



Organizational Identity

We are all familiar with the concept of mission, vision, and values, yet are you familiar with organizational identity? Join an interactive session to learn more about organizational identity, why it is essential for organizations to thrive in an uncertain future, and what elements are fundamental to organizational identity.

Topics

- What is Organizational Identity?
- How most organizations have approached organizational identity
- Why having organizational identity is important
- The elements of organizational identity - Purpose, People, Process
- Strategies for tapping into your organization's identity
- Best practices for creating alignment within an organization

Outcomes

- Allows participants to take a more holistic view of their organization's identity
- Provides frameworks for creating and communicating purpose among all organizational stakeholders

Delivery Format

This session can be delivered as a one hour learning session, or as part of a half-day, or full-day planning retreat that would be customized for your team's desired learning outcomes. Customized solutions can include:

- Team & organizational insights collection and reports to inform strategic planning
- Training key stakeholder groups in communications and launch strategy around core organizational identity