



# Collective identity

## Thought starters

### Worksheets:

#### Connected moment

10-20 min

Reflect on a moment of belonging.

#### Behavior mapping

10-20 min

Identify shared behavior across the team.

# What is collective identity?

A shared sense of belonging that builds cohesion and helps teams work as one.

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**Collective identity is about aligning, not conforming.**

Collective identity is about creating shared values and agreements that bring the team together as one cohesive group.

**More like:**

Having a shared set of values the team aspires to uphold.

**Less like:**

Mandating certain behaviors.

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**Collective identity is about rituals, not meetings.**

**More like:**

"After our weekly stand-up, let's go around and share one inspiring story from this weekend."

**Less like:**

"After our weekly stand-up, let's meet just as the marketing team to go over more specific updates."



# Connected moment

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Reflect on a moment of belonging.

Describe an experience in the past year when you felt connected to your team.  
Who was involved? What made you feel connected?

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# Connected moment

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Now think about what created that feeling of connection for you.

Who were you working with?  
How did they contribute to this feeling?

What mattered to you most in this moment?

It could be a feeling, the camaraderie with your team, or the impact you had.

Are there other situations at work when you have felt just as connected?  
Do you notice any trends across these moments?



Brainstorm behaviors everyone on your team demonstrates.

We always invite others to discussions even when we know their opinion may differ. We have a process in place to address tensions when there are differences in opinion.

