



Identity Mapping® in Action

The Identity Mapping process has been used in a variety of ways by diverse organizations. These include Ken Blanchard Companies, UCLA-Anderson School, Wharton Business School, Pepperdine University, Microsoft, and The Learning Annex. Along with basic classroom activity, Identity Mapping can also be employed as a tool for one-to-one, executive coaching.

"Last Friday I tried identity Mapping with a mentee I've been working with. It was a profound session for both of us – the work led her into some deep reflection and an important breakthrough. She is a strong performer here, but has felt a yearning not to do just 'corporate work,' but to find a role that would also let her do more meaningful work that 'helps people.' We walked through the experience together, following the trail you gave us, and it made a major difference in this person's clarity on what her work is in this world – and here at Microsoft."

**Leslie Osborn, former Director
People and Organization Capability
Microsoft**

"I will perform vastly better at work because of today's workshop." **Frank G., San Diego, CA**

"Identity Mapping Is a revolutionary way to spark human productivity. The program is all about people discovering – and doing – what they were meant to do. All organizations should want people to operate with a strong sense of identity, since it leads to a higher level of personal responsibility. Participants come out of the course clearer about the unique contribution they are capable of making and, as a result, more willing to take initiative. For organizations, this means retaining top talent, creating a more effective leadership track, and developing better sales people. Broadly implemented, identity mapping brings about positive culture change, naturally."

**Dr. Victoria Halsey
Vice President of Applied Learning
The Ken Blanchard Companies**

Identity Mapping®

Bringing Your Uniqueness and Potential to Work

A Dynamic Program for Tapping the Value-Creating Power of Your Workforce

Overview

Human productivity is ultimately the only thing that allows companies to achieve and sustain superior performance. Tapping the productive instincts, capacities and drive of human beings is one of the most elusive but important challenges of our time.

Identity Mapping helps meet this challenge by enabling individuals to clarify the unique, value-creating powers inherent in their identities, and apply them to their work, their careers, and the organization as a whole.

Created in conjunction with curriculum designers from Ken Blanchard Companies, Identity Mapping is especially effective at strengthening relationships with high-potential employees, as well as managers, generally, whose need to personally connect with the mission or purpose of the enterprise is critical.

The impact of identity on value creation has been demonstrated quantitatively in groundbreaking research,* which shows that *identity strength* – individual and organizational – has a direct, positive impact on employee engagement and business performance.

Benefits

Identity Mapping provides an innovative framework that bolsters the impact of all people management processes, helping organizations and individuals meet essential requirements for achieving better performance.

The program enables **organizations** to:

- Manage talent more effectively by putting the right people in the right jobs for the right reasons
- Turn high-potential individuals into effective leaders more quickly
- Increase employees' sense of autonomy and initiative
- Foster genuine alignment between personal values and corporate values

The program enables **individuals** to:

- Achieve deeper levels of authenticity, integrity and self-confidence
- Make a contribution that is personally as well as professionally meaningful
- Accelerate their capacity to lead themselves as well as others
- Design more meaningful career paths within the enterprise
- Shape a more fulfilling work life and personal life

* *The Identity Impact Project, Fall-Winter 2009* (www.identityimpactproject.com)



The Identity Circle

The Identity Circle is a consulting and coaching firm founded by Larry Ackerman that helps organizations and individuals clarify and apply their uniqueness and potential in ways that improve their performance, impact and reputation. Based in Westport, CT, the company offers identity strategy development, Identity Mapping® courses for employees and individuals, and identity research.

Larry Ackerman

Larry Ackerman is a recognized authority on organizational and personal identity. Prior to forming The Identity Circle, Larry was a senior executive with leading corporate brand and identity consulting firms. His clients have included AARP, Dow Chemical, Fidelity Investments, Lockheed Martin, Maytag, and State Farm Insurance. Larry is the author of two seminal books on identity: *Identity Is Destiny* and *The Identity Code*.

Contact

203.227.8589

lackerman@theidentitycircle.com

Shannon Patterson

Shannon Patterson is an associate of The Identity Circle. Separately, she is an Assistant Professor in the Undergraduate Department at Argosy University in Seattle, WA. Her expertise and passion is helping people align what they do with who they are – whether that’s in the workplace, the classroom, or in life, generally. She holds an MS in Organization Development from Pepperdine University and has 12 years of corporate project management experience.

Contact

425.922.7405

spatterson@theidentitycircle.com

How the Identity Mapping® program works

The Identity Mapping program is an interactive experience delivered in four modules:

Module One – The Promise

In this module, we set the tone and expectations for the program in terms of what participants will take away from the class, generally, and in terms of their own needs and aspirations.

Module Two – The Discovery

Module Two is devoted to defining what identity is, and how it influences human productivity, achievement, leadership and value creation.

Module Three – The Immersion

In this module, the centerpiece of the program, participants complete rigorous exercises designed to help them discover and articulate their identities, and the value-creating potential their identities reveal.

Module Four – The Integration

In this final module, participants translate their learnings and insights into action plans relative to their current work, their careers, and their organizations.

From Employee Engagement to Value Creation

Who?	What?	How?	Outcomes?
Employees	Identity Lens	Relationships	Engagement
Managers High Potentials	Capacities	SELF: - Career clarity - Increased desire to learn - Greater fulfillment	Higher level of Value Creation
	Authenticity	SUPERVISORS: - Insights into ‘how to manage me’ for maximum benefit	
	Sense of purpose	TEAM: - A more significant contribution	
	Self-confidence	CO-WORKERS: - Higher level of trust	
	Autonomy	ORGANIZATION: - Align with values, mission - Open to change	
	Initiative	EXTERNAL: - More genuine, more innovative interactions	

Under-Utilized Capacity



Operating at Full Capacity

Form and Cost of the Identity Mapping® Program

Identity Mapping can be delivered in different forms. These include: a one-day workshop, a 6-8 week course, one-on-one executive coaching, or a weekend retreat. The cost of the program is based on the form in which Identity Mapping is offered.