

The Brave Hello

A six-week peer circle for women building a personal brand that feels like them, not like a package.

6 weeks

of live 90-minute sessions. Virtual, or in person in Chicago if enough local women enroll.

FORMAT

6 women

in each circle, so everyone is truly known. Plus a Brave Buddy for weekly check-ins.

CIRCLE SIZE

\$300

for all six weeks, including the workbook, guest speakers, and a reunion call a month later.

INVESTMENT

Most personal branding advice teaches you to package yourself. This circle does the opposite. Over six weeks, you and five other women figure out who you are when you stop performing, find the stories only you can tell, and practice letting people see the real you. No following required. Introverts welcome.

SIX WEEKS AT A GLANCE

WEEK 1 Who Am I When I Stop Performing? Your values, who you are underneath the polish, and what people already come to you for.	WEEK 2 Your Story Bank Mapping the moments that shaped you and finding the stories only you can tell.	WEEK 3 Brave, Not Bare Vulnerability with boundaries. Sharing from your scars, not your open wounds.
WEEK 4 Your Voice and What You Stand For Naming what you believe, finding how you really talk, and drafting a brand statement that sounds like you.	WEEK 5 Being Seen Where you show up, a rhythm you can sustain, and feedback on your final project.	WEEK 6 Your Brave Hello You introduce yourself, hear what the circle has seen in you, and leave with a plan to keep going.

THIS CIRCLE IS FOR YOU IF

- You want to be more visible, but trying feels fake, or you keep editing yourself out.
- You are in a turning point: launching, pivoting, returning, or stepping up.
- You want to be known for who you actually are, and leave with a real introduction you share publicly.

Mary Ellen Ball, MPP, ICF PCC

FOUNDER, OPEN DELTA GROUP • FORMER NONPROFIT CEO • DIAGNOSTIC-FIRST

Mary Ellen built Brave Circles on the diagnostic-first approach she brings to executive coaching. She led enterprise-wide leadership development at BDO USA before founding Open Delta Group, and has run two organizations herself as CEO.