



## What individuals say about the Identity Discovery Deck

*"The choices the Deck calls for piques one to truly evaluate what is of primary importance and what is just 'nice' to have."*

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*"I was surprised at how strongly I felt about things. My results seemed like a soul-part of myself that I have known for, who knows, maybe thousands of years?"*

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*"I clarified key aspects of what I truly enjoy and how to more fully express them. The exercise will help people identify where their passion lies."*

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*"The Deck will help people take ownership of their priorities."*

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*"Understanding anything is very context-dependent. Thinking through the context of relationships was really helpful."*

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*"In building my identity statement, it was interesting to see the patterns emerge. That was the exciting part!"*

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*"I love how the Deck is so simple and encompasses all areas of one's life. That makes it very complete."*

## The Identity Discovery Deck™

Adult Edition

A springboard for aligning how you live with who you are™

### Overview

Life is challenging. The choices you make – at work, with your spouse or partner, your family, your friends, and in your community – shape your world. Making the right choices for the right reasons is the key to living a meaningful, productive life - and those choices begin by knowing who you are at your core – by clarifying your identity.



For most of us, finding the time to discover who we are is at best elusive. We're saddled with responsibilities including our jobs, our families, even friends in time of need. Most often, we take on these responsibilities and do them gladly. But, what about our responsibility to ourselves? To care for ourselves with the same attention and respect we give to others? What would our relationships be like if we did?

The Identity Discovery Deck is a dynamic tool for helping you build stronger, more fulfilling relationships with everyone who counts on you – and whom you count on – everyday. Consider the Identity Discovery Deck a springboard for aligning how you live with who you are.

### Benefits

Individuals who experience the Identity Discovery Deck will be able to deepen relationships ...

- At **work**, by clarifying where they best fit and their unique leadership style
- With one's **spouse or partner**, in terms of greater understanding and intimacy
- With their **families** in terms of more effective communication about what matters most to them
- With **friends**, in terms of creating deeper, more authentic connections
- With their **community**, in terms of making a more meaningful contribution
- And ultimately with **themselves**, in terms of finding purpose and increasing resilience in times of stress and change



## About The Identity Circle

Founded on 30 years of identity practice and study by Larry Ackerman, The Identity Circle helps individuals and organizations thrive. We offer personal coaching, workshops, and self-guided tools to assist people in building fulfilling, successful lives -- and strategy development for organizations seeking greater brand impact and employee engagement.

## About 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: Leadership and the Roots of Value Creation* and *The Identity Code: The 8 Essential Questions for Finding Your Purpose and Place in the World*.

## What makes the Identity Discovery Deck™ different

In the search to learn about ourselves, there are numerous pathways available to us. Personality tests that determine what ‘type’ we are. Aptitude tests that help us clarify our strengths. Attitude assessments that offer insights into what motivates us.

These standardized methods are helpful, up to a point. For all the benefits they provide, however, they paint an incomplete picture of what makes us unique and, consequently, where our true potential lies.

The Identity Discovery Deck helps complete this picture in ways that add richness, authenticity, and staying power to the process of self-discovery. The Identity Discovery Deck is distinguished by how it:

**Fosters responsibility** – The Deck challenges you to do the work yourself, so you are personally invested in the outcome.

**Celebrates uniqueness** – The Deck helps you uncover and articulate what makes you the unique individual you are, *in your own words*.

**Promotes ‘serious play’** – While its outcomes can be life-changing, the Deck is designed to be fun – a game of discovery and direction. Tapping your creativity is part of the process.

## How the Identity Discovery Deck works

The Deck allows you to clarify your identity by identifying, distilling – and then translating into one main idea – the activities that truly ‘bring you alive’ in the 5 *Relationship Areas* common to all adults: Work, Family, Friends, Spouse/partner, and Community.

The Deck is designed to be self-guided and can take as little as one hour to complete. It can be used by one person, or by groups, where the goal is to build community on the strength of identity.

In short, the Identity Discovery Deck invites you to learn about who you are in constructive and meaningful ways – helping you make choices that will have a positive, lifelong impact.

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Cost per Deck: \$24.95. Volume discounts available. Please inquire.

For more information on the Identity Discovery Deck, please contact:

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