



What participants say...

Identity Mapping® has been taught to hundreds of people over the past 10 years. Here's what participants have said about their experience:

"I have been waiting my whole life to better define who I am, and now I have a path."

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"I will perform vastly better at work because of today's workshop."

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"I now have a better sense of what direction is right for me in terms of work."

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"This course helped me stop wasting my time, so I can move forward with what matters."

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"I feel like I can let go of limiting habits and commit to making better choices."

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"I can now be comfortable with who I am and what I have to offer others."

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"I discovered—to my surprise—that I am well-suited to the position I hold."

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"I finally found the words my soul had been trying to say my entire life."

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"I now have the courage to be who I am."

Identity Mapping®

Bringing Your Uniqueness and Potential to Life

A Dynamic Method for Aligning
How You Live With Who You Are

Overview

Life is challenging. The choices you make in terms of work, family, friends and community shape your world. Making the right choices for the right reasons is the key to improving your odds of success. And those choices begin by knowing who you are – by clarifying your identity.

For most of us, finding the time to discover who we are can be difficult. We're saddled with responsibilities including our jobs, our families, even friends in time of need. Most often, we take on these responsibilities gladly. But what about our responsibility to ourselves – to care for ourselves with the same attention and respect we give to others?

Identity Mapping helps you uncover and apply your unique, value-creating characteristics to all aspects of your life. This course is designed to tap the creativity, vision and potential that resides within you, allowing you to make the most of who you are. Identity Mapping will put you on the path to discovering – and doing – what you were meant to do, where you were meant to do it, and with whom.

Benefits

Individuals who take this course will develop stronger relationships ...

- With **themselves**, by finding purpose, making wiser choices, and increasing resilience in times of stress and change
- At **work**, by achieving greater clarity about the special contribution they can make to their manager, colleagues, and the organization
- With one's **spouse or partner**, by developing greater intimacy
- With their **children**, by becoming a better, more aware parent
- With **friends**, by creating deeper connections
- With their **community**, by making a more meaningful and lasting impact

About Larry Ackerman

Larry Ackerman is a leading authority on organizational and personal identity. Prior to forming his own practice, Larry was a senior executive with leading corporate brand and identity consulting firms. Larry has helped many organizations flourish. His clients have included AARP, Dow Chemical, Maytag, National Geographic, and State Farm Insurance.

Larry is the author of two groundbreaking books: *Identity is Destiny: Leadership and Roots of Value Creation* (for organizations) and *The Identity Code: The 8 Essential Questions for Finding Your Purpose and Place in the World* (for individuals).

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About Shannon Patterson

Shannon Patterson is a senior member of the identity circle, Larry Ackerman's expert network. She is a certified Identity Mapping practitioner based in Seattle. Separately, Shannon is a leadership development consultant. Her expertise and passion is helping people align how they live with who they are – whether that's in the workplace, the board room, or the classroom. She holds a Master of Science in Organization Development from Pepperdine University's Graziadio School of Business and Management.

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How you can participate in Identity Mapping®

Identity Mapping is a highly flexible process. It lends itself to one-on-one engagement or group work, and can be delivered face-to-face or virtually, either online or via phone.

How Identity Mapping® Works

Identity Mapping is based on the unique exercises in *The Identity Code: The 8 Essential Questions for Finding Your Purpose and Place in the World*. An interactive, dynamic experience, Identity Mapping will help you answer these 8 questions and the life challenge each poses:

1. **Who am I?** – Preparing for personal discovery
2. **What makes me special?** -- Illuminating your natural strengths
3. **Is there a pattern to my life?** -- Discovering the life force that explains past events and foreshadows your future
4. **Where am I going?** – Navigating uncertainty
5. **What is my gift?** -- Clarifying your value-creating potential
6. **Who can I trust?** -- Finding and building relationships you can count on
7. **What is my message?** – Defining your personal brand
8. **Will my life be rich?** -- Integrating your identity into your life

At the end of the Identity Mapping experience, you will have forged a framework for living you can use to strengthen the relationships that matter the most to you – to your career, your family, your friends, and your community.

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Program cost varies depending on whether the program is one-on-one or for a group, and on preferred form of delivery. Please inquire:

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