

4x4 D self-branding

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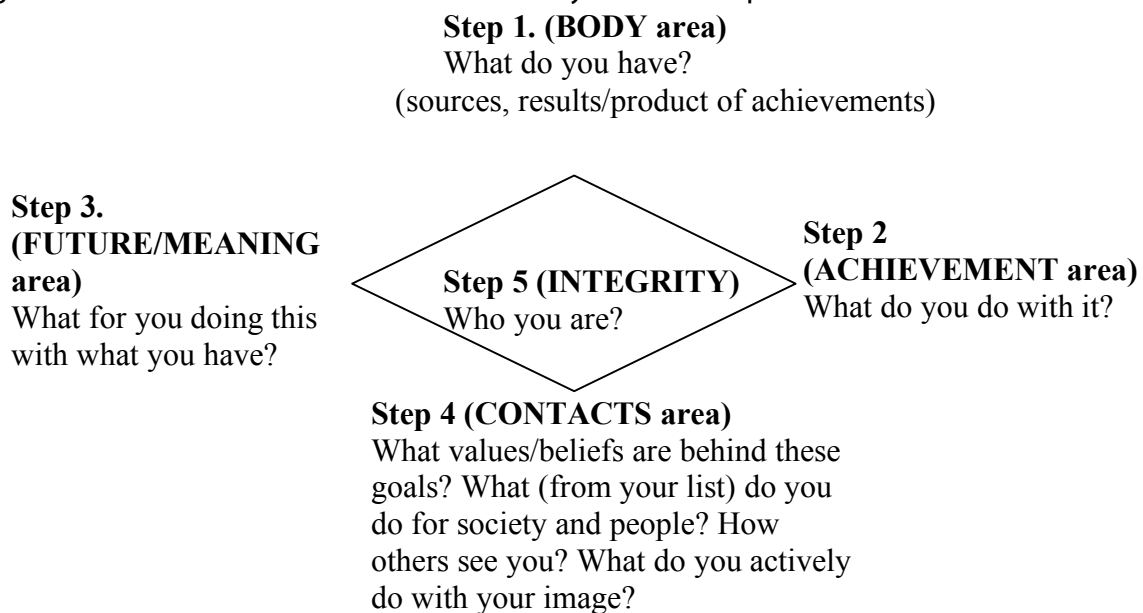
4x4 D self-branding is a powerful tool to observe, restore, plan and monitor one's life. It based on basic concepts of Positive Psychotherapy of Dr. Nossrat Pseschkian and has been successfully probated for short and long-term use in psychotherapeutic sessions, counseling, trainings for managers and coaching. It usually takes 1-2 hours to go through and calls long lasting insights for conscious being and vision to be fulfilled.

It helps as well to bring in coherence the once identity, actions and the way it appears to others. In order to do so we use 4 dimensions of activity and 4 dimensions of identity (this where the name of the methodic came from).

4 dimensions of activity involve model of balance providing us with some new insights about it. This exercise and can be processed within the 5 self-explaining steps (that corresponds closely with 5 stages of intervention in Positive Psychotherapy) from observation of sources towards the first draft of the mission statement and identity vision (figure 1).

All tasks can be exercised individually, in couples or in the small groups. When in couples or small groups, participants answer every question for them selves (better to write down the answer) and then share ideas.

Figure 1. Evaluation of 4 dimensions of activity within 5 steps



Fifth step involves the additional dimension that INTEGRATES 4 dimensions. Answer can be formulated as an intuitive image or adjective/quality or some formula etc. This step brings us to the stage of IDENTITY exploring. This for we use the now oriented version of model for modeling described by Dr. Nossrat Pseschkian, that we called "4 dimensions of identity (VISION)" (Figure 2)

When one answered all Questions regarding the current situation he/she can observe all results and measure it by the scale of subjective satisfaction (min – 1, max – 10 points). Then one can write what exactly he(se) is not happy with.

For this exercise we follow the hypothesis that it is impossible to find something in one life that he/she does not have/do. It means that one does not need to wait unless some inspiration or kind of insight will visit him. The way for changes starts with the decision. So if one dislikes his/her results he/she needs just to decide what he/she wants to change. In order to help in structuring these decisions we use the FUTURE version of 4 dimensions of identity (Figure 3). Figure 2. 4 dimensions of identity (VISION) – now

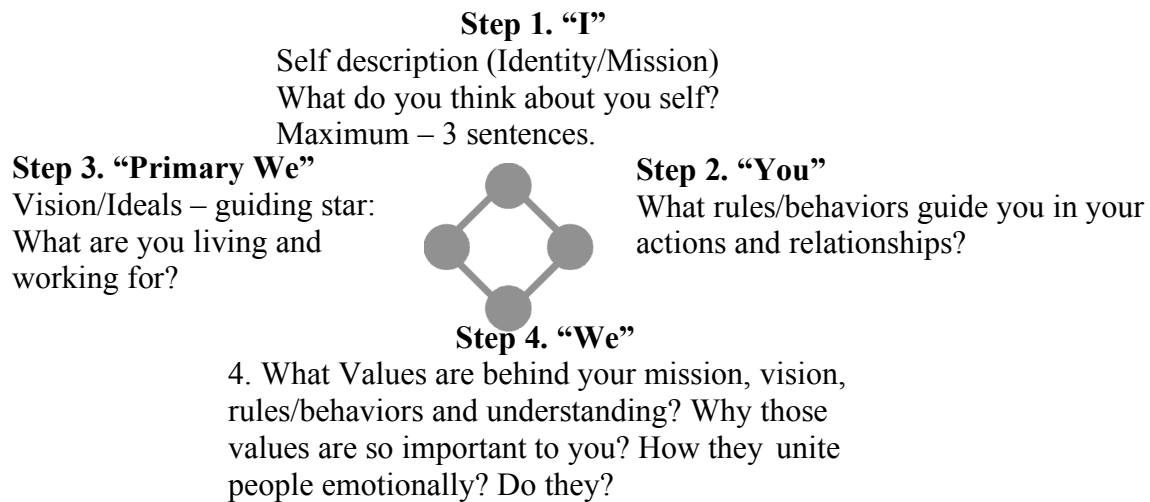
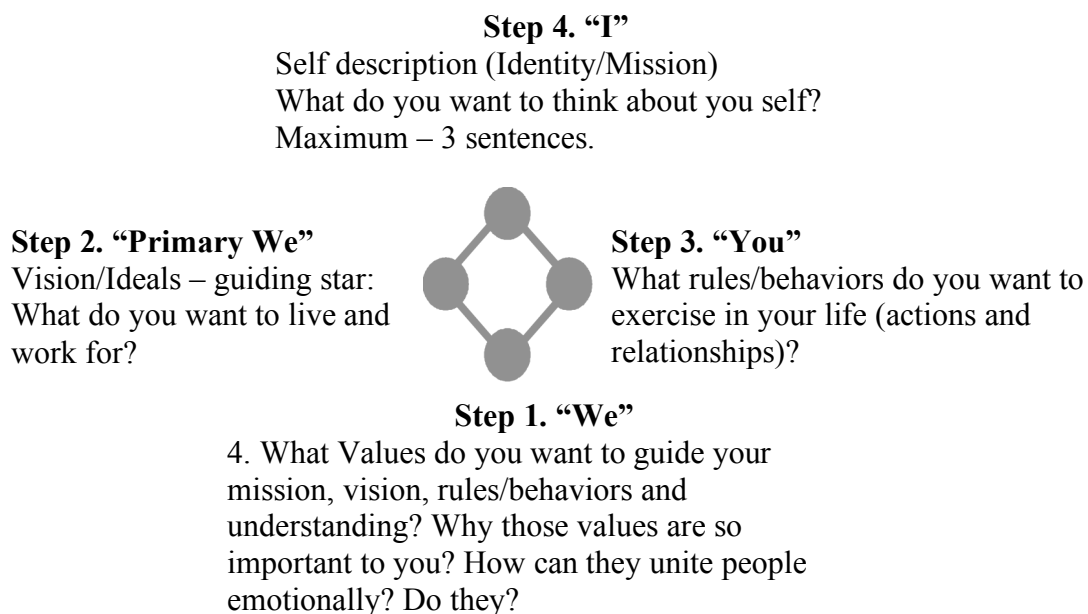


Figure 3. 4 dimensions of identity (VISION) – future



After all it will be good to discuss what exact actions one is going to undertake to fulfil this vision within the next week/month/year.

The best way to see how this technique works is to do it. So try it out and enjoy the results. We will be more than happy to get your feedback by e-mail: ivan@positum.net