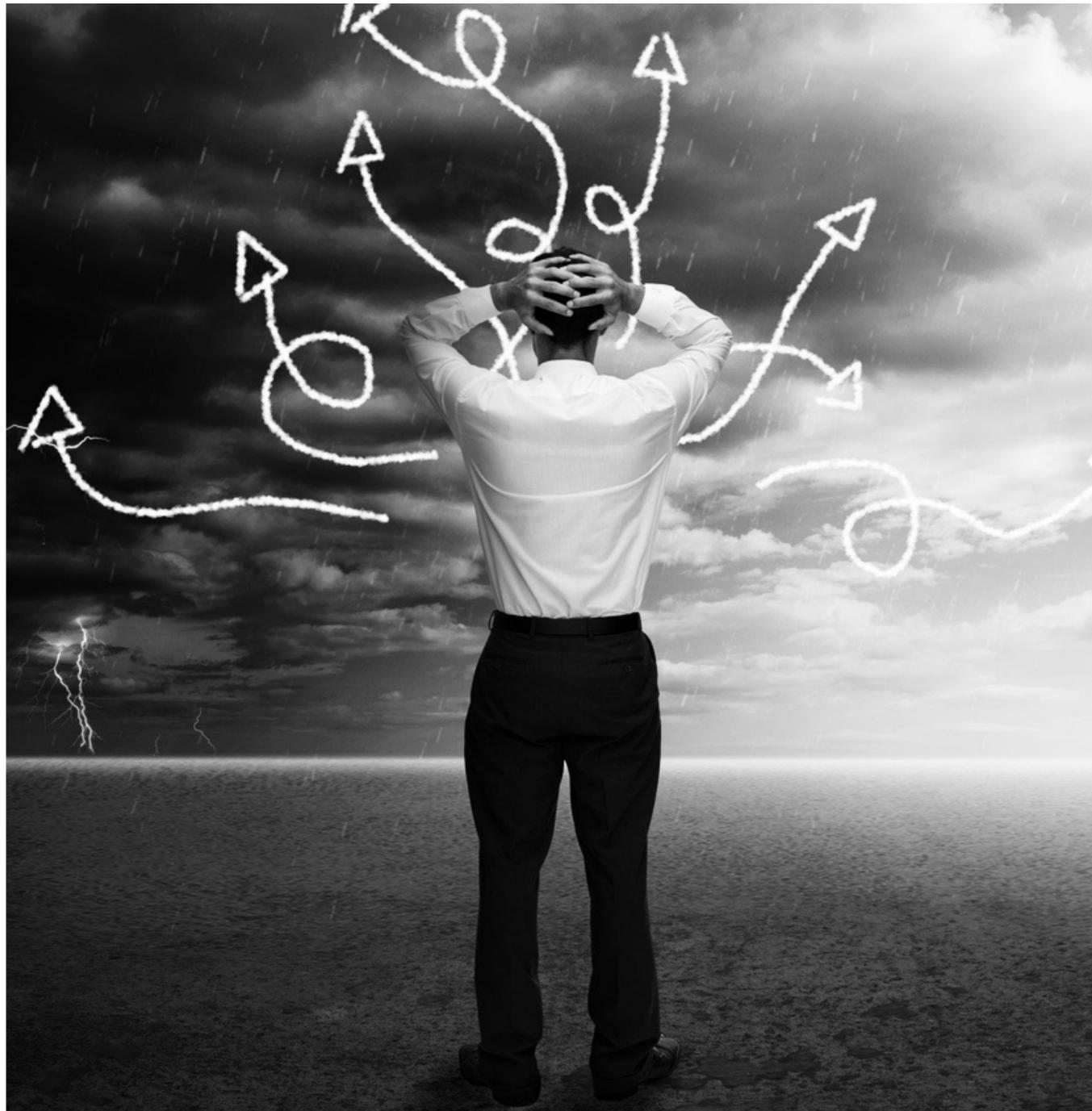
## Beliefs

We all hold on to certain beliefs most of which were imprinted from 0-7 years by primary nurturers or carers, such as our parents and family.

Subsequent beliefs we hold on are formed from the thoughts or stories we constantly tell ourselves, our internal narrative.



"WE'LL BE BACK, AFTER THIS COMMERCIAL BREAK, WITH MORE REASONS WHY IT'S NOT SAFE TO LEAVE YOUR HOUSE."



Whatever these beliefs are, good, bad, useful or useless, they get accepted and become entrenched neural pathways, our internal compass for what is 'right' or 'true.' Our thoughts, energy, behaviour and reality mirror our beliefs.

As children we are not equipped to question or change the beliefs others felt were good for us, or to formulate something better: now we are!

It is the subconscious, or nonconscious mind that holds onto all your beliefs: beliefs that multiply what you want, and beliefs that diminish it.

Until you become a master at reprogramming in beliefs that are congruent with your true higher self and goals you will be frustrated with a lack of meaningful growth, progression and achievement.

### **Ego**

Your ego is not your conscious self. The vast majority of people live in a world of limited possibilities because their 'ego-centric' nature rules.

If allowed the ego will focus on life's physicality, and self and perceived image, and what fuels that is the insatiable desire for more ... more possessions, accomplishments and adulation, more status, more money and more power and control. More ME!

All of this is supposed to provide happiness, boost our confidence and self esteem and avoid struggle, yet it rarely does.

Most people's way of dealing with this empty feeling is to go back again and strive harder to get more of everything. This simply keeps us in a never-ending dopamine fuelled life of the finite. The infinite possibilities will elude us.

There are schools of thought that suggest we need to become 'egoless'. This is not the answer, or even possible. Your ego is a part of you, it just needs its role redefined in context to your true higher self, or best self identity and what you are looking to achieve in your career and life.

When aligned with your authentic personal brand your ego will become a positive and functional part of fulfilling your extraordinary potential.

As long as we hide behind fear, limiting beliefs and ego-centric identities it is unlikely the other crucial elements of our true higher self will be discovered or enabled. The more you pursue your desires, the more they'll elude you.

**Imagine being in a state of 'unwavering internal certainty' with your true higher self & purpose, and consciously transmitting that energy so it becomes your every day experience, your material reality?**

*“While there are some outstanding people out there ... there are a great many more charlatans and bogus experts offering superficial and misleading solutions.”*

## **BEWARE THE CHARLATANS**

People in every sphere of business and life face many new and complex challenges, both external and internal.

Those that are actively looking to enhance purpose, meaning, fulfilment, joy and prosperity as well as performance and success, are searching for answers, the TRUTH, and most need ‘real’ experts to help.

The natural trend of expanding self awareness and consciousness, of a personal brand, has seen a deluge of ‘fake experts’ looking to capitalise and make a quick buck.

Have you noticed just how many ‘life and business coaches’ have magically appeared over the past few years and their all experts at creating a personal brand for you?

So while there are ‘some’ outstanding people out there that will empower you to discover your true higher self identity, there are a great many more charlatans and bogus experts offering superficial and misleading solutions ... so please beware!

## Personal Brand Vs Personal Trickery

Most approaches I have found for 'personal branding' tend to focus on developing an impressive CV, improving the person's presentation including graphic design and catchy language, reinventing their social media profile, or providing superficial personality profiling and archetypes.

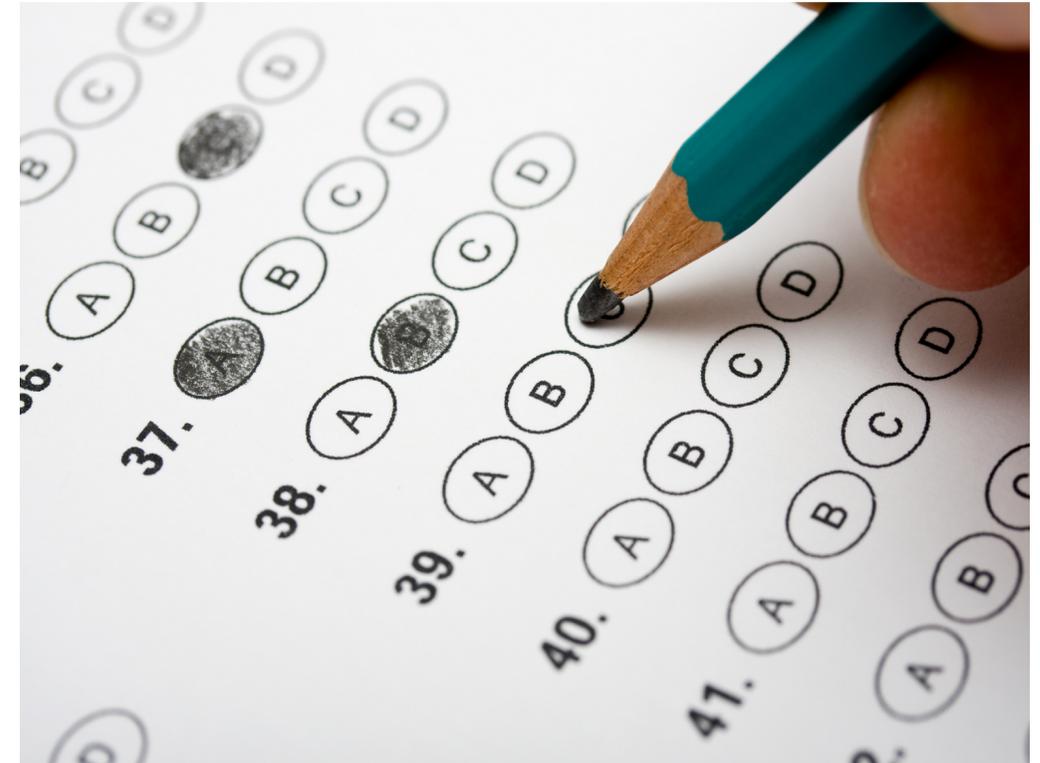
Many substitute 'identity' with 'personality' which is completely wrong. Your personality is not who you are, it is how you emotionally express who you are. Personality is one element of your identity, and certainly not the most influential.

Many companies making billions every year use multiple-choice questions for ease of assessment and for generating automated reports. All are designed to conveniently categorise you into someone's predetermined classification.

I've done a lot of these 'so called' assessments out of curiosity and have not found any to be close to the multi-dimensional reality and incredible power of my true higher self vision, purpose and identity discovered using my BSI Method.

Recently I purchased one, and answered the 26 five-point 'Likert scale' questions. Immediately I was delivered a report that typecast me into one of nine pre-determined personality classifications, with two sub types to appear more believable.

I did this assessment as a part of my normal research, and found it to be not only misleading, but completely wrong. Being stereotyped into someone else's predetermined categorizations is just another cage for you to be imprisoned by.



My great concern is that there are tens of millions of leaders, entrepreneurs, business owners and good people from all walks of life paying billions every year for leadership, training, coaching and personal development that is utter rubbish.

They are being completely misled into believing what they are told is the answer to who they are, how they should think, behave and how to present themselves.

The only outcome from these formulaic and deceptive approaches is more people being devastated when the promises made are not experienced. Yet those that are flogging them don't care because it's all about making money ... the transaction.

You must know this ... you are unique and have a higher vision, purpose and identity that was there when you entered this world. You have incredible power just waiting to be unleashed.

Everybody does. And with this amazing power you are capable of living a magnificent life that is meaningful, fulfilling, joyful and abundant.

**Imagine finding a way to uncover and release your higher level of being so you can live a purposeful life doing the extraordinary with ease and grace?**



If there were one major truth I hope to impart and help you to believe, it is this ...

You are a unique divine being with the inherent potential to do the extraordinary with ease and grace.



## THE SOLUTION MUST START BY GOING WITHIN

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Remember, Collins and Porras in their best selling book 'Good to Great' provided evidence that 'visionary' companies outperformed all others by a factor of 15, since 1926.

Visionary companies by nature are crystal clear about why they exist, who they are and what they need to do. While revenue and profitability are important visionary companies are creating a harmonious culture where their people truly belong – a place that is relevant, meaningful and adds great value to their life, and the lives they serve.

**For a company to be visionary it must have a visionary leader.**

Why? Because studies have proven that the leader has the greatest influence over everybody associated with the company ... the team, supplier partners and of course the clients or customers. The leader's clarity and focus, matched with their high energetic vibration, and their aligning behaviour sets the tone, the emotional standard, the energetic culture and focus of the company, and also the outcomes experienced.

The leader who has 'gone within' using the right method will get real clarity and focus of their true higher self, their personal brand, and accordingly will perform in the optimal state of heart led conscious flow. Success flow! This powerful 'resonance' also serves to inspire and motivate others to be and do their best as well. Leaders with this capability build harmonious resonating cultures that manifest what they intend both personally and collectively.

And that is a true organisational brand ... which is incredibly rare!



As that kind of leader you will defeat complexity, uncertainty, insecurity and fear with clarity, focus of intention, high vibrational energy and coherent action.

And in doing so you will energetically attract people and opportunities ... and magically manifest, as if by alchemy, everything you passionately intend.

You might think people, leaders and organisations like this are common, in fact the opposite is true. Almost 90% have no idea of their personal and business 'why, who and what', their personal and business brand identities.

They're commodity traders obsessed with transactions and revenue. And the sacrifice for that is the people that work for them, and their customers.

This heatless approach to living and working is already crumbling rapidly.

So if you're seeking to be one of the 'new breed' of entrepreneurial leaders, the first and essential starting point is to discover your higher vision and purpose, and your unique identity: your authentic personal brand.

**Imagine being a leader with a high level of self awareness and self control, who doesn't react through outmoded beliefs but responds only through the filter of their true higher self, and purpose?**

Becoming a visionary leader that has clarity and focus of intention is a wonderful opportunity right now because there is virtually no competition. Seriously, hardly anyone is being or acting in this way!



## AN UNRIVALLED METHOD FOR AUTHENTIC PERSONAL BRANDING

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In a sea of ‘confusion, fear and mediocrity’ you may be wondering how people rise above this to confidently be and do the remarkable with apparent ease, grace and elegance?

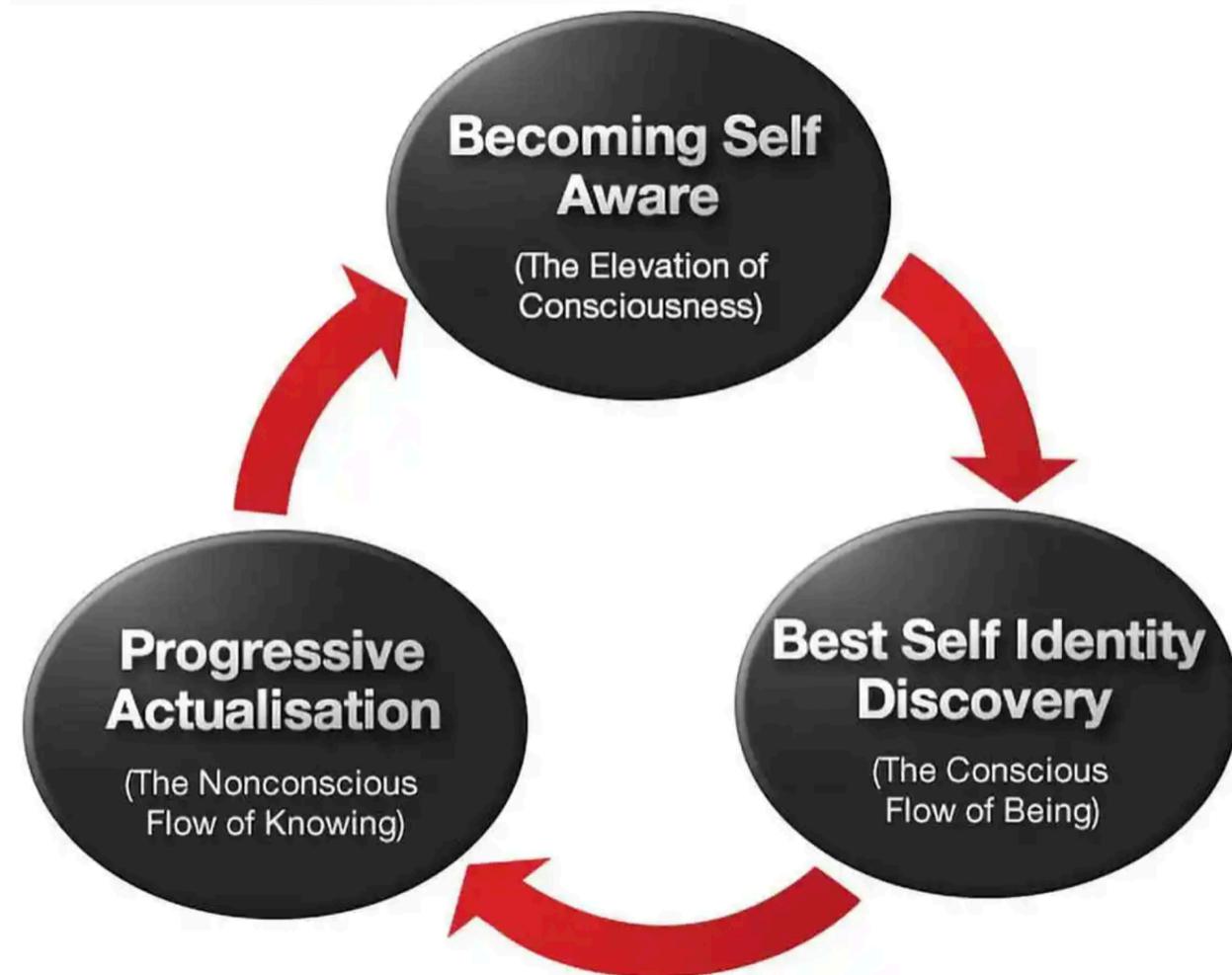
Allow me now to introduce you to one of the most powerful and proven methods available to start that journey.

The Method I am presenting is backed by scientific research, and more importantly the outstanding evolutions and transformations thousands of people are continuing to experience after having completed it.

It is the **BSI Method or Best Self Identity Method** - a comprehensive, enlightening and empowering six-stage online e-learning program that is ‘para-disciplinary’ in nature.

That simply means it’s a harmonious fusion of simple and highly effective modalities including a unique identity model, eastern and western philosophy, quantum physics, neuroscience, spirituality and over 30 years of the creators experience developing successful leaders and enduring brands across four continents.

No overnight expert ... no plagiarised approach ... no multiple choice questions or predetermined classifications and NO deceptive promises! This Method is tried, tested and proven on the toughest critics on the planet ... many thousands of Executives, Entrepreneurs, Business Owners, Celebrities and Elite Athletes. You can TRUST that this method will work for you too!



The BSI Method has just one objective ... to empower you to discover, clearly articulate and passionately realize your true life vision, purpose and unique identity.

Your PERSONAL TRUTH or PERSONAL BRAND.

Your divine 'why and who'.

Just as importantly it will enable you to elevate your vibrational energy around this so you can meaningfully grow, progress and achieve in a state of conscious heart led flow ... SUCCESS FLOW!

Doing this you will get back your freedom, live as a sovereign being and become the orchestrator of your own business and life.

Sounds awesome doesn't it? It is yours if you so choose.

**Imagine being absolutely clear about who you are, why you are here and how to make that happen with magical certainty every single time?**

**[Click Here to Schedule a No Cost High Value Session with Glen](#)**

## THE SECRET TO THE BSI METHOD

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There are a great many people now talking about Quantum Physics yet very few know how to utilise this knowledge practically, especially in the context of life, leadership and culture. In this Method you will learn how to do that.

Quantum Physics has revealed that the universe in which we all live is actually an omnipresent, omniscient, intelligent and interconnected field of energy. Often referred to as the quantum field, it exists in a state of unlimited potential ... the potential to manifest, or form, into any material object.

Everything within it, including you, the planets, Earth, the trees, your car and everything else you see is formed from the quantum field. That means you are pure vibrational energy. The quantum field is coherent with your vibration and accordingly your own unique universe, your life, is coherent with your energetic vibration, which is a perfect reflection of your deeply held thoughts, emotions, beliefs and intentions.

One of the fundamental tenants of Quantum Physics is based on the fact that the observer and the observed are not separate in nature - they are energetically connected. This means that the observer's expectations, expressed through energetic vibrations or frequency, dynamically changes what is being observed. Put in context, and here is the secret, when you are clear and focused around your beliefs and intentions, specifically why you are here, who you are and what you want to achieve, this will be the vibration of your energy, and when combined with focused intention and action will turn that into your material experience ... every time.

It is this energetic vibration and transmission, the belief that it has already happened, and your aligning actions that quite literally creates the physical form that matter takes. It creates the world you live in, your everyday experiences.

## What is Energetic Vibration?

Let's look a closer at this reality of energetic vibration, what it means to you and how it will affect your work and life and what you are achieving.

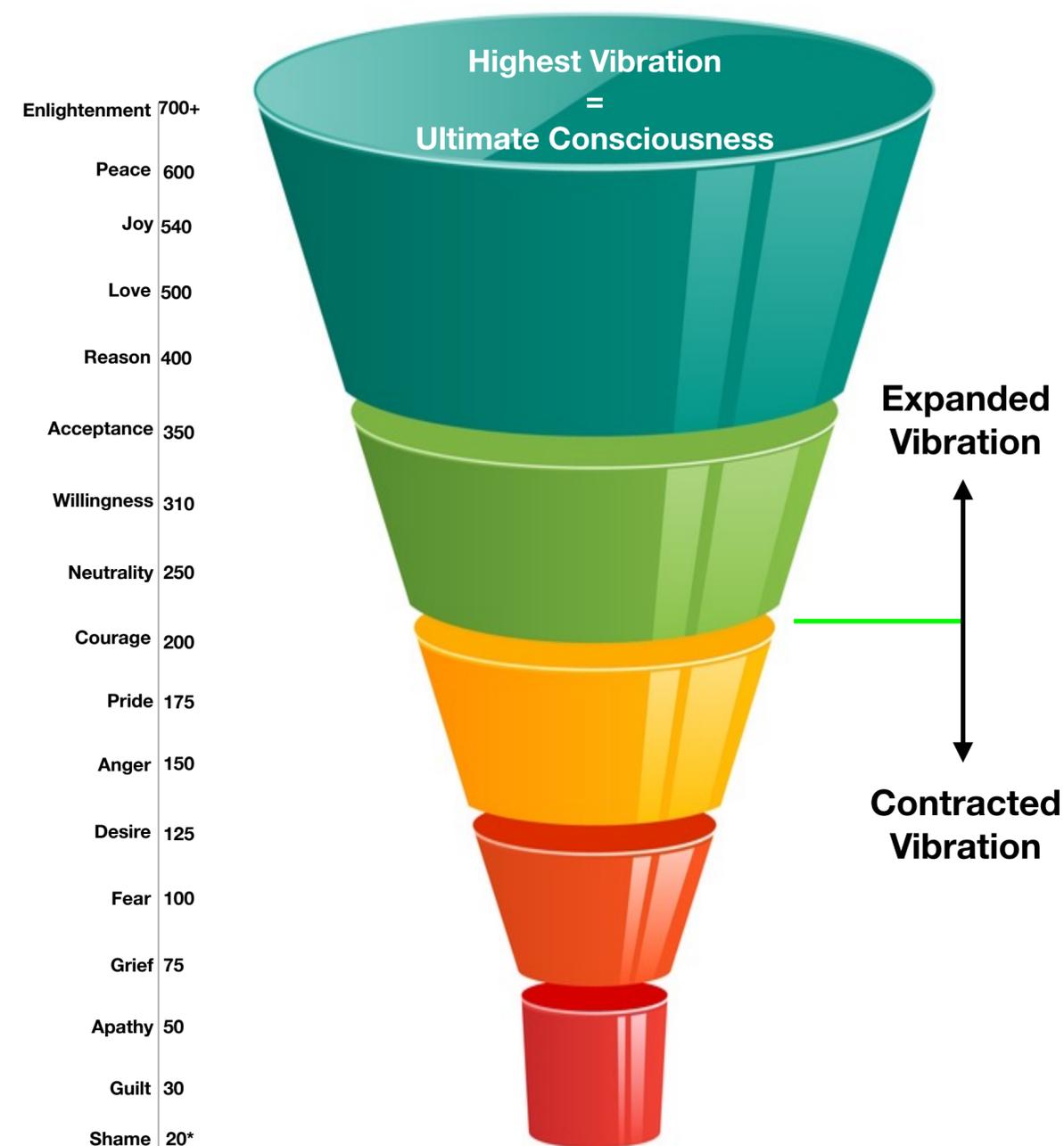
If you study the model to the right you will see the different levels of vibration based on your thoughts and emotional states, which stem from your beliefs.

The energy you vibrate at is affecting you, and everyone around you, either in an expanded way (multiplying), or a contracted way (diminishing).

The average vibrational frequency for all people in the world is around 200 (courage). People that consistently vibrate at 500 (love) are capable of elevating the frequency of 750,000 people to that level.

People vibrating at 600 are capable of elevating 10 million, and people vibrating at 700, the enlightened ones, can positively impact as many as 70 million people to elevate their frequency.

As we have discussed earlier, there are a great many people currently vibrating at shame, guilt, fear, desire and pride. So imagine if you learn to change your frequency of vibration to 500 and above ... you can have a massive impact on the world you live in, and on the worlds of so many others. In this Method you will learn how to do this.



\*Hz or emotional vibrations per second

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## IT'S TIME TO AWAKEN YOUR TRUE POTENTIAL

The fact that you are reading this guide is no coincidence, luck or an act of fate. And that's why it's crucial you accept this providence and take definitive action now.

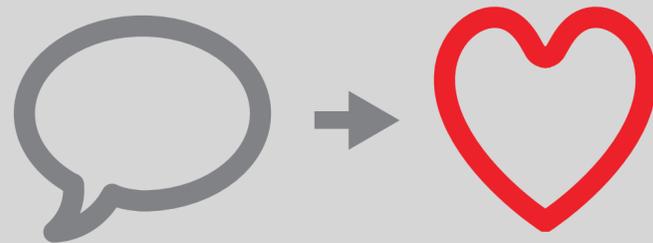
The **BSI Method** will open up the pathway to ...

- Know exactly who you are, and why you are here
- Create your new higher life story and meaningful narrative
- Take on every day with clarity, focus and optimism
- Align your behavior with your true higher self
- Clearly and calmly speak your truth
- See people and events and for what they really are
- Be centred, resourceful and happy even in the most difficult of times
- Welcome and overcome challenges with ease and grace
- Meaningfully grow and progress in your business and life with peace, joy and prosperity.

**Now is the time to elevate every aspect of your career and life through the discovery and realization of your true higher self, your authentic personal brand.**



Many leaders, entrepreneurs and people from all walks of life have happily provided feedback on what they experienced with the BSI Method.



*“Hi Glen ... I just wanted to write a short note to let you know of the continuing impact of the Best Self Identity work we did together.*

*As you know, I am highly qualified in various areas and this was an obstacle ... I just wasn't sure how to describe what I did in a simple way that captured all my expertise. I'd been advised by all sorts of people about how to 'position' myself ... but none had helped me to focus on what it is that I actually do at the core of my being.*

*Since our work together, I have remained consistently able to stay focused on what really matters to me.*

*I see the thread of my best self in everything I do ... from consulting with clients, my marriage and kids and my staff, friends and colleagues. The absolute core benefit I bring is to help people 'become whole' ... and you helped me surgically remove the clutter and baggage in order to realise that. Priceless.”*

**Dr. Nic Lucas, Neuroscientist & Founder of 10X Entrepreneur**

*“When Glen enters the room, everyone notices. When Glen speaks, everyone listens. As the world leading expert in branding and best self identity discovery (aka personal branding) Glen's presence is unmistakable and his unique message is strong. He's the real deal!*

*Glen has helped me on the journey of creating my own best self pulse, unleashing unlimited potential in my personal life as well as my business life. Glen is noble, humble, and kind hearted and he is true. I consider him my mentor and my friend.*

*What few people know about Glen is that he has a profound spiritual side to him. This, coupled with his extensive corporate experience in the brand development world wide enables him to tap into multiple dimensions and mindsets to offer each of his clients a perspective on themselves and their organisation that is unique to them.*

*I am a raving fan of Glen Campbell. I can't recommend him highly enough to any company or individual who wants to discover their next best self identity.”*

**Pauline Nguyen, Australian Businesswoman of the Year. Best Selling Author. International Speaker & Spiritual Warrior.**

*“After 11 years as a CEO you think you are well equipped and balanced as a leader, and as a person.*

*Working with Glen has enabled a dynamic recalibration of myself and allowed my best self identity to evolve and now be at the forefront of my business and personal life.”*

**Matthew Lazarus-Hall, CEO, Uncommon Chord Entertainment**

*“Working to identify your best self in the Brandheart way is a brilliant blend of science and emotion that has provided clarity to my purpose and how I can fulfill this each and every day.*

*Glen is a master educator and guides the process with the confidence of someone who has really done their homework. A great journey, one I highly recommend.”*

**Derek Borean, Group MD & CEO, Altius Group**

*“Being invited by Glen to explore my best self-identity has been one of the most invigorating & liberating experiences of my career.*

*Rarely does one truly explore who we are as a leader with this level of accountability, eventually reaching depths that far exceed any expectations and any preconceived beliefs about oneself as a leader.*

*The proof of the process is clearly my responsibility in the story of my leadership and vision unfolding. However, it is working intensely with Glen that elevated me to new heights of self-awareness, leadership ability and an unwavering belief in a vision I am now destined to make reality.”*

**Margo Ward, Founder & CEO, Kids Express Charity**

*“Working with Glen was a delightful experience His ability to encourage an awakening of spirit and a true connection to my innermost reason for being was masterful.*

*Glen's BSI Method is beautifully developed  
- and it's a thoroughly enjoyable process to partake in.*

*The end result culminating in a most welcoming 'ah ha' moment of personal truth and understanding.  
Thank you Glen!”*

**Kim Liddell, CEO, NDEA**

*“Glen Campbell is the Master when it comes to Branding and Best Self Identity.*

*He uses unique methodologies that get results. I have done a lot of business courses & personal development, but none of them have I used afterwards on a daily basis like I do with this.*

*Every single day I reference my Best Self Identity and use it in my work and life! I am immensely grateful for the support and insights provided by Glen, and the absolute clarity I now have about my Vision, Purpose and Best Self. This experience was a life changer! Many thanks Glen.”*

**Sandra Wood, MD, Great Managers**

*“Kicking off 2016 I took some time out to reflect on the last 24 months. I'm very grateful for a long list of incredible accomplishments thanks to the Brandheart Method.*

*Cracking my own code and understanding what my 'Best Self Identity' looks like has me taking on every day with total clarity and purpose. It's amazing how something so simple has such a totally profound effect on up-lifting your life. Thank you Glen...legend!”*

**Kobi Simmat, CEO, Best Practice Certification**

*“I consider you amongst the most influential people in my life.*

*You can be assured your skills in the Best Self Identity Method have helped me achieve the sort of life freedom that had eluded me.*

*Thank you!!!”*

**Olivia Corrado, MD, BPW Transpec**

*“The Best Self Identity experience for me has been a revelation!*

*After working with Glen Campbell I have new lease of life. Before that I was feeling unfulfilled in my business and this overall sense of unhappiness was permeating into my personal life and affecting my family and my well-being.*

*Now being a Brandheart post-op patient I can genuinely say that I have a massive sense of enthusiasm and optimism about who I am and what I can achieve in business and in life.”*

**Jason Currie, Director, GVG Property**

# The Magic of Glen Campbell



## GLEN CAMPBELL, CREATOR OF THE BSI METHOD

After graduating with both marketing & psychology degrees Glen spent the next 27 years working in some of the world's best and brightest brand strategy companies across four continents including Clemenger/BBDO, Saatchi & Saatchi, Leo Burnett, Love Communications and IdeaWorks.

The last 15 years of that time he was the Chief Executive of four renowned branding agencies.

Glen has incredible global experience working with many hundreds of leaders and leading brands across a multitude of categories and cultures. He has also lead teams of extraordinary individuals to develop many powerful and enduring brands that lead categories.

Fifteen years ago he left corporate and developed unrivalled and proven methods for leaders to discover and realise their true purpose and unique identity, their authentic higher self or Personal Brand. And then to energetically manifest their passionately held personal and business intentions with ease and grace.

Glen has worked 1:1 with many hundreds of business leaders and entrepreneurs and has engaged many thousands of others seeking meaningful growth and progression into his e-learning programs comprizing the BSI Method, Performance Optimization and Rainmaker Secrets. And the results his clients are getting are nothing less than transformational.

Glen's unique magic comes from his understanding of eastern and western philosophy, neuroscience, modern leadership principles, quantum physics and his uncanny ability to discover, simplify and powerfully articulate what makes the heart of people, and organisations, beat the strongest ... their true higher self or authentic BRAND STORY!

