



## What leaders say about the Identity Discovery Deck

“The Identity Discovery Deck contains that elusive, much sought-after balance of accessibility, depth, and – dare I say – fun, needed to inspire teens to buy into a process of self-discovery and challenging long-held beliefs about themselves. The deck’s user-friendly language and colorful artwork make it an excellent tool for introducing youth to the vital work of identity development and awareness.”

### **Eric Komoroff**

Founder & Executive Director  
Community of Unity, New York City

“Working on identity has been a great experience for teens in our Boys & Girls Club’s leadership programs. The identity workshops prompted our teens to think about, discover, and share what is already within them and what that means for their lives and society as a whole. The Identity Discovery Deck provides a simple way to challenge one’s self in examining strengths and interests in a journey to learn about who we truly are.”

### **Tim Cepetelli, Unit Director**

Wakeman Boys & Girls Club  
Fairfield, Connecticut

“The Identity Discovery Deck sets into motion, an understanding of self and how teens relate to others, that is no less than life-changing. The Deck artfully presents teens with an easy to comprehend, yet pointed, look into what makes them truly unique, allowing them to create their own future and live their own dream.”

### **Chad Novak, PhD**

Founder & Executive Director  
Headwater Foundation  
Private Therapist, Public School Counselor

## *The Identity Discovery Deck™*

Youth Edition

A springboard to a life you’ll be proud of™

### Overview

How can you succeed, if you don’t know who you are?

The question isn’t just for adults; it is equally relevant for teenagers. And the answer is the same: *You can’t*, at least not easily, or with the confidence to know you’re on the right track. For young people, having a clear, if formative sense of identity can have a major influence on picking the right course elective, essay topic, extracurricular activity, college – or even the right friends.

Education isn’t just a classroom activity. It calls for clarifying who you are in ways that inspire curiosity, confidence and ultimately contribution in all environments where learning, independent thinking, and leadership are prized – in schools and youth organizations, in camps and wilderness programs.

The Identity Discovery Deck is a learning tool to help young people discover – and then connect – who they are with what they do. It is a springboard to helping teens build a life they’ll be proud of.

### Benefits

The Identity Discovery Deck offers benefits for different audiences:

**For teens** – The Deck is a foundation to help them find the path in life where they will be most successful – and to make smarter decisions, starting now.

**For teachers and guidance counselors** – The Deck offers a framework for personalizing the teaching and guidance experience in ways that foster deeper, more meaningful conversations with teens and better academic and life choices, as a result.

**For administrators and program directors** – The Deck provides a unique mechanism for enhancing the reputation of the institution by linking formalized, personal discovery work to learning – in all environments, especially, where education and leadership converge.

**For parents** – The Deck is a vehicle for strengthening their relationships with their children by learning what makes them truly happy and, by extension, where their natural talents lie.



## What teens say about the Identity Discovery Deck

*"It is going to be a very good goal-setter. It made me feel involved."*  
(Emily, 13)

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*"I learned that my identity isn't just all about me and my friends."* (Laura, 14)

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*"Having taken personality quizzes in health class, I expected this to be similar. It was different in a good way – not a questionnaire with scoring and canned conclusions. It required more critical thinking."* (Matt, 15)

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*"The Deck is better than the College Board Personality Test guidance counselors use – it's more meaningful to discover things for yourself."*  
(Luke, 16)

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*"I was surprised to see that the values that I identified as having the most meaning to me were not what I would have originally expected."* (Tina, 19)

## About The Identity Circle

Founded on 30 years of identity practice and study by Larry Ackerman, The Identity Circle helps individuals and organizations to 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.

**Larry Ackerman** is a recognized authority on organizational and personal identity. He is the author of two seminal books: *Identity Is Destiny* and *The Identity Code*.

## What makes the Identity Discovery Deck™ different

When it comes to matters of identity, teens know far more than they're given credit for. But we rarely ask them the right questions, leaving invaluable information and insights untapped.

'Typing' – categorizing teens based on motivational, behavioral and aptitude test results – has helped countless young people make better decisions. Yet, for all the benefits typing provides, it paints an incomplete picture of what makes teens unique and where their true potential lies.

The Identity Discovery Deck helps complete this picture in ways that add richness, impact and staying power to the process of learning, guidance and placement. The Identity Discovery Deck is distinguished by how it:

**Fosters responsibility** – The Deck challenges teens to do the discovery work themselves, so they are personally invested in the outcome.

**Celebrates uniqueness** – The Deck aims to uncover the 'individual inside the child,' rather than trying to fit the child into a pre-cast mold.

**Promotes 'serious play'** – The Deck was designed to be a game of discovery and direction with significant consequences. Tapping the creativity of young people is a natural part of the process.

## How the Identity Discovery Deck works

In brief, the Deck allows teens to clarify their identity by identifying, distilling and then translating into one main idea, the activities that make them 'happiest' in the 5 *Relationship Areas* common to all young people: School, Family, Friends, Best Friend, 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 at a time, or in a group setting, where the intent is to build identity awareness and community.

In short, the Identity Discovery Deck invites teens to think about who they are in fun and constructive ways – with the aim of shaping actionable outcomes that can have a lifelong impact.

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

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

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