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A person wearing a grey sweater is holding a lit sparkler, with bright sparks flying out. The background is a soft, out-of-focus blue.

# The Changing World of Work and the Role of Identity



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A person with long, dark hair is seen from behind, looking towards a large, bright bonfire at night. The fire is the central focus, with a large log being held over it. The scene is illuminated by the warm, orange glow of the fire, creating a dramatic and contemplative atmosphere. The background is dark, with some blurred lights and foliage.

**What made me come here?  
What are your expectations  
of the day?**



Digitization

Economic  
turbulence

New leadership  
approaches

Demographic  
change

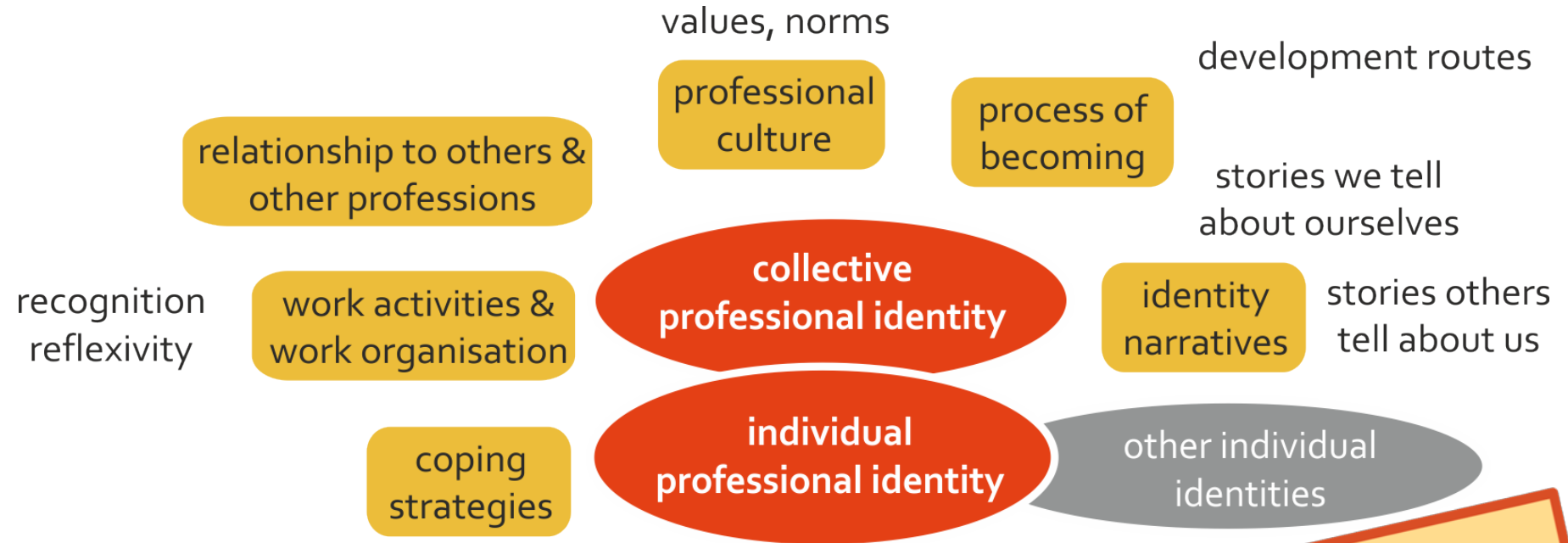
New expectations

Shaping change

- Shaping such changes (and not just reacting to or driven by them) requires **deeper learning**
  - Not just new skills
  - Coping with conflicting demands and new pressures
  - Reinventing good & promising practices
- How can we **support** the individuals and organisations in these processes in a holistic and comprehensive way?

Professional identity  
transformation

# Spaces for Identity Transformation



**How can we create technology-enhanced spaces for identity transformation?**

# Multi-disciplinary collaboration for sound & sustainable outcomes

## RESEARCH PROJECT

- EU 7<sup>th</sup> Framework Programme
- 4 years (Feb 2014 – Apr 2018)
- 11 partners
- 32 associate partners

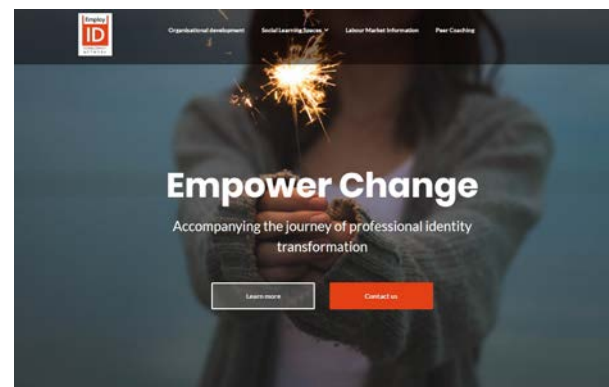
## MORE THAN THREE CASES

- Context of public administration (public employment services)
- Different organizations
- Scientific evaluation of the interventions indicating sustainable effects

## OPEN EDUCATIONAL RESOURCES & OPEN SOURCE TOOLS



## CONSULTANCY NETWORK



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**Think about a moment in your professional life in which the job you were doing changed.**



# Agenda for today

- 10.20 Group discussion at tables  
Practical aspects of identity transformation and the changing world of work
- 11.20 Coffee break
- 11.50 Supporting identity transformation: Overview
- 12.10 Marketplace for techniques & spaces for identity transformation
- 13.10 Wrap-up & how to move forward



A woman with long blonde hair is sitting at a desk in an office. She is looking down at a laptop. There is a white mug on the desk. The background is slightly blurred, showing other office equipment and a window.

## Group activity

**What factors determine your work identity and how are they changing?**

**How can we support individuals in their process of change and what sort of technology can support it?**

**What support do you need? What's your most pressing issue related to identity transformation?**

# Spaces for Identity Transformation



# Marketplace for spaces for identity transformation

## SOCIAL LEARNING SPACES

- Using technology-enhanced social learning for identity transformation
- Online courses & communities
- Obstacles & how to overcome them

## NARRATIVE TECHNIQUES

- Techniques for eliciting narratives from employees
- Analyzing and visualizing to support the sensemaking process
- Sustainable implementation

## PEER COACHING

- Finding creative solutions together
- Develop coping strategies
- Acquisition of skills such as powerful questioning, growth mindset, emotional awareness

## LABOUR MARKET INFORMATION

- Using open data and lightweight integration for creating meaningful analytics
- Support employees in creating meaning from data

**What will I take away from this event?**

**What could I share with others  
(in my organisation)?**



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[Social Learning Spaces](#) ▼

[Labour Market Information](#)

[Peer Coaching](#)

# Empower Change

Accompanying the journey of professional identity  
transformation

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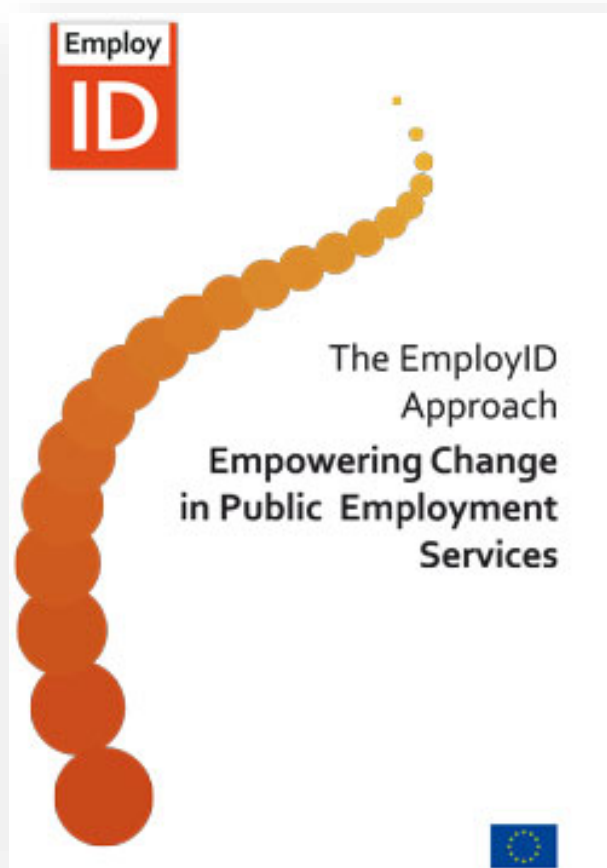
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