



Identity Mapping® in Action

Identity Mapping 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**

"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 into the productive instincts and capacities of human beings in the name of value creation is one of the most important challenges of our time.

Identity Mapping helps meet this challenge by enabling individuals to clarify their unique, value-creating potential and apply that potential to their current jobs and their careers in the organizations they work for.

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

Identity Mapping is especially effective at strengthening relationships with high-potential employees as well as executives, generally, whose need to personally connect with the mission or purpose of the enterprise is critical.

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:

- Put the right people into 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, 2009. Available at larryackerman.com or upon request*



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 the Identity Mapping® program works

The Identity Mapping program is a dynamic, interactive experience delivered in four modules:

Module One – **The Promise**

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



Module Two – **The Discovery**

Module Two is devoted to defining what identity is, and how it influences productivity, leadership, and value creation for the company.



Module Three – **The Immersion**

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



Module Four – **The Application**

In this final module, participants translate their learnings into action plans relative to their current jobs and their careers in the organization.



Form and Cost of the Identity Mapping® Program

Identity Mapping is offered in different forms: A one-day workshop, an 8-week course, or one-on-one coaching. Cost is based on the form preferred by each client. Please inquire.