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SUBJECT : CPDP (3150004)
SEMESTER : 5
CHAPTER : 2

IDENTITY



Identity & Self Esteem

Identities to help us become future-ready

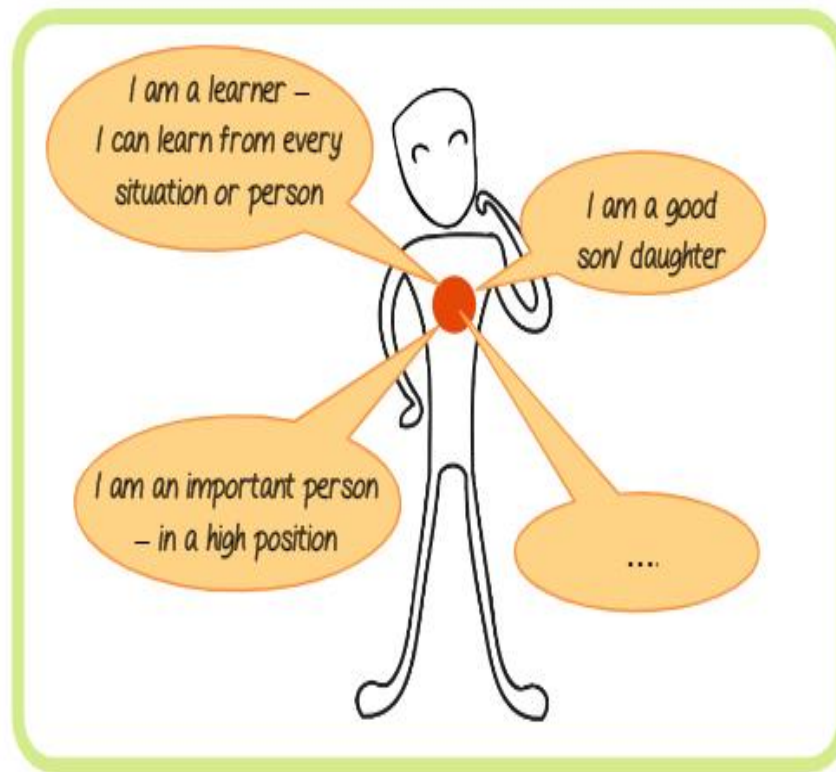
01

What is identity?

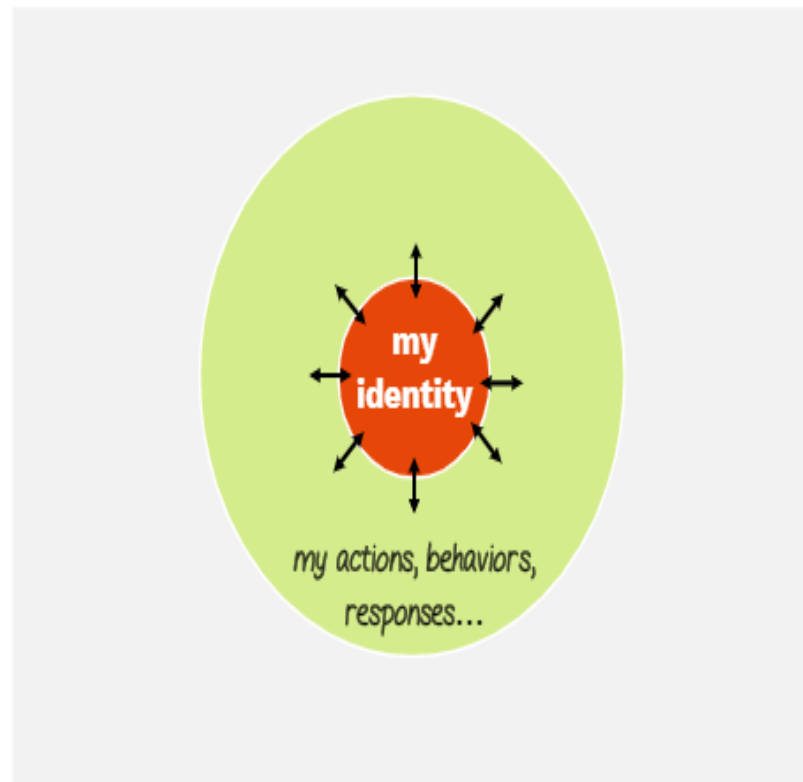
What is identity?

Identity is – ‘Who am **i**?’

All of us identify or define ourselves in certain ways, for example -



Our identity or the way we define/ see ourselves, affects the way we behave, act, or respond to situations

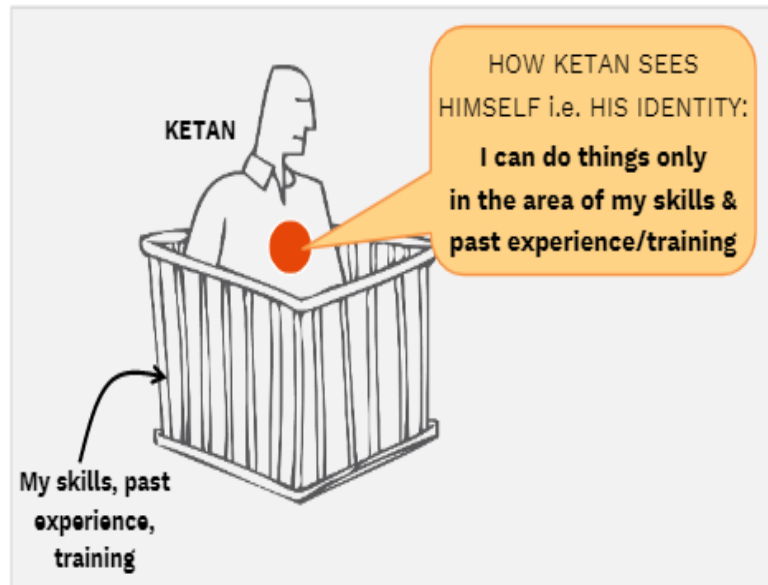


Because of this, our identity affects our ability to become future-ready..

Lets explore what happens in 3 examples →

EG 1: Take the example of Ketan & Raghav.

Due to the new strategic direction their company is shifting into, several departments are merged, some closed down, some new departments have been created. Ketan and Raghav are in a department that has been merged with another. Their role has been changed from product selling to new markets & business building.

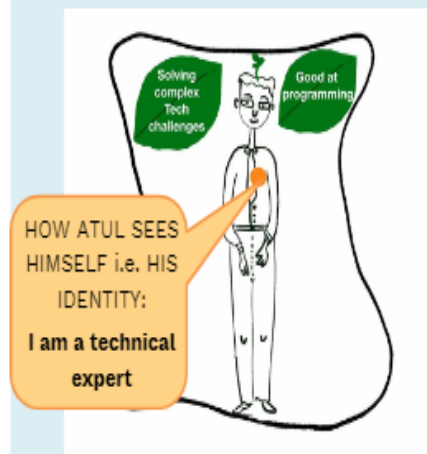


What If you start seeing your own skills, talents, past experiences, training – like the way Raghav does.... how can it help you? How will you approach things differently?

EG 2: Here is the example of Atul. Examine his career journey over the years –

STAGE 1 OF HIS CAREER

Atul begins his career as a software programmer. He sees himself as a technical expert and so tries to excel in that. He is good at his job. He soon gets promoted to a team lead.



STAGE 2 OF HIS CAREER

In his role as a team lead, he continues seeing himself as a 'technical expert' only. So he continues to do well in the technical parts but ignores interpersonal areas. His seniors still believe he can develop over time & after a few years of service, promote him to a bigger role.



STAGE 3 OF HIS CAREER

In his role as a division manager, he still continues seeing himself as a 'technical expert' only. Because of this, he feels other parts of his job as a burden. He is unhappy and unable to cope with his managerial role and starts lagging behind.



It is only after a review with his boss, that he realizes – it is time to change. If he changes the way he sees himself, he can become so much more... This helps him break free from his self-created barrier that was limiting his potential.



Is it possible that your potential could be limited by your own self-created barriers & that it is in your hands to free yourself? How?

EG 3: Consider this scenario –

IBM to cut 15,000 jobs globally

IBM has handed out hundreds of pink slips to employees. On Tuesday, 100 engineers out of a team of 300 in a Bangalore-based, Systems Technology Group within the company lost their jobs including people with 12+ years of experience.

It is being speculated that Systems Technology Group located in Bangalore is no longer required, as IBM has sold off its low-end x86 server business to Lenovo for \$2.3 billion. And it is speculated that Lenovo prefers its Chinese workforce to carry on the operations. Employees fear that several hundred or even thousand more employees could be asked to leave.

Source: Hindustan Times, February, 2014

NEWS FLASH: IBM layoffs start at Bangalore

HOW RAJARAM SEES HIMSELF i.e. HIS IDENTITY:
My worth is defined by my job & status it gives me



RAJARAM'S RESPONSE

OH NO!!! My career is ruined. Why will anybody want to hire an employee who has lost his job? I am nothing without this job...

HOW KAMAL SEES HIMSELF i.e. HIS IDENTITY:
My worth is defined by my inner capacity & strength



KAMAL'S RESPONSE

I have to start my career all over again! I am upset... but this is only a setback. I am sure I can figure out a way to build my career again. I can do whatever it takes & change whatever I need..



Which identities can help us become future-ready?

Some identities or ways in which we define ourselves lead to us becoming rigid, fixed, static.

These are called static identities.



Some identities or ways in which we define ourselves lead to us becoming agile and flexible.

These are called dynamic identities.

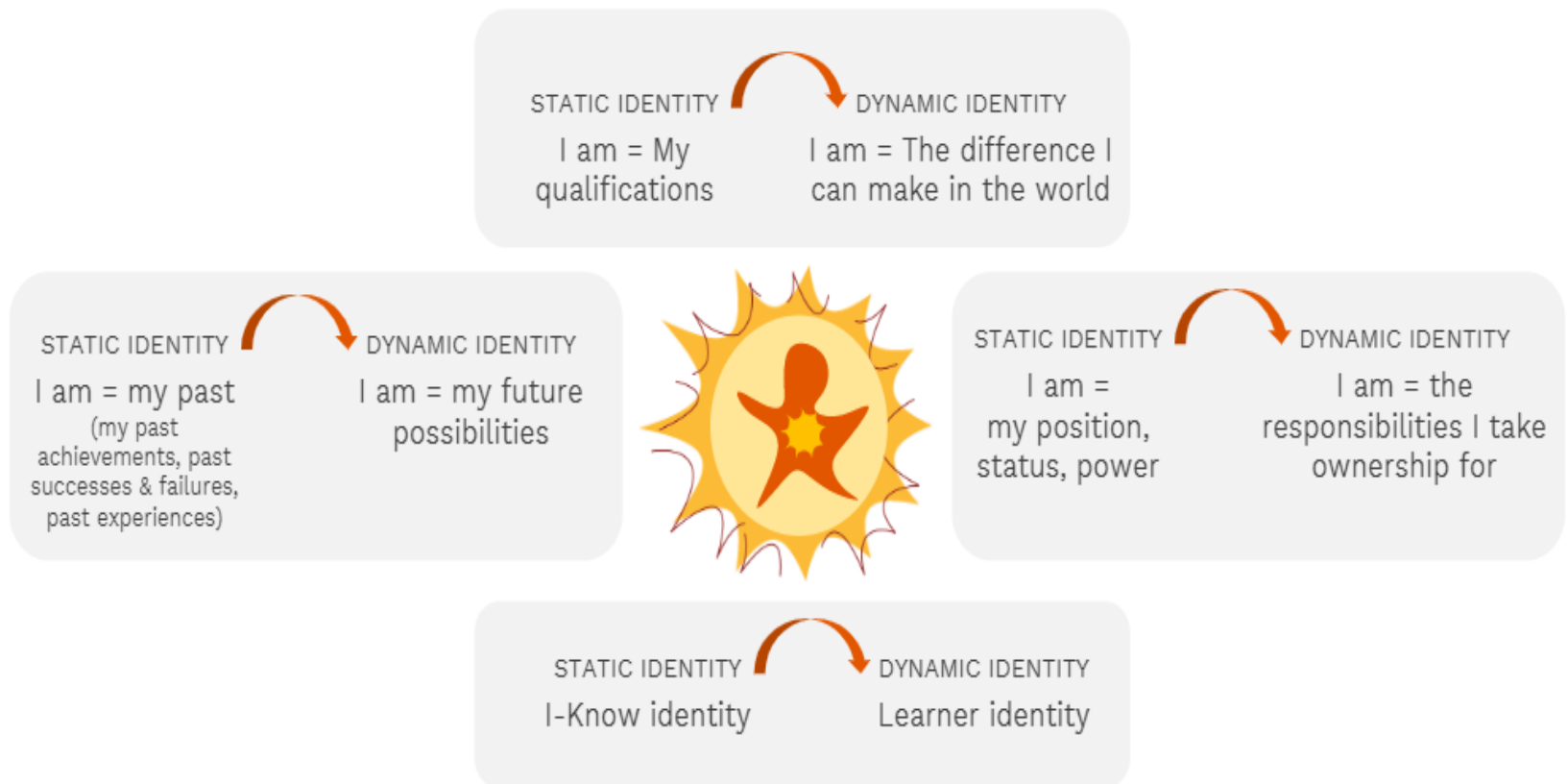


**Developing our dynamic identities
will help us become future-ready**

02

Four dynamic identities to help us become Future-ready Contributors

Here are 4 **dynamic identities** that can help us become Future-ready Contributors



1 Dynamic Identity 1: Defining myself in terms of the difference I can make (instead of defining myself in terms of my qualifications)

A SHIFT IN THE WAY WE SEE OURSELVES

STATIC IDENTITY

I am = My qualifications

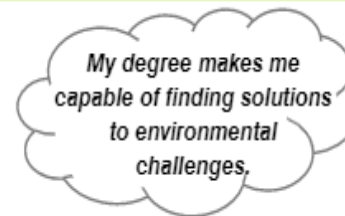


I am a highly qualified person. I deserve a high-paying job. I won't settle for anything less.

Karan, an environmental engineering graduate

DYNAMIC IDENTITY

I am = The difference I can make in the world



My degree makes me capable of finding solutions to environmental challenges.

Smita, an environmental engineering graduate



Does defining yourself in terms of the 'difference you can make in the world' mean giving up your qualifications? How can it in fact enhance the power of your qualifications?

2 Dynamic Identity 2: Defining myself in terms of responsibilities I take ownership for (instead of defining myself in terms of my position & power)

A SHIFT IN THE WAY WE SEE OURSELVES

STATIC IDENTITY

I am = my position, status, power



DYNAMIC IDENTITY

I am = the responsibilities I take ownership for



How can this dynamic identity help you unlock the potential of any position or role you have?

3 Dynamic Identity 3: Defining myself in terms of my future possibilities (instead of defining myself in terms of my past)

A SHIFT IN THE WAY WE SEE OURSELVES

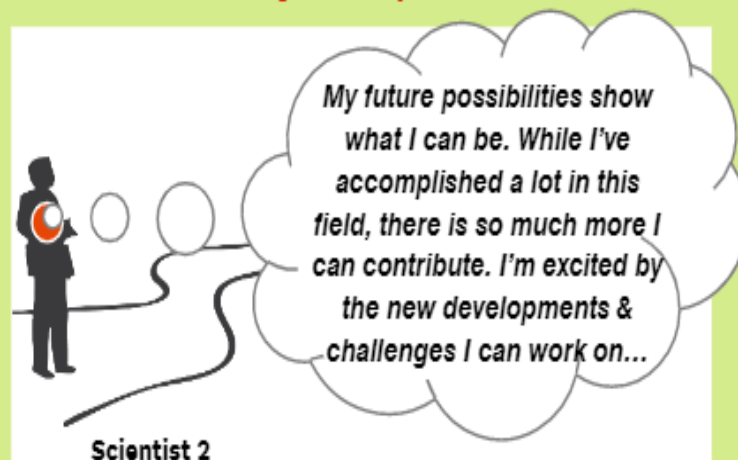
STATIC IDENTITY

I am = my past (my past achievements, past successes & failures, past experiences)



DYNAMIC IDENTITY

I am = my future possibilities



What is the power of defining yourself in terms of “who I want to become” or “who I can be”?

4 Dynamic Identity 4: Defining myself in terms of a 'learner identity' (instead of an 'I-know identity')

A SHIFT IN THE WAY WE SEE OURSELVES

STATIC IDENTITY: I-Know Identity I.e.

I am = the knowledge & expertise I have



DYNAMIC IDENTITY: Learner Identity I.e.

I am = the knowledge I can gain through new learning



**Is it possible to develop in expertise in an area, and yet retain a 'learner identity'?
Can you find examples of such people? How does their learner identity help them?**

Static Identities we explored

I am = My
qualifications

I am = my past
(my past achievements,
past successes & failures,
past experiences)



I am =
my position,
status, power

I-Know identity

These identities leave us trapped in history.
Blocks our ability to deal with uncertain
times and rapid changes.

Dynamic Identities we explored

I am = The difference I
can make in the world

I am = my
future
possibilities



I am = the
responsibilities I take
ownership for

Learner identity

These identities are based on who we are “being”
and “becoming”. It frees us to choose a better future
and become whoever we choose to be.

The more we reinforce these dynamic identities, and the less importance we give to any static identities, the easier it will be for us to grow as Future-ready Contributors.