



LEADERSHIP COROLLARY PARALLELISM A NEW HYPOTHESIS ON IDENTITY

Dr. Bhargav S. Joshi¹ and Mr. Hiten Bhuta²

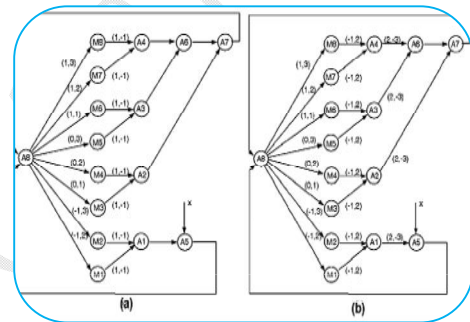
¹ Faculty and Educational Technocrats Smt. K G Mittal College of Commerce, Mumbai.

² Faculty – Sakar Jivanvikas Trust Alumnus – Indian Institute Of Management, Ahmedabad (IIM-A). K. J. Somaiya College of Engineering – Mumbai, India.

ABSTRACT:

Everyone is concerned with producing bigger results. Results will happen only through consistent and sustained actions. There are many theories about why do people act. Different researchers have identified different causes for people's action. Present article argues that Identification is the central cause that makes actions possible. We operate, think, believe, feel and act in the box of limitations created by our identification.

KEYWORDS: producing bigger results, Identification, box of limitations.



INTRODUCTION

Identification is the source of our actions and experiences. Identification is usually slow, unconscious and often irreversible process. Our immediate environment gives us opportunities to get identified with different thought-forms, language patterns and emotional states (Rubin, 2017). When we are identified with something, we store our identification as "I am so and so." Once the basic self-identification is created, all future perceptions are filtered by the thought-form that considers itself as "I". We have the power to drop our existing identification and create new ones. When we create new

identifications, we get access to new actions and new results.

BUSINESS RESULTS :

Every business leader is concerned about producing better results. Results are the outcomes that comes out of the business daily activities and operations. Actions are the source of these outcomes since they produce and determine the results. Without action, a result would be impossible to get. Whenever we take action in whatever we are doing, some ripple is created in the universe (Naklas, 2015). Besides, based on our actions, other people take some action in return. It means that we trigger what other people actions.

Eventually their actions, affects or becomes our results (Bell, 2000). A good example is when you call up a client and explain about your services. Your action is making the phone call. Then, if that client takes out their credit card and makes a payment. The client has taken an action. The client's action is in response to your action. We can say the client's action is in Rhythm with your action. Thus, the client's action is your result. It is very simple to understand that our actions are the sources of the results that we get (Gladkikh, 2008). To comprehend this better, we may ask ourselves the following questions:

- Why do some people take effective actions and produce unprecedented results?
- Why do some people take ineffective, self-sabotaging actions and reduce their effectiveness?
- What is the source of actions? The source of action is self-identity.

SELF-IDENTITY :

It is significant to understand what self-identity is. The dictionary defines Self-Identity as: the recognition of one's potential and qualities as an individual, especially in relation to social context. We will define self-identity as: Your conscious or unconscious identification with any thought form, mental construct, language patterns, words, image, habit, group, organization, status, relationship, body, language, religion, nation state or financial status (Rubin, 2017). Identity is defined as:

- A person's sense of identity with someone or something.
- empathy, rapport, fellow feeling, togetherness, unity, bond of sympathy, sympathetic cord, sympathy, understanding;

All your actions are designed to PROTECT your Identity :

At its core, all actions spring from identity. All thoughts, emotions, beliefs and actions are in service of whatever you are identified with.

Self-identity:

- Is Essentially Who You Are for Yourself.
- It is your view about yourself.
- It also includes type of thoughts you have about yourself.
- It includes emotions that come up for you when you think of yourself.
- Finally, it includes words, semantics structure and images you have associated with yourself.

Sources of your self-identity are :

- 1) What others told you about your identity - for example, you are a man.
 - 2) What you told yourself about who you are.
 - 3) What you read, experienced, saw, considered, and remembered about who a human being is.
- When self-identity gets created, it is fluid and malleable. Over a period of time, you fully KNOW who you are. You get fixed, well-known to yourself and others (Sharma, 2009).

Seven Sources of Identity:

In most human beings, there are seven primary sources of self-identity:

1) Quality or Characteristics:

Early on in life, everyone gets identified with some qualities, characteristics or attributes about themselves. Someone tells you: you are not intelligent or not good looking or not strong. This attribute becomes a defining feature of your existence (Taylor, 2016).

2) Relationship :

In response to a question - Who are you? Most people will say - I am a mother or father. I am son or daughter. Your view of yourself is shaped by your relationships. This level of self-identity has the highest charge or emotional intensity. For example, if you consider yourself a good mother and someone tells you that you are a horrible mother, you will likely feel intensely provoked.

3) Educational Status :

In the modern world, educational identification is strong. People get identified with their degree, educational institutions, score, GPA and excellence in educational endeavor (Taylor, 2016). If someone is not educated, they are fully identified with the fact that they are *uneducated*. "I am uneducated" is also an identity.

4) Body:

At its core, we believe we are our body. We have a range of views and opinions about our body such as fat, thin, ugly, good looking etc.

5) Financial Status:

Money is source of strong identification. Loss of money often feels like a death to some people.

6) Groups:

We are identified with groups, tribes and our cultural background. There is a strong identification with race, religion, nationalities, and ethnic groups.

7) Habit:

Many people are identified with their food habits, exercise habits and their way of life. Your identity can be likened to a powerful seed. This seed is naturally drawn to situations and the environment which will give it an opportunity to flourish, flower and grow. You will find human beings, situations and events that allow you to fully experience and strengthen your identity (Zanette & Scaraboto, 2019). For example, if you consider yourself as a wealthy person, you will find evidence that indicates you are richer than other people. You will be drawn to people who are poorer than you.

All results in your life are products of your self-identity. You can drop your old identification like an actor who gives up one role and takes-up another. Similarly, you can also take-up a new identity and discover a new set of actions.

Create New Identity:

Creating a new identity is not difficult. The following is a simple procedure that can be used when creating a new identity (Wolfe & Taylor, 2003);

- 1) Start by saying that you are what you say you are.
- 2) Consider yourself as the new you have invented.
- 3) As you respect and believe in the invented-you, it will get real.
- 4) You will start having thoughts, emotions, beliefs, friends and situations that support your new identity (Sharma, 2009).

Try it today and start encountering better results.

- Discover what you identify with.
- Drop that identification.
- Create a new identification and you will see new results.

Your View Of The World :

Your world-view is fully controlled by what you are identified with. You don't see world with your eyes. You don't see the world as it is. You see the world as you are. Let us say you consider yourself as religious and you are identified with your religion. You believe in all-powerful God. In this case, events happening in the world occur to you as act of God's will.

If you view the world as controlled by all-powerful God, you will see certain actions possible.

Every view gives rise to certain set of actions. In the box that every worldview creates, certain actions become possible. When you change your identification, your worldview also changes. When your worldview is changed, you can take new actions.

This phenomenon can be seen clearly in individuals who take citizenship of new country. Most people are identified with their country. Country's rules, customs and culture shape person's actions, habits and thoughts. When they change country, suddenly their identity changes and the way they see the world also changes. They can now take new actions and produce new results.

Your View Of People :

Your view of yourself, your identification & self-image determines how you view other people. Let us say, you view yourself as weak. You will measure other people on the basis of their strength. You will ignore their beauty of financial status. But you will see their strength and measure whether they are stronger than you or weaker than you.

Similarly, let us say, you consider yourself as rich. You are identified with your money or financial status. In this case, you will measure and estimate other people's money and whether they are richer than you or poorer than you.

Your view of what people can do or cannot do is determined by your own view of yourself.

Let us say, you will you are born with some special genes, special smart talents. In this case, you will not expect others to match your skills or talents. However, if you identify yourself as hard-worker, you will believe that others can also achieve success through hard-work.

Your view of people impacts the way you lead and build your teams.

If you identify with your smartness, you may assume others are not very smart and your leadership may become manipulative.

For individuals in the leadership role, it is critical to examine their identification – what they consider themselves to be.

Your View Of Resources :

Humans have identified themselves as intelligent, smart dominating life-form. We believe we have the right over the planet's resources. We have invented the term "Human Rights". But, we don't have any concept of "Animal Rights" or "Bird Rights" or "Earth Rights" ! As we are identified with our exclusive, super special status, we don't consider other life-forms as equal to us. We believe all earth's resources exists for our benefits and our pleasures. Many environmental activists have launched campaigns to save environment. However, these campaigns will have limited success unless there is fundamental shift in the way we see ourselves.

CONCLUSION :

Creating a new identity helps us achieve better results. If we retain the identities that we have or the old ones that we are recognized with, there are higher chances that our results will decline or stagnate. Besides, even business enterprises needs to change their identity to trigger some change to all its stakeholders such as employees, customers and suppliers. Business leaders should be in the forefront of initiating the change of their business identity if they are concerned with improved results.

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Dr. Bhargav S. Joshi

Faculty and Educational Technocrats Smt. K G Mittal College of Commerce , Mumbai.