

IDENTITY MAP

- users guide -

DESCRIPTION

Identity Map (IM) is a tool to map and innovate around an **organization's identity**.

Goal of its use is the identification of undiscovered innovation potential that can be translated into a strategically usable **Innovation Identity (I²)™**.

To that end the IM allows **mapping of different perspectives of identity** and analysis of the emerging intersections as a function of the respective goals of the organization and its most promising avenues of innovation.

The I² then results by **intelligent interpretation** of the overall picture emerging from the overlay of the right identity perspectives.

IDENTITY MAP

- step by step guide -

STEP 1 Define Goal

What is the goal of the organization?

STEP 2 Identify organizational Unit

What is the right organizational unit?

STEP 3 Identify People

Who are the right internal & external stakeholders to work with?

STEP 4 Get Perspectives

Find the right juxtapositional perspectives for the organization!

Exercises (juxtapositions)

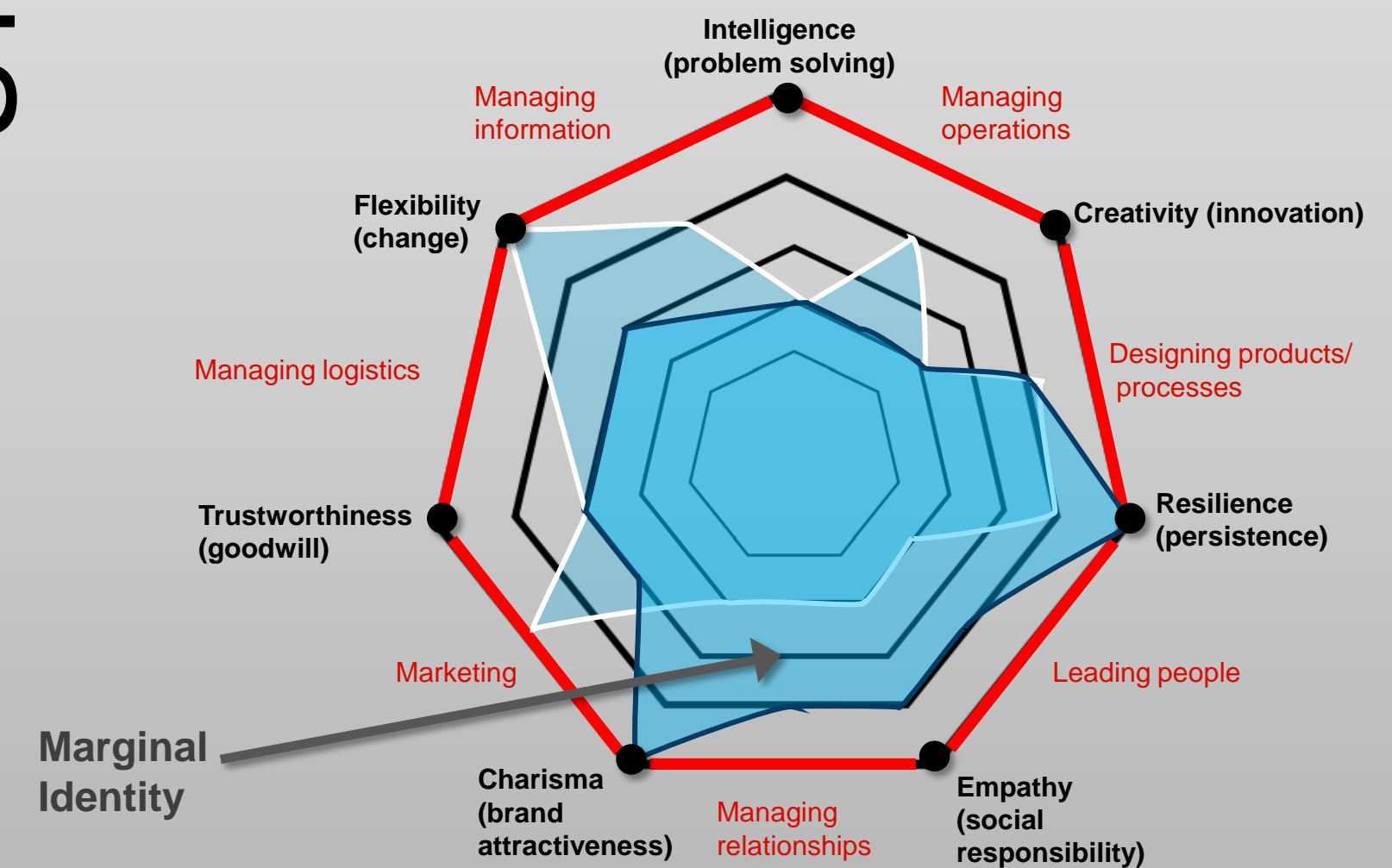
Internal vs External
Formal vs Informal
Local vs Global
Short-term vs Long-term
Routine vs Flexible
Opportunities vs Risks

STEP 5 Map Value(s)

Map existing & created value using the contrasting perspectives!

STEP 6 Find Margins

Find margins between perspectives!



STEP 7 Create Innovation Identity!

Map contrasts and integrate the relevant marginal identities into one consistent Innovation Identity!

IDENTITY MAP

- key -

DETAILS

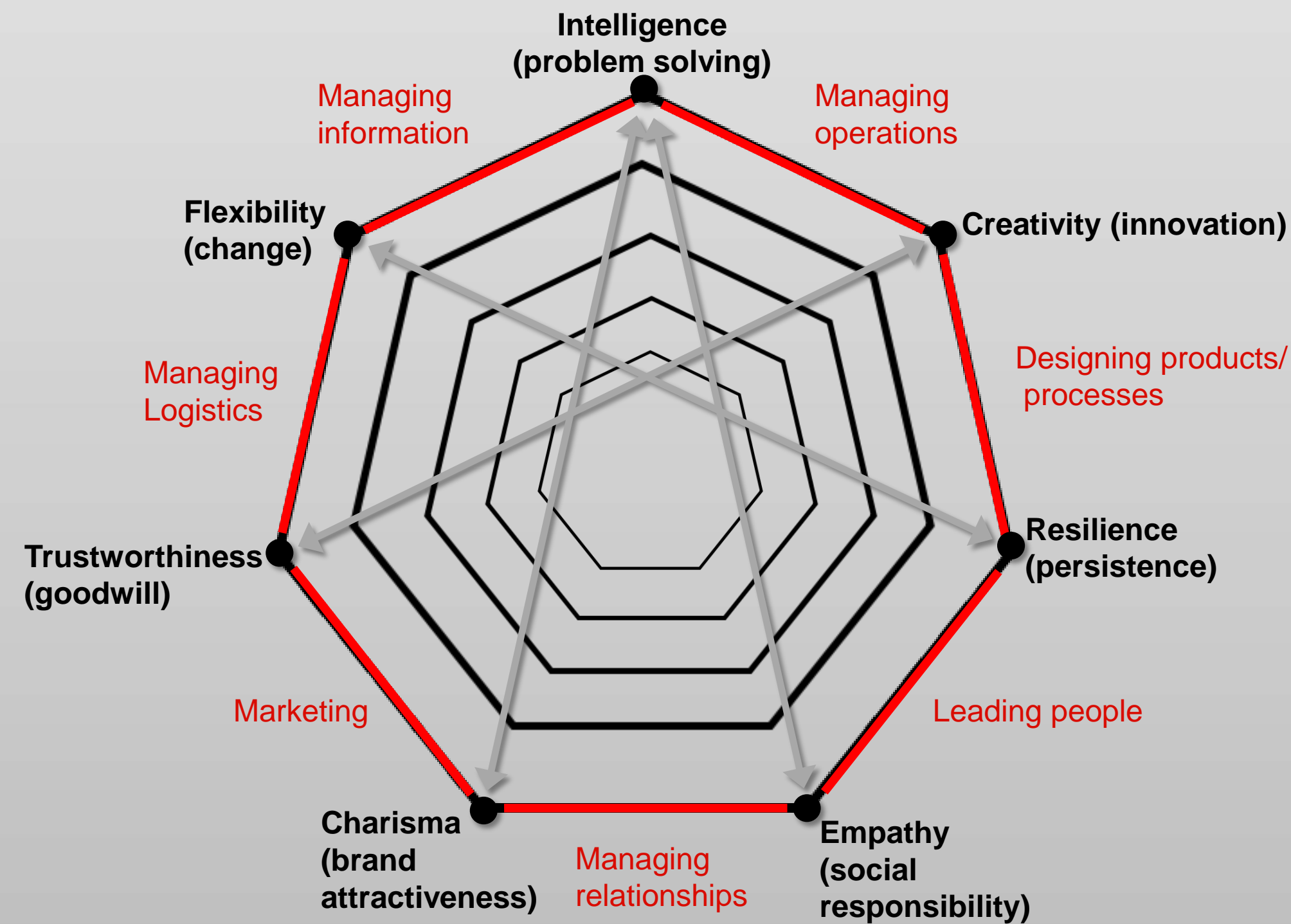
IDENTITY MAP

Existing values (black points)

- Trustworthiness (goodwill)
- Charisma (brand)
- Creativity (innovation)
- Intelligence (problem solving)
- Empathy (social responsibility)
- Flexibility (change)
- Resilience (vision)

Value creation (red lines)

- Designing products/processes
- Managing logistics
- Managing people
- Managing relationships
- Managing operations
- Managing information
- Marketing



opposing view

Exercises (juxtapositions)

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