



*professional*  
**IDENTITY**  
BY DESIGN, NOT DEFAULT





# 10,000

You will influence more than 10,000 people in your lifetime. Every day, you influence others,

Maxwell, J. (1993). Developing the leader within you.

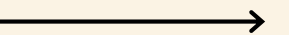


# BY DESIGN

Individuals who develop a strong professional Identity will design a career with greater impact and purpose.

# GOALS

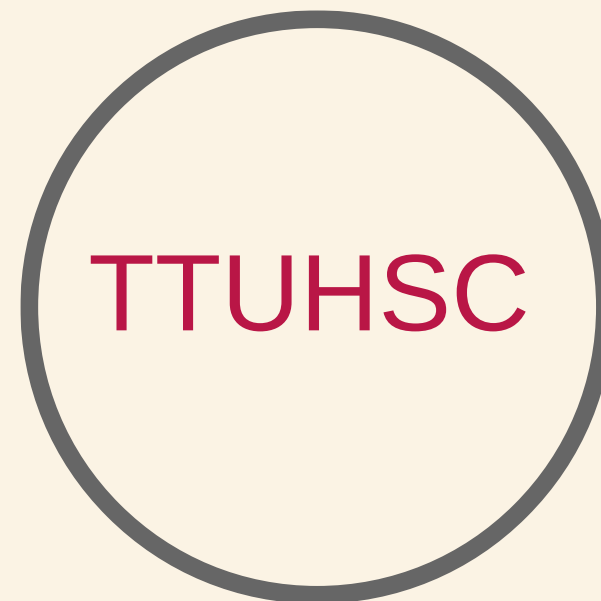
- Describe professional identity
- Understand the importance
- Assess own professional identity
- Create a plan for development



# *the* RESEARCH

Professional identity is based on social roles/group membership, as well as personal & character traits you display/others attribute to you (Ibarra, 1999).

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"Professional identity is not a stable entity; it is complex, personal, and shaped by contextual factors" (Clarke, Hyde, & Drennan, 2013, p. 8).

*Role*

# ADAPTATION

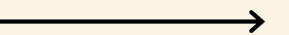
- Observe role models
- Experiment with provisional selves
- Evaluation experiments against internal standards and external feedback

(Ibarra, 1999)



# ERICKSON'S IDENTITY THEORY

Erikson's Stage Theory in its Final Version			
Age	Conflict	Resolution or "Virtue"	Culmination in old age
Infancy (0-1 year)	Basic trust vs. mistrust	Hope	Appreciation of interdependence and relatedness
Early childhood (1-3 years)	Autonomy vs. shame	Will	Acceptance of the cycle of life, from integration to disintegration
Play age (3-6 years)	Initiative vs. guilt	Purpose	Humor; empathy; resilience
School age (6-12 years)	Industry vs. inferiority	Competence	Humility; acceptance of the course of one's life and unfulfilled hopes
Adolescence (12-19 years)	Identity vs. Confusion	Fidelity	Sense of complexity of life; merging of sensory, logical and aesthetic perception
Early adulthood (20-25 years)	Intimacy vs. Isolation	Love	Sense of the complexity of relationships; value of tenderness and loving freely
Adulthood (26-64 years)	Generativity vs. stagnation	Care	Caritas, caring for others, and agape, empathy and concern
Old age (65-death)	Integrity vs. Despair	Wisdom	Existential identity; a sense of integrity strong enough to withstand physical disintegration



# *personal* **BRAND**

“Personal branding is about managing your name — even if you don’t own a business — in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date? Chances are that your “blind” date has Googled your name. Going to a job interview? Ditto.”

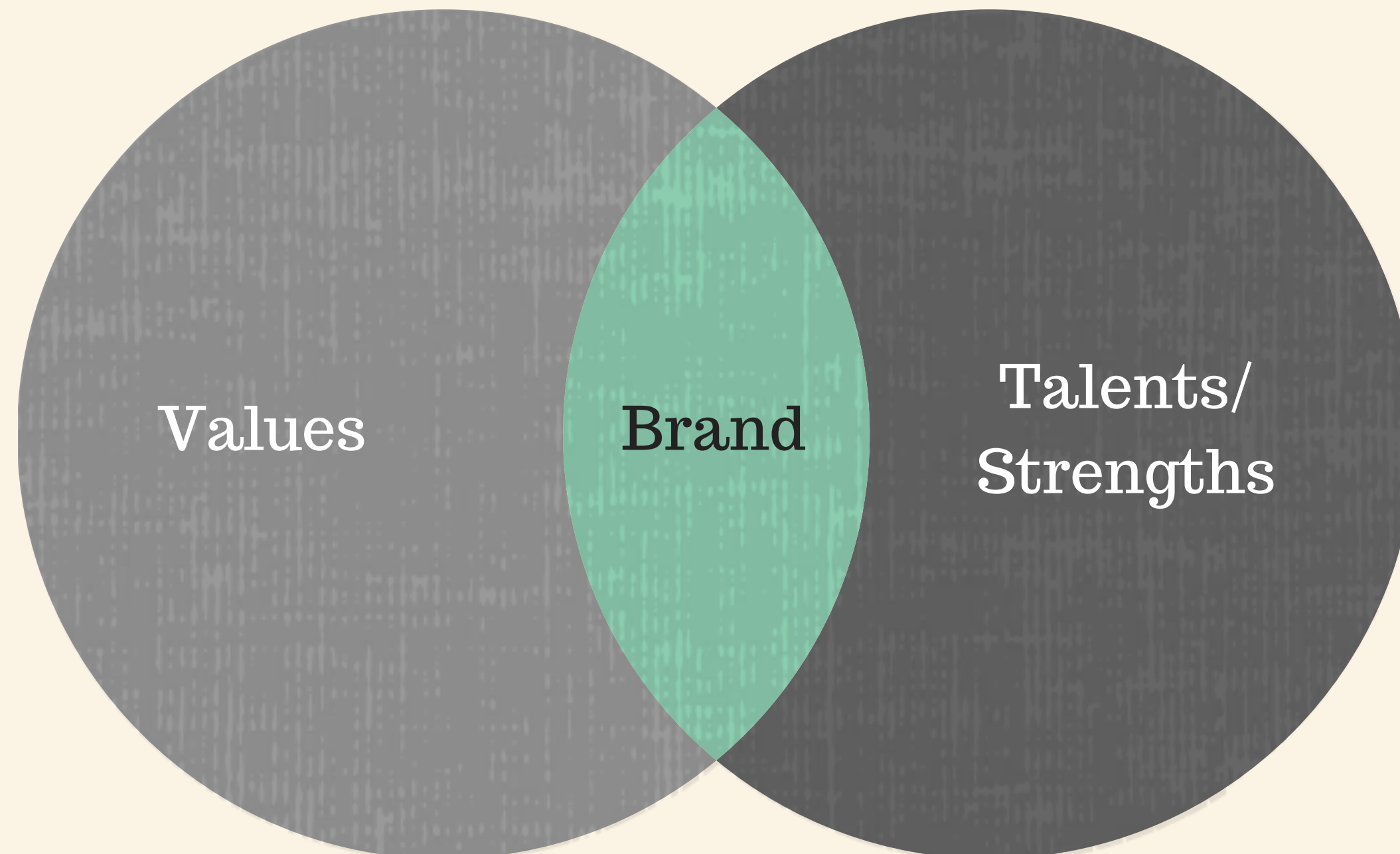
Tim Ferriss



**PROFESSIONAL IDENTITY = PERSONAL BRAND**



# PROFESSIONAL IDENTITY DEVELOPMENT



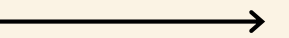


# *design* **NOT DEFAULT**

A strong professional identity provides purpose and satisfaction. Without a strong professional identity, you may be acting in default mode.

- Yes or no
- To do list/calendar

Thornton, H. (2013). Living and working by design, not by default.





# DEFAULT

It's easy to get lost, and wake up many years later in a strange land asking yourself, "Who am I, how did I get here, and how do I get back?"

Todd Henry



# BY DESIGN

With a strong professional identity, you can seek out/choose activities and make decisions that align with your values/purpose/brand.



**EMPOWERING**



**CHALLENGING**



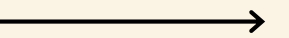
**INSPIRING**



*consistent*  
**PRACTICE**

The only way to avoid getting off track or burned out is to be mindful and engage in consistent practices that keep you on the path you design.

(Toddy Henry, 2013)



# TRADITIONAL

- What you say (and how)
- Non-verbals
- Actions
- Network

# MODERN

- Professional and personal fused
- Social media
- Professional sites
- Not just you - those with whom you associate



# *Take a* **LOOK**

Thorough assessment highlights needed action.

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**COLLEAGUES**

**CALENDAR/TASK**

**SOCIAL MEDIA**

**STUDENTS**

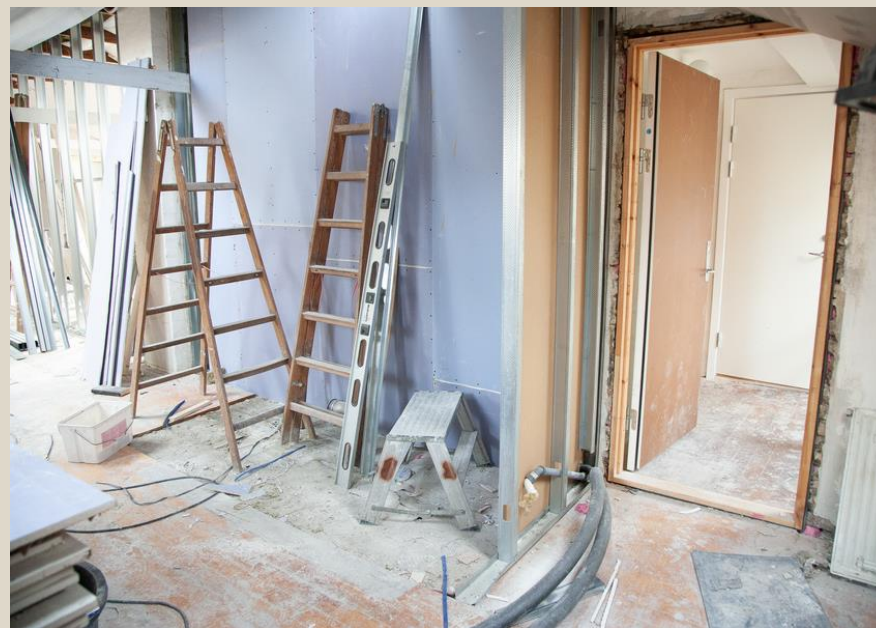
**RESUME/CV**

**TASK LIST**

# TAKING STOCK



**WHAT'S GOING WELL?**



**WHAT NEEDS WORK?**



**WHAT'S MISSING?**



*prof dev*  
**RESOURCES**

There are many resources available to support your professional identity development:

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**PROFESSIONAL ORGS**

**CAMPUS RESOURCES**

**MENTORS**

**NETWORKING**

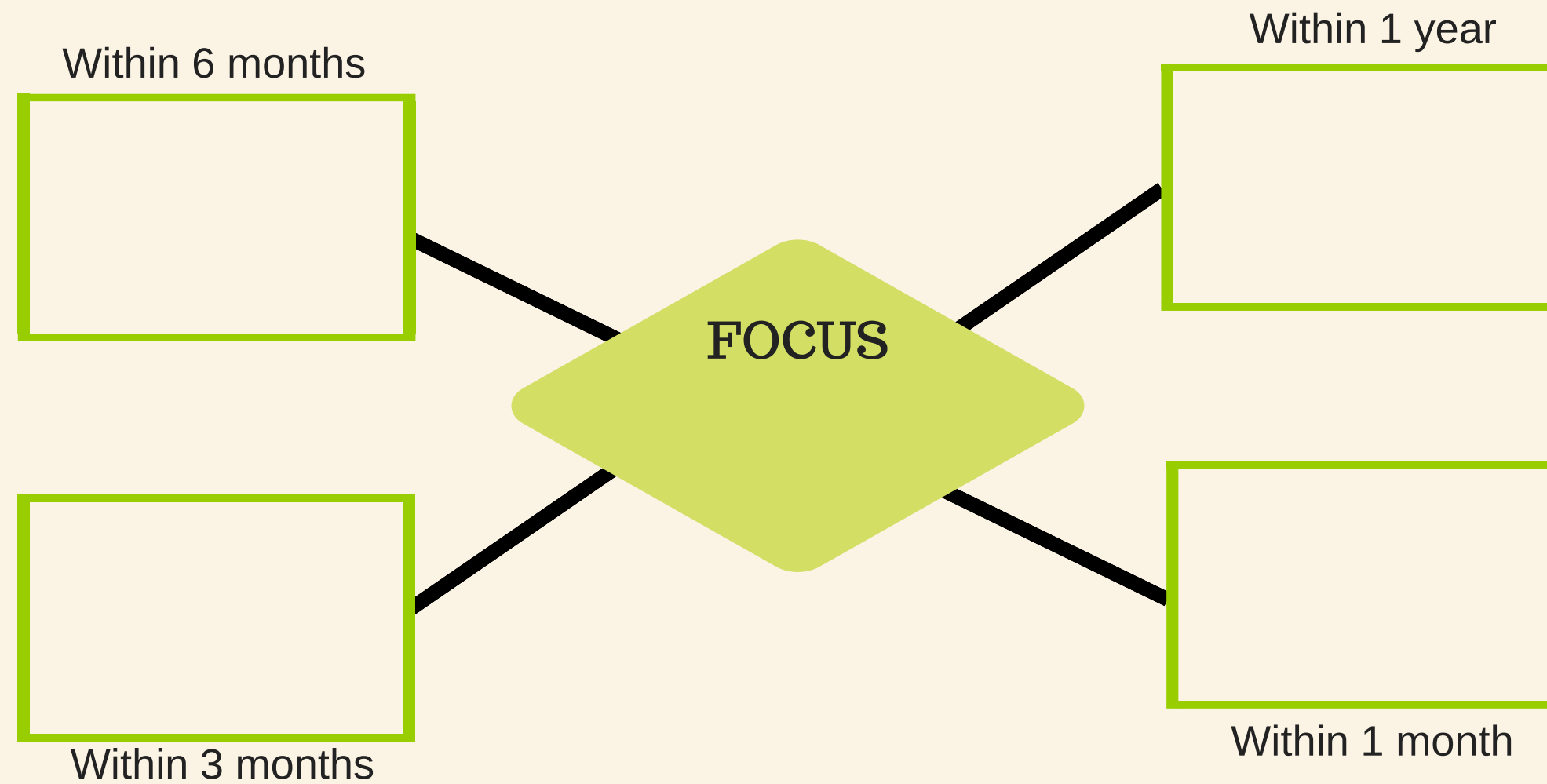
**READING - BOOKS & WEB**

**COACHES**



# DEFINE THE PLAN

Avoid comfort & focus on the future

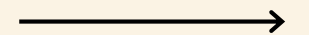


# *practice* **INTENTIONALITY**

- Show up
- Own up
- Straighten it up

Who will hold you accountable?

(Booher, 2011)



*if you don't define your brand,*  
**SOMEONE ELSE WILL**

# REFERENCES & READING



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