



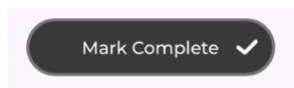
## 4DOD Personal Profile Series – Navigation Guide

Welcome to your 4DOD series navigation guide. A content map to help you to explore this series so as to find your own optimum learning journey through the course.

Each 4DOD series has been designed and laid out in a clear order to ensure each video and module builds on the previous learning. You can:-

- 1) Follow this lesson order and work through the series sequentially.
- 2) Choose the order you watch the series according to your learning and development priorities and/or the live 4D course or coaching you are currently undertaking with your 4D coach.

Whether you watch the series in sequential order or whether you dip in and choose modules and videos according to your learning priorities and preferences, after each video make sure you click the 'Mark Complete' button.



Even if you watch the videos out of sequential order, as long as you press the 'Mark Complete' button after each video, your work will be logged and your progress tracker will update.



Below you will find the description and takeaways for each video in each module to help you decide whether you watch the series in order or where you might like to start.

## 4DOD PERSONAL PROFILE SERIES

### MODULE 1: Personal Profile Series Introduction

#### Core Topic:

Get the complete roadmap to taking control of your reputation - discover the gap between how others see you and who you really are, then master the tools to close it.

#### Goals & Takeaways:

You'll discover that stories about you already exist in the world, shaping opportunities and how colleagues, clients, and leaders perceive you right now. Your profile matters whether you're seeking new roles or building influence where you currently work. You'll examine whether there's a disconnect between your external reputation and authentic self, then get the complete framework for bridging that gap intentionally.

The 12-module journey ahead equips you with practical tools to develop a self-authoring mindset, taking control of your narrative both in-person and online. You'll write your own story rather than letting others create it for you.



## **MODULE 2: Personal Profile in 4D** – A map to take charge of how you impact others

### **Core Topic:**

Master the complete framework that maps your profile across every dimension—discover how you show up physically, emotionally, mentally, and with others, then take control of it all.

### **Goals & Takeaways:**

You'll learn a foundational model that reveals how your profile exists far beyond a CV - it's created through four key dimensions and two contexts. You'll practice real-time exercises mapping both positive and challenging moments to see exactly how you show up physically, emotionally, intellectually, in your environment, and with people - then immediately identify what to change.

The framework introduces your intentional dimension - the powerful centre that gives you choice to reshape any aspect of your profile. You'll discover the science of neuroplasticity and apply quick, practical tools to rewire old patterns, create new neural pathways, and author your own narrative rather than letting others write your story.

## **MODULE 3: 4D Internal Profile** – A positive profile starts with what you believe about yourself

### **Core Topic:**

Transform your internal profile from critic to ally—because the voice in your head directly shapes your confidence, decision-making, creativity, and how others experience you in the world.

### **Goals & Takeaways:**

Your internal profile—the thoughts and beliefs you hold about yourself -isn't just self-talk; it's the foundation of your entire external reputation. When you believe "I'm not good enough," those beliefs leak into how you communicate and lead. The research is compelling: self-awareness and self-compassion boost resilience, emotional intelligence, creativity, productivity, and decision-making.

Through three practical exercises, you'll identify automatic negative patterns, develop your "inner cheerleader" for self-compassion, and energise empowering beliefs using the impact equation. These simple daily tools build the confidence that translates into genuine success, transforming your internal profile into the springboard for the life you actually want.

## **MODULE 4: 4D Physical Profile** – How gestures, body language & expressions impact your personal brand

### **Core Topic:**

Master your physical profile - because people read your body language, posture, and facial expressions before you even speak, shaping their entire impression and how they'll talk about you.

### **Goals & Takeaways:**

Your physical behaviours create your reputation faster than words ever could. Research shows our brains process physical information quicker than language, make instant assumptions, and use mirror neurons that light up based on your gestures. Seven unconscious patterns - from smile scale to busy body habits - constantly broadcast messages about who you are.

Through filming exercises and practical demonstrations, you'll identify your automatic physical patterns and discover how tiny shifts in posture, eye contact, or body language dramatically change perceptions. You'll practise new behaviours with instant video feedback and choose one specific change to transform your professional presence. These actionable tools help you consciously build the physical brand you want rather than accidentally creating one through unconscious habits.



## **MODULE 5: 4D Profile with Purpose** – Communicating your 'why' to create an inspiring profile with purpose

### **Core Topic:**

Discover how to introduce yourself with purpose and impact - move beyond job titles to communicate what truly drives you.

### **Goals & Takeaways:**

Your job title tells people what you do, but it doesn't make you memorable or show what matters to you. Research shows memories form through emotion and universal truths - human experiences we all share. When you only give your role, you're offering a singular connection point rather than multiple ways people can relate to you.

Through filming exercises and the What-How-Why framework, you'll craft a purposeful business card that captures your impact on the world, not just your function. You'll discover your unique "how" and explore your deeper "why" - what genuinely drives you beyond money. These practical tools create an inspiring introduction that connects authentically, stands out from the crowd, and makes your profile genuinely memorable in meetings, presentations, and interviews.

## **MODULE 6: The Power of Words** – Using language that boosts your brand

### **Core Topic:**

Discover how your word choices shape your reputation, and how to code people's brains to remember you exactly how you want.

### **Goals & Takeaways:**

Words are psychoactive - they literally change brain chemistry, influence thoughts, and alter behaviours in yourself and others. Research shows negative words release stress hormones whilst positive language enhances cognitive function. Yet most people unknowingly use language habits that undermine their profile: negative words, self-deprecating phrases, diminutive language like "just" and "basically," and fillers that erode credibility.

Through filming exercises, you'll discover how replacing "but" with "and" or a pause transforms perception, why self-deprecation damages your reputation even when unintentional, and how diminutive words literally make people value you less. You'll practise leveraging language to boost impact, then create your Personal Profile Three Words - the specific terms you want associated with you. These practical tools help you consciously code others' brains with language that builds the reputation you actually want.

## **MODULE 7: 4D Impactful Online Profile** – Creating a powerful reputation online

### **PART 1. A strong online profile in 4D2C**

### **Core Topic:**

Your online profile arrives before you do - for jobs, partnerships, or dates. Learn practical tools to control your digital presence and shape the reputation that precedes you – in 4D!

### **Goals & Takeaways:**

Your reputation economy matters - people check you out online before meeting you - for work opportunities, business partnerships, collaborations, and personal connections. Most people aren't happy with how they're represented digitally.

You'll map your profile across five key areas: physical (photos, visuals, colours), emotional (energy, passion, reliability), intellectual (facts, expertise, language), environmental (platforms like LinkedIn vs TikTok), and relational (who you follow). You'll identify one action in each area to dial up your impact, stay intentional about what represents you, and treat your profile as an evolving organism rather than a one-time task. These practical strategies help you consciously shape the digital "you."



## PART 2. Tools to make sure YOU in life is YOU online

### Core Topic:

Transform your online presence from static CV to dynamic opportunity magnet - 19 practical tips to build an authentic profile that opens doors you haven't even knocked on yet.

### Goals & Takeaways:

Your online profile isn't something you create once and forget - it's your daily business card, future-proofing tool, and conversation starter. From crafting your movie tagline to choosing photos strategically, from video content that builds instant connection to micro-blogs that position you as an expert in areas you're moving into.

Learn to share insights rather than information, tell compelling stories revealing your "why," and use testimonials to boost both others and yourself. Master staying visible through easy daily habits, keep your profile authentic whilst expanding possibilities, and stay curious about tech. These practical tips help you consciously shape your online narrative - because if you don't decide what your profile says, search engines will decide for you.

## MODULE 8: Living your Profile Everyday – How to be good to work with

### Core Topic:

Discover how micro-interactions build your reputation as collaborative and curious, making you the person everyone actually wants to work with.

### Goals & Takeaways:

Being easy to get along with matters as much as delivering good work on time - it's what keeps opportunities coming and doors opening. Through interactive games and the ego grid, you'll shift from defensive reactions to genuine curiosity when challenged, making collaboration effortless rather than exhausting.

You'll practice "word in the head" to intentionally show up with the energy you want, recognise autopilot response patterns (the constant "busy story"), and learn to share wins rather than overwhelm. These exercises help you become someone people seek out for projects and partnerships - closing the gap between who you know you are and how others experience you daily.

## MODULE 9: Maintaining your Profile – Create easy habits to live and breathe your brand every day

### Core Topic:

Willpower fails - discover four principles that make habits stick without motivation, using brain science to embed new tools effortlessly into your daily life.

### Goals & Takeaways:

Willpower isn't enough - your brain actively discounts future happiness and conserves energy, sabotaging resolutions. The real solution is habits - compound interest for personal improvement where 1% better daily becomes 37% better yearly.

Through four principles - simplicity (two-minute rule), setting (using environment as prompts), satisfying (making habits enjoyable now, not just beneficial later) and stacking (attaching new habits to existing ones) - you'll embed tools from this series without exhausting yourself. Learn to build identity rather than chase goals, use your body's natural rhythms for habit formation, and reverse these principles to break unwanted patterns. These science-backed strategies help you sustain change long-term, making the person you want to become automatic rather than effortful.

## MODULE 10: Reputation Repair – Tips and techniques to repair a damaged personal brand

### Core Topic:

Your reputation can crumble in an hour after years of building. Discover how to repair damage, turn setbacks into comebacks, and emerge stronger.



### **Goals & Takeaways:**

Whether your reputation took a hit through mistakes, misunderstandings, or circumstances beyond your control, or you're just not getting the profile you want - this gives you the roadmap back. You'll map what's adding to the damage across physical behaviours, emotional reactions, thought patterns, environments, and relationships.

Through 18 practical rules - from separating emotion from fact, taking accountability that diffuses attacks, flooding the world with positive content rather than just removing negatives, getting strategic allies, to knowing when to stand strong versus when less is best - you'll discover how to come back with added qualities like resilience, courage, and humility. These tools help you consciously rebuild rather than react, turning damage into opportunity for an even better profile.

## **MODULE 11: Values and Your Profile** – Communicating your values, passions & what you truly care about

### **Core Topic:**

Discover how your values drive every choice and trigger. Learn to identify and leverage them to build a reputation that actually fits who you are.

### **Goals & Takeaways:**

Values determine the choices driving your life - from projects you choose to organisations you'll work for - yet most operate under the surface unconsciously. When your profile doesn't align with your values, you'll feel it strongly, creating internal conflict that shows externally.

Using the values tree and value stack exercise, you'll identify your top values through rapid-fire comparisons that reveal what truly matters most (not what you think should matter). You'll discover why certain people trigger you (value clashes), why you're drawn to specific work (value alignment), and how to explicitly weave your values into conversations, online profiles, and decisions. These exercises help you build an authentic profile rooted in what genuinely drives you, giving you a solid pillar to return to during uncertainty or crisis.

## **MODULE 12: Successful CVs** – Creating a standout CV

### **PART 1: Getting through the door - Initial Factors**

### **Core Topic:**

You're one of 500 applicants with a 0.2% chance. Discover how to beat keyword filters and showcase your authentic value and the future potential you bring.

### **Goals & Takeaways:**

Most CVs never reach human eyes - they're filtered by applicant tracking systems hunting for keywords. The one-size-fits-all CV is dead - you need tailored profiles matching three keyword categories: company culture, hard skills, and soft skills from each job description.

Through exercises comparing task versus value, past versus future, and me versus we, you'll balance experience with personal brand. You'll learn to mine job descriptions for keywords whilst staying authentic, create CVs passing digital filters, and communicate your complete profile - not just roles held, but who you've become and where you're headed. These strategies dramatically increase your chances of standing out from hundreds of applicants.

### **PART 2: CV in 4D – Making Your CV Relevant and Engaging**

### **Core Topic:**

Your CV is more than a job list - it's a four-dimensional profile. Learn to shape what employers see when they research you before the interview, so you stand out from the crowd.



### **Goals & Takeaways:**

Eye-tracking studies reveal recruiters need clear headings, bullet points, uncluttered layouts - two pages maximum. Your CV requires physical clarity, emotional resonance through mission statements and hobbies, intellectual precision matching keywords to descriptions, and intentional alignment where your purpose mirrors company values.

Cross-reference all social media with your CV before employers do - delete problematic posts now. Showcase relationship impact through testimonials. Craft mission statements mirroring company culture, choose three emotional words guiding tone, and ensure LinkedIn matches your CV narrative, creating a cohesive profile passing tracking systems whilst resonating with humans.

### **PART 3: Final Tips – CV Gaps, AI and Jargon**

#### **Core Topic:**

Turn CV gaps into powerful stories and avoid the common traps that kill your chances - like AI language, jargon and typos.

#### **Goals & Takeaways:**

This teaches you to reframe any career gap into an asset that demonstrates resilience, self-awareness, and growth - skills employers actually value. You'll learn why jargon actively works against you (literally switching off recruiter brains), how to spot and eliminate AI tells before they spot you, and why matching keywords isn't just important - it's your single most powerful lever for getting noticed.

You'll discover which "professional" habits are actually sabotaging your chances (overused phrases, cluttered layouts, outdated cover letters) and gain practical strategies that make you stand out authentically. The payoff: transforming your CV from a defensive document explaining your past into a confident story of capability that opens doors.

## **MODULE 13: Posts & your Personal Profile:** Create online posts that boost your brand

### **PART 1: Your Posts are your Profile**

#### **Core Topic:**

You are what you post, like, and share. Discover how to craft posts that grab attention in seconds and build the personal brand you actually want.

#### **Goals & Takeaways:**

Posts aren't just content - they're windows into your personality visible to friends, colleagues, and future employers. Audit your existing posts by randomly selecting one from the last six months: does it match how you want to be seen?

You'll learn three practical structures for effective posts, master the "awake, engaged, informed" sequence (grab attention first, content second), and understand why most posts fail by being too long. Through exercises examining the gap between your intention and actual impact, you'll become super conscious about every post, like, and link - ensuring your online presence authentically builds the profile you're aiming for, opening doors to opportunities and connections that align with who you truly are.

### **PART 2: Structuring your Posts**

#### **Core Topic:**

Learn to structure posts that instantly grab attention, communicate clearly, and make readers care - turning every update into something people want to share and respond to.

#### **Goals & Takeaways:**

You'll discover three simple ways to organise your thoughts before posting that work brilliantly every time. Whether you're sharing team celebrations, personal insights, or exciting news, you'll practise writing posts that hook readers in seconds, deliver your message with clarity, and inspire genuine engagement rather than scrolling past.



Through easy exercises you can apply immediately, you'll explore different approaches for different situations - learning when to lead with emotion, when to ask questions, and how to make your call to action crystal clear. You'll also get feedback techniques to test your posts before publishing, ensuring everything you share online genuinely connects with your audience whilst building the reputation you want.

## **MODULE 14: 4D Impactful Personal Biogs – Creating a standout biog**

### **PART 1: Writing a biog that people want to read**

#### **Core Topic:**

People judge you before you even meet. Learn to craft a biography that creates a great first impression and opens doors.

#### **Goals & Takeaways:**

Your biography isn't just a paragraph - it's your online handshake, shaping decisions about whether people like you, trust you, or want to work with you before any real conversation happens. You'll explore why audience matters enormously, practising how differently you'd describe yourself to a child versus a CEO, immediately seeing how tailoring changes everything.

Through practical writing exercises, you'll discover how intention transforms the same career history into completely different impressions - serious and credible versus playful and collaborative. You'll write your own biography multiple ways, learning to consciously control the emotional impact behind your words, ensuring the first impression you create online genuinely reflects who you are and opens the doors to the right opportunities.

### **PART 2: The easy 'What, Why, How' structure**

#### **Core Topic:**

Master a simple, powerful introduction that captures what you do, why it matters, and what you're like - creating a biography that makes people genuinely want to meet you.

#### **Goals & Takeaways:**

You'll discover how to structure your biography, so it instantly communicates your essence in a compelling opening, then expands naturally with your experience, values, and unique approach. Through writing exercises, you'll practise tailoring the same information for different audiences - seeing how tone and emphasis shift dramatically depending on who's reading.

The most powerful part challenges you to distil everything down further and further until you've captured your entire professional identity in one unforgettable sentence. This reveals what truly matters about you, giving you clarity that transforms not just your biography but how you introduce yourself anywhere. You'll learn to keep it fresh, relevant, and matched to each platform, ensuring your online handshake opens the right doors with the right people.

## **MODULE 15: Close to 4D Personal Profile Series**

#### **Core Topic:**

Your personal profile isn't something you build once - it's the foundation for every career move and opportunity you'll ever have. This is where you commit to making it work for you.

#### **Goals & Takeaways:**

This closing module crystallises why your reputation matters more than almost anything else in your professional life. You'll receive two powerful exercises specifically designed for personal profile transformation - gathering honest feedback about how you're actually perceived right now (not how you hope you're seen), and writing your future retirement speech to identify the reputation you want to build towards - then committing to concrete actions today.



The 21-day challenge asks you to choose specific profile-building practices and test them consistently, making you the architect of your own narrative rather than letting others write your story. You'll understand that every email, meeting, post, and interaction is either building the professional reputation that opens doors or accidentally creating

one that closes them. This isn't about perfection - it's about intentionally shaping how colleagues, clients, and leaders talk about you when you're not in the room.



## 4DOD Personal Profile Series - ADDITIONAL RESOURCES:

### MODULE 1 Introduction ADDITIONAL RESOURCES

- [Are You The Hero in Your Own Story? Podcast](#)
- [What is 4D? Podcast](#)

### MODULE 2 Personal Profile in 4D ADDITIONAL RESOURCES

- [The 4D2C Model PDF](#)
- [The 4D2C Model Explained PDF](#)
- [Intentional Living & Leading: breaking Free from Unconscious Patterns Podcast](#)

### MODULE 3 4D Internal Profile ADDITIONAL RESOURCES

- [4D Positive Percentage – Neural Reframe PDF](#)
- [Reframing Thoughts, Transforming Realities: 4D Mental Energy Podcast](#)
- [Ep21 Relationship with Self Podcast](#)
- [Get Honest: The Importance of Being Honest with yourself Article](#)
- [The Psychology of Your future Self Video](#)

### MODULE 4 4D Physical Profile ADDITIONAL RESOURCES

- [4D Body Language PDF](#)
- [The Body Still Counts Article](#)

### MODULE 5 4D Profile with Purpose ADDITIONAL RESOURCES

- [Live with Purpose: Unlock the 4<sup>th</sup> Dimension of Intentional Living Article](#)
- [Ep16 So What Do You Do? Podcast](#)
- [How Great Leaders Inspire Action – Simon Sinek Video](#)
- [How do you talk about yourself and what do you do? - Philippa Waller Video](#)

### MODULE 6 The Power of Words ADDITIONAL RESOURCES

- [Personal Profile Infographic PDF](#)
- [Three Words – The Story of You Video](#)
- [Cut the But Video](#)
- [Diminutive Language Video](#)

### MODULE 7 Impactful Online Profile ADDITIONAL RESOURCES

- [Take Control of the Story of You Podcast](#)

### MODULE 8 Living Your Profile Everyday ADDITIONAL RESOURCES



- [4D Ego Grid PDF](#)
- [Take Control of the Story of You Podcast](#)
- [How to Stop blaming Others and Achieve Personal Growth Video](#)
- [The 4D Healthy Ego Grid: Stepping into Situations with Curiosity Video](#)
- [What's Influencing your Reactions – You or Your Ego Video](#)
- [Leadership and Authenticity- Breaking Out of Old Patterns Video](#)

## MODULE 9 Habits ADDITIONAL RESOURCES

- [4D Practice Planner PDF](#)
- [The Art of Becoming Daily Practices to Shape Who You Are Podcast](#)
- [4D Daily Drills Video](#)

## MODULE 10 Reputation Repair ADDITIONAL RESOURCES

- [4D2C Model PDF](#)
- [When Life and business Gets Tough Article](#)

## MODULE 11 The Values Behind Your Profile Everyday ADDITIONAL RESOURCES

- [Values Tree PDF](#)
- [Human At Heart Article](#)

## MODULE 12 Successful CVs ADDITIONAL RESOURCES

- [4D2C Model Explained PDF](#)
- [4D Guide to CV Layout PDF](#)
- [your CV – Which Colours to Choose PDF](#)
- [4D Practice Planner PDF](#)

## MODULE 13 Posts and Your Personal Profile Everyday ADDITIONAL RESOURCES

- [4D ABCDE Model PDF](#)
- [4D Concise Messaging Infographic PDF](#)

## MODULE 14 Impactful Personal Biogs ADDITIONAL RESOURCES

- [4D Concise Messaging Infographic PDF](#)

## MODULE 15 Close to Personal Profile Series ADDITIONAL RESOURCES

- [4D Practice Planner PDF](#)
- [The Improvisor Mindset: How Every Interaction Shapes Your Reality – Philippa Waller TEDx Video](#)
- [Leading From the Inside Out – The 4 things that will make you a world-class leader Article](#)
- [Letting Go to Let in Podcast](#)