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PERSONAL GROWTH COACHING

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# Core Seeker Experience Guide

For men aged 18–35 who feel stuck, lost direction,  
or want more from life.

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At Core Seeker, every program is built around one belief — that self-awareness is a skill, and it can be learned. Whether you're just beginning to understand yourself or ready to commit to a full transformation, there's an experience designed for exactly where you are.

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# THE CORE SEEKER JOURNEY



A PROGRESSIVE PATH. DEEPER TRANSFORMATION. TRUE BELONGING.

One ecosystem. Every step brings you closer to your truest self.



01

## DIGITAL CORE ENTRY

Your starting point. Accessible, self-paced tools to help you reconnect with your core and create a foundation for change.

PURPOSE: AWARENESS & FOUNDATION



02

## SILVER EXPERIENCE

Go deeper with guided practices, coaching and support to build momentum and strengthen your inner alignment.

PURPOSE: GROWTH & INTEGRATION



03

## GOLD EXPERIENCE

A more immersive journey with deeper coaching, embodiment practices and transformational experiences.

PURPOSE: TRANSFORMATION & EXPANSION



04

## ELITE RETREAT

Step away from the noise and into an exclusive, high-touch experience that ignites your highest potential.

PURPOSE: BREAKTHROUGH & RENEWAL



05

## CORE COMMUNITY

You don't walk this path alone. Join a like-hearted community for connection, support and continued evolution.

PURPOSE: BELONGING & LEGACY



ONE JOURNEY

Many levels of depth.  
Always moving you forward.



ONE ECOSYSTEM

Every offer is connected.  
Every step has a purpose.



ONE YOU

Return to your core.  
Live from your fullest truth.

## WHO YOU'RE WORKING WITH



# Brandon Wood

## Founder, Core Seeker

Founder · Coach · Educator

Personal Trainer · Travelled 70+ countries

I built Core Seeker because I kept meeting young men who were intelligent, capable, and completely stuck — not because they were broken, but because nobody ever gave them the tools to understand themselves.

## WHY CORE SEEKER WORKS

- **9+ years** — Teaching and supporting young people in education and coaching
- **Qualified Counsellor** — Trained in mental health, emotional wellbeing and behaviour change
- **Personal Trainer** — Certified in fitness — mind and body performance go hand in hand
- **Coaching Framework** — Structured, evidence-based programs — not motivation, not guesswork
- **Hundreds of young men** — Supported through personal development, clarity and direction
- **70+ countries** — A global perspective that informs every conversation and program

## WHY CORE SEEKER WAS CREATED

After travelling to more than 70 countries and working as a teacher and coach, I noticed something interesting.

No matter where people came from, most were trying to improve the same areas of their lives — confidence, relationships, health, mindset, purpose and fulfilment.

The problem wasn't a lack of effort. It was that many people were trying to solve challenges without understanding what was actually causing them.

That's when I realised that self-awareness is one of the most valuable skills a person can develop.

Self-awareness helps us understand why we think, feel and behave the way we do. It allows us to identify the real problem, not just the symptoms.

Core Seeker was created to help people gain clarity, understand themselves at a deeper level, and create meaningful growth.

**Find Your Core. Unleash Your Power.**

*Brandon Wood*

# Choose your experience.

Four entry points. One destination — knowing yourself and leading your life.

## ENTRY

### Digital Core Experience

# \$49.99

The first step toward becoming who you're meant to be.

- ✓ Discover Your Core guided workbook
- ✓ Emotional intelligence development
- ✓ Guided journal prompts
- ✓ Action-based exercises

Includes a Core Seeker Certificate of Completion



## SILVER

### Personalised Silver Experience

# \$199.99

Built for your journey. Designed for your growth.

- ✓ Personalised Core Seeker Workbook
- ✓ Personal Assessment
- ✓ Tailored Growth Workbook
- ✓ Emotional awareness tools
- ✓ Confidence-building exercises
- ✓ Tailored action plans



## GOLD — MOST POPULAR

### Core Seeker Gold Experience

# \$997

Transform awareness into action.

- ✓ 6-Week Transformation Program
- ✓ One-on-one coaching with Brandon
- ✓ Confidence & mindset training
- ✓ Community support & connection
- ✓ This is structured transformation — not motivation.



# Core Seeker Elite Retreat

## \$4,995

*Rise beyond limits and become the leader of your own life.*

- ✓ 7-Day immersive transformation retreat
- ✓ Leadership & Self Mastery
- ✓ Exclusive Core Seeker community
- ✓ Mind & Body Performance
- ✓ Personal Growth Blueprint
- ✓ 12-month membership access



## Who This Is For

For men who:

- Feel stuck or directionless
- Want greater confidence and purpose
- Are ready to challenge themselves
- Want to become part of a growth-focused community

## The Core Seeker Growth Assessment™

Measures:

- Confidence
- Emotional Regulation
- Relationships
- Life Satisfaction
- Self-Awareness
- Physical Wellbeing
- Purpose & Direction

Participants complete it:

1. Before the retreat
2. On Day 7
3. At 3 months post-retreat

*This gives you measurable data and lets you say things like:*

***"Participants increased self-awareness by 32% and confidence by 27% on average."***

### THE CORE SEEKER EXPERIENCE

#### DAY 1 Discover Your Core

Understand your values, strengths, beliefs and identity using the Core Compass™.

#### DAY 2 Human Needs & Motivation

Learn the unconscious drivers behind your decisions, habits and behaviours.

#### DAY 3 Emotional Mastery

Understand the Core 8 Model™ and learn how to influence your emotional state.

#### DAY 4 The Signature Challenge

A transformational challenge designed to test resilience, teamwork, leadership and personal growth through experience, applying the Triad Principle™ of physiology, focus and language.

#### DAY 5 Identity & Leadership

Build confidence, standards and personal responsibility.

#### DAY 6 Your Future Blueprint

Create your personalised growth blueprint, goals and 12-month action plan using the Identity & Standards Model™.

#### DAY 7 Graduation Ceremony

Reflect on your journey, receive your Challenge Coin, VIP Certificate and graduation recognition, and make a personal commitment to the standards you will carry forward into your life.

*At graduation every participant signs:*

## The Core Commitment

A personal commitment to:

- Growth
- Responsibility
- Integrity
- Contribution

# A 7-Day Personal Growth Immersion

An exclusive, application-only experience for men committed to creating meaningful change in their lives.

The Core Seeker Elite Retreat combines personal growth, emotional mastery, physical challenge, leadership development and community into a seven-day immersive experience designed to accelerate growth and create lasting transformation.

*This is not a holiday. This is not motivation.*

*This is a transformational experience designed to help you understand yourself, challenge yourself, and become the person you are capable of being.*

## WHAT'S INCLUDED

- ✓ 7-Day Personal Growth Immersion
- ✓ Daily Breakfast & Lunch
- ✓ Exclusive Application-Only Entry
- ✓ Handpicked Participants Only
- ✓ The Core Seeker Method™
- ✓ Individual Growth Assessment
- ✓ Personal Health Audit
- ✓ Personalised Growth Blueprint
- ✓ Signature Challenge Experience
- ✓ Emotional Mastery Training
- ✓ Leadership & Self-Mastery Workshops
- ✓ Mind & Body Performance Training
- ✓ Premium Core Seeker Workbook
- ✓ Exclusive Core Seeker Challenge Coin
- ✓ Official Core Seeker Retreat T-Shirt
- ✓ VIP Graduation Certificate
- ✓ 3 Follow-Up Coaching Sessions
- ✓ 12-Month Core Community Membership
- ✓ Quarterly Core Community Meetups

## THE CORE SERIES

Every retreat cohort becomes part of a unique Core Seeker chapter.

### Core 01. Core 02. Core 03.

Each group completes the journey together, faces the challenge together, and graduates together.

The number becomes part of your story and a reminder of the commitment you made to yourself.

More importantly, it connects you to a growing community of men who have chosen to challenge themselves, pursue growth, and live by the standards they committed to during the retreat.

## YOU'LL LEAVE WITH

- ✓ A clear understanding of who you are
- ✓ A personalised growth blueprint
- ✓ Emotional mastery tools
- ✓ A supportive community
- ✓ A 12-month action plan
- ✓ Ongoing coaching and accountability
- ✓ Greater confidence, direction and purpose

# The knowledge behind the program.

Core Seeker is not built on opinion or motivation — it is built on years of formal education, accredited counselling training, and evidence-based study from some of the world's leading institutions. Every framework, tool and session inside Core Seeker draws on this foundation.

## FORMAL QUALIFICATIONS

- **Bachelor of Applied Science — Health & Physical Education** — RMIT University
- **Diploma of Education — Counselling** — Australian Institute of Professional Counsellors
- **Certified Personal Fitness Trainer (CPFT)** — Exercise Research Australia
- **Allied Health Instructor (AHI)** — Exercise Research Australia
- **Registered Teacher** — Victorian Institute of Teaching
- **Level 1 Counsellor** — Australian Counselling Association

## PSYCHOLOGY & MENTAL HEALTH

- **Introduction to Psychology**  
Yale University
- **Science of Wellbeing**  
Yale University
- **Foundations of Positive Psychology**  
University of Pennsylvania
- **Positive Psychology**  
University of North Carolina at Chapel Hill
- **Positive Psychiatry and Mental Health**  
University of Sydney
- **Introduction to Self Determination Theory: Motivation, Development & Wellness**  
University of Rochester
- **The Addicted Brain**  
Emory University
- **Suicide Prevention Summit** — Mental Health Academy



## PERSONAL GROWTH & WELLBEING

- **Finding Purpose and Meaning in Life**  
University of Michigan
- **The Arts and Science of Relationships: Understanding Human Needs**  
University of Toronto
- **Life 101: Mental and Physical Self-Care**  
UC Irvine
- **Learning How to Learn: Powerful Mental Tools**  
UC San Diego



*Every Core Seeker program is informed by this body of work — not theory alone, but years of applying these frameworks with real people in real situations.*

# The Framework for Lasting Personal Growth

Most people try to change their life by changing their goals. At Core Seeker, we believe lasting change happens when you understand yourself first. The Core Seeker Method is a six-step framework designed to help you develop self-awareness, build emotional resilience, create direction, and become the person you are capable of being.

**Whether you begin with the Digital Core Experience or the Elite Retreat, every Core Seeker experience is built around this proven method.**

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## STEP 1

### DISCOVER YOUR CORE — Know Who You Are

Most people spend years chasing what they think they should want without ever understanding who they truly are. This stage helps you identify the foundations of your identity.

- Your values
- Your strengths
- Your beliefs
- Your identity
- What truly matters to you

**Outcome:** Clarity on who you are and what drives you.

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## STEP 2

### UNDERSTAND YOUR HUMAN NEEDS — Why You Do What You Do

Every behaviour is an attempt to meet a need. Through the Six Human Needs framework, you will discover the unconscious drivers behind your decisions, habits, emotions and relationships.

- Motivation
- Confidence
- Relationships
- Career decisions
- Emotional wellbeing

**Outcome:** A deeper understanding of why you think, feel and act the way you do.

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## STEP 3

### MASTER YOUR EMOTIONAL STATE — Take Control of Your Mind

Most people spend their lives reacting to emotions. Core Seeker teaches you how emotions work and how to influence your state. Using the Core 8 Model™ — Understanding the eight emotional states that influence your behaviour, motivation and performance — you'll learn to move from reactive states into resourceful states.

- Physiology
- Focus
- Language
- Emotional patterns
- Resourceful states

**Outcome:** Greater emotional control, resilience and self-awareness.

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## STEP 4

### BUILD YOUR IDENTITY — Become the Person You Want to Be

Long-term change is not about willpower — it is about identity. When your identity changes, your actions naturally follow.

- Confidence
- Self-respect
- Discipline
- Personal standards
- Responsibility

**Outcome:** A stronger sense of self and increased confidence.

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## STEP 5

### CREATE YOUR DIRECTION — Build a Vision Worth Pursuing

Many people feel stuck because they lack a clear direction. This stage helps you create a compelling future and the systems to get there.

- Meaningful goals
- Personal vision
- Purpose
- Growth plans
- Accountability systems

**Outcome:** A clear path forward and a compelling future.

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## STEP 6

### TAKE CONSISTENT ACTION — Turn Awareness Into Results

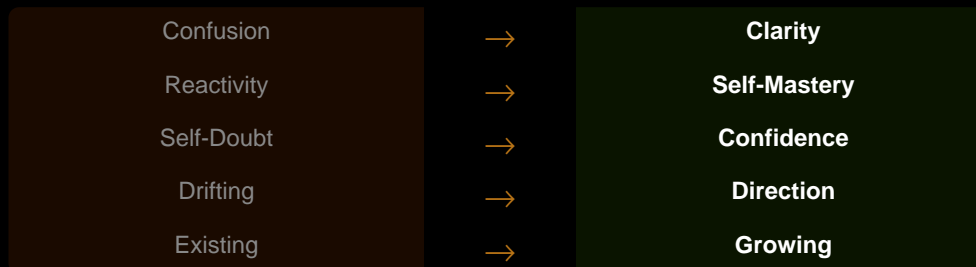
Knowledge without action changes nothing. The final stage creates sustainable habits and behaviours that support your growth long after the program ends.

- Stay accountable
- Build momentum
- Overcome setbacks
- Maintain growth
- Progress independently

**Outcome:** Lasting change that becomes part of your lifestyle.

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### THE RESULT



*The goal is not perfection. The goal is to understand yourself, lead yourself, and create a life that aligns with who you truly are. **That is the Core Seeker Method.***

# The tools inside the method.

The Core Seeker Method is supported by a set of proprietary frameworks developed and refined through years of coaching, counselling and personal development work. These tools are introduced progressively across each experience — giving you just enough to apply immediately, and enough depth to keep growing.

## The Six Human Needs Framework™

Understand the six psychological drivers behind all human behaviour.

Every person is driven by six core psychological needs. When you understand which needs are driving your behaviour, you gain the power to change it. This framework underpins the self-awareness work done across all Core Seeker experiences.

Used in: **All experiences**

## THE SIX HUMAN NEEDS

Every thought, feeling and behaviour is an attempt to meet one or more of these six core needs.



## The Core 8 Model™

Understand why you move between high-performance and low-performance states.

A powerful framework that maps the eight emotional states that influence your behaviour, motivation and performance — and shows you exactly how to regain control when emotions take over.

*The Core 8 Model™ is taught exclusively inside the Gold Experience and Elite Retreat.*

Used in: **Gold Experience · Elite Retreat**

## THE CORE 8 MODEL™

WHEN WE FEEL OUT OF CONTROL WE EXPERIENCE TWO SIDES OF EMOTIONS



## The Triad Principle™

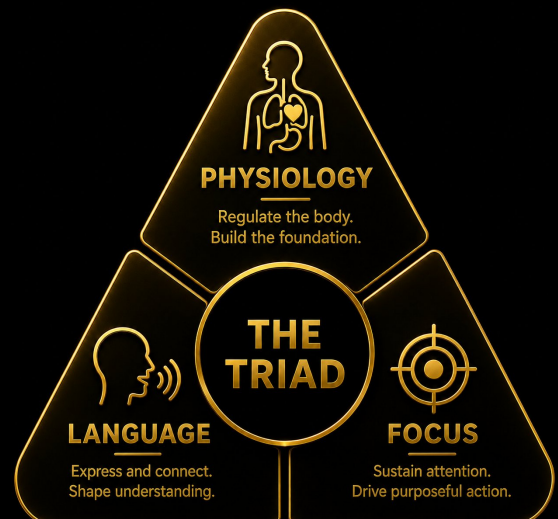
Physiology · Focus · Language — the three factors that shape your emotional state.

**Physiology:** How you use your body — posture, breathing, movement — directly impacts how you feel.

**Focus:** What you consistently focus on determines your emotional experience of any situation.

**Language:** The words you use internally and externally shape your identity and your state.

Used in: **Gold Experience · Elite Retreat**



# The Core Compass™

A principle-based model for clear decisions and a purposeful life.

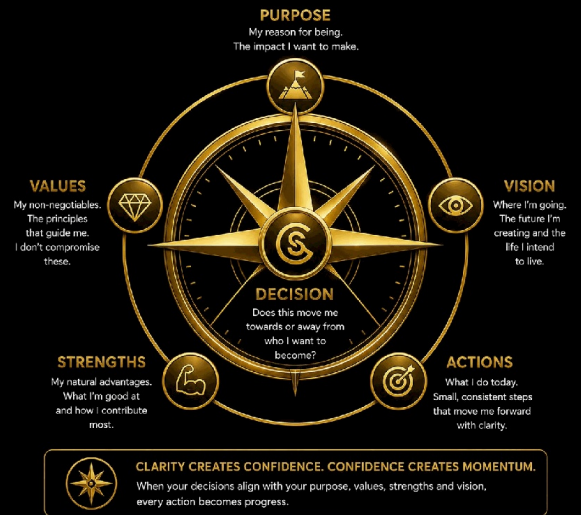
Every decision is measured against five points: Purpose (your reason for being), Vision (where you're going), Actions (what you do today), Strengths (your natural advantages) and Values (your non-negotiables). The central question — does this move me towards or away from who I want to become — keeps every choice aligned.

Clarity creates confidence. Confidence creates momentum.

Used in: **Elite Retreat**

# THE CORE COMPASS™

A PRINCIPLE-BASED MODEL FOR CLEAR DECISIONS AND A PURPOSEFUL LIFE.



# The Core Gap™

The distance between who you are and who you want to become is where growth happens.

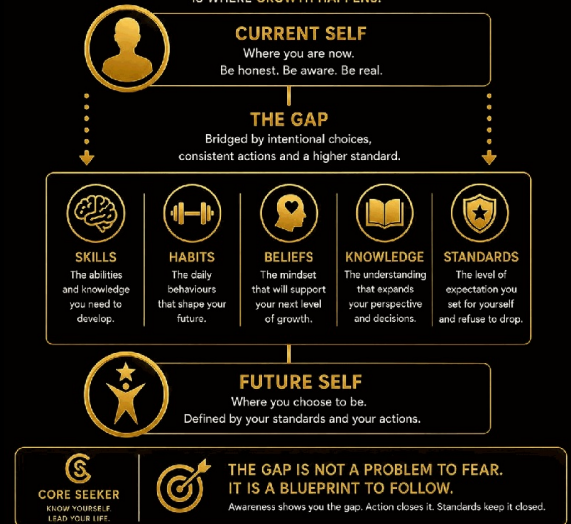
Your Current Self is where you are now — be honest, be aware, be real. Your Future Self is where you choose to be, defined by your standards and your actions. The gap between them is bridged by intentional choices, consistent actions and a higher standard — built through skills, habits, beliefs, knowledge and standards.

The gap is not a problem to fear. It is a blueprint to follow.

Used in: **Elite Retreat**

# THE CORE GAP™

THE DISTANCE BETWEEN WHO YOU ARE AND WHO YOU WANT TO BECOME IS WHERE GROWTH HAPPENS.



# The Identity & Standards Model™

Build confidence through actions that align with your values.

Long-term change happens at the identity level — not the goal level. This model helps you define the standards you hold for yourself and build daily behaviours that reinforce who you are becoming.

Used in: **Gold Experience · Elite Retreat**

# THE IDENTITY & STANDARDS MODEL™

BUILD CONFIDENCE THROUGH ACTIONS THAT ALIGN WITH YOUR VALUES.



# Where you start. Where you finish.

Most men arrive at Core Seeker feeling one or more of the following. They leave with something completely different.

BEFORE	AFTER
<ul style="list-style-type: none"><li>✗ Stuck and going through the motions</li></ul>	<ul style="list-style-type: none"><li>✓ Clarity on who they are and where they're going</li></ul>
<ul style="list-style-type: none"><li>✗ Unmotivated — nothing seems to click</li></ul>	<ul style="list-style-type: none"><li>✓ Genuine confidence that doesn't need approval</li></ul>
<ul style="list-style-type: none"><li>✗ Lost — no clear direction or purpose</li></ul>	<ul style="list-style-type: none"><li>✓ A clear direction and the courage to follow it</li></ul>
<ul style="list-style-type: none"><li>✗ Overthinking everything, deciding nothing</li></ul>	<ul style="list-style-type: none"><li>✓ Decisive — acting instead of overthinking</li></ul>
<ul style="list-style-type: none"><li>✗ Unsure of who they are or want to be</li></ul>	<ul style="list-style-type: none"><li>✓ A strong sense of identity and purpose</li></ul>
<ul style="list-style-type: none"><li>✗ Avoiding emotions or overwhelmed by them</li></ul>	<ul style="list-style-type: none"><li>✓ Emotionally intelligent and in control</li></ul>

## WHAT PEOPLE SAY

### Real results. Real men.



*"Before Core Seeker I was working a job I hated and had no idea where I was heading. Six weeks later I had clarity on what I actually wanted — and the courage to go after it. I finally feel excited about my future."*

— **Jake** · Age 20 · Student — Gold Experience



*"I was going through the motions — job, gym, same routine — but something felt off. The 6-week program gave me more clarity about my direction than I'd had in years. Brandon doesn't let you off easy, which is exactly what I needed."*

— **Liam** · Age 22 · IT Consultant — Gold Experience



*"I'd tried podcasts, books, even a therapist — but nothing gave me a structured way to actually change. Core Seeker did. Three months later I still use what I learned every single day."*

— **Marcus** · Age 26 · Architect — Gold Experience



*"I refer young men to Core Seeker because I've seen what happens when they go through it. They come back more self-aware, more grounded, and more willing to take responsibility for their lives. It's the kind of growth that's hard to teach in a classroom."*

— **Jordan** · Age 30 · Teacher — Digital Experience



# Book a free 15-minute discovery call and find out which Core Seeker experience is right for you.

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**START YOUR JOURNEY**

**Limited coaching positions available each month.**

**[calendly.com/coreseeker-education/30min](https://calendly.com/coreseeker-education/30min)**

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