


## OUTCOMES

### 1 The Power of Questions to Shape Identity

The questions we ask ourselves and others can profoundly influence our sense of identity and purpose. Shifting from "What do you want to be?" to more empowering, inclusive questions helps align identity with values, adaptability, and personal growth.

Young adults lacking purpose experienced more than **2x** the rates of anxiety or depression compared to their peers with a defined sense of meaning

**58%**  of young adults reported lacking "meaning or purpose" in their lives.

\*Based on a study done by Harvard Graduate School of Education

### 2 Redefining Success

By focusing on present identity rather than occupational roles, individuals can foster healthier self-perceptions and create emotionally intelligent environments that support diverse definitions of success.

**28%**  
of retirees are depressed

### 3 Future-Ready Conversations

In a world where nearly half of today's jobs didn't exist a generation ago, success relies on reframing career conversations to embrace flexibility, purpose, and a growth mindset.

**85%**  
of jobs in 2030 don't exist today

# Building Better Leaders

by **IMAGO**

## Being Over Doing

### APPLICATION

- Hold authentic and equitable interviews, 1-on-1s, and casual conversations
- Educational pathway selection and career guidance connected to your why
- Practicing vulnerability for team-building and camaraderie
- Introspection to understand your inner voice and north star for decision making



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## TOOLS

### Run On Sentence:

Application for supporting active listening, perspective taking, and focuses on immediate thoughts/emotions. Helps with emphasizing "being" (identity and values) over "doing" (career or achievements).

### Reframing Questions Framework:

A practical guide for shifting from limiting, outcome-driven questions to open, growth-oriented questions that enhance clarity, confidence, and connection.