My IDENTITY JOURNEY

ACHIEVE • CONNECT • NAVIGATE UNCERTAINTY

www.myidentityjourney.com

What is My Identity Journey?

In a world where change accelerates and complexity continues to grow, many people reach a moment when they begin to ask a different question:

> *How do I create meaningful achievement without losing connection with myself?*

My Identity Journey was created as a response to that question.

It is a three-day core personal development program with an optional fourth day of integration, combining identity development, embodied practices and practical tools into an integrated journey that supports not only what people do, but also who they become while doing it.

THE THREE CHALLENGES OF CONTEMPORARY LIFE

ACHIEVEMENT

Creating results that feel meaningful and sustainable.

INNER CONNECTION

Strengthening connection with yourself, your values and what truly matters.

DEALING WITH THE UNEXPECTED

Developing flexibility, stability and conscious response in uncertainty.

"The quality of our future is often shaped by the identity we bring into it."

THE MY IDENTITY JOURNEY

Framework

A deeply developed concept that integrates identity theory, archetypal wisdom, philosophy and practical application through more than **10,000 individual coaching hours**.

I

ERIKSON'S THEORY OF IDENTITY DEVELOPMENT

Understanding identity as a lifelong journey of growth through stages and transitions.

II

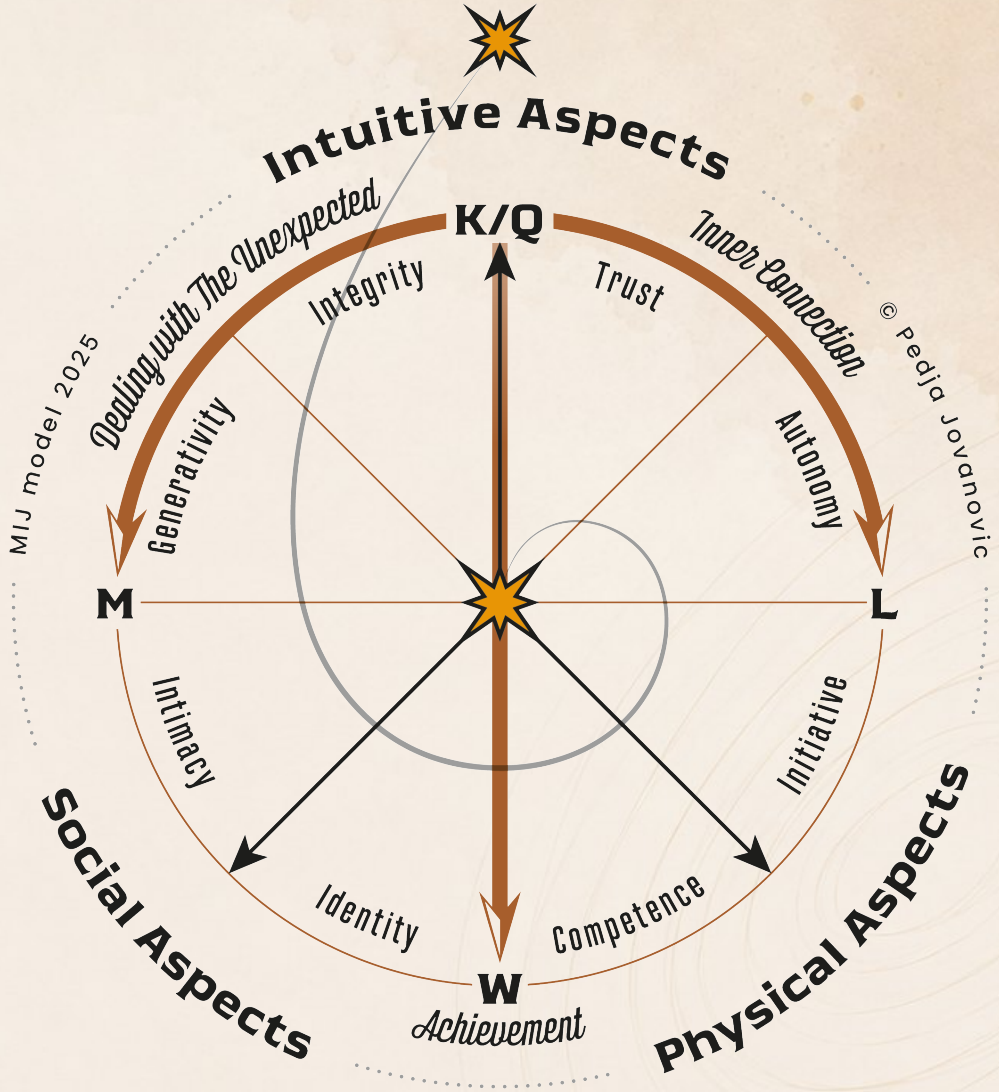
JUNG'S ARCHETYPAL WISDOM

Exploring universal patterns that shape our inner world, behaviour and potential.

III

PHILOSOPHY

Timeless questions. Deeper meaning. A compass for intentional living.



This is more than a training. | *It is a methodology for lifelong transformation.* | *A framework for living with awareness, alignment and purpose.*

Complete Journey

THREE PHASES, ONE CONTINUOUS JOURNEY

The MIJ App prepares participants before the training and supports their next steps for eight weeks after the live experience.

01 PRE-WORK IN THE MIJ APP

- Meet the core MIJ model and begin reflecting on your identity and current direction.
- Prepare to make the most of the live experience.

02 THREE-DAY CORE PROGRAM + OPTIONAL FOURTH DAY

- Days 1–3: Foundations, Achievement & Inner Connection, and Dealing with the Unexpected.
- Day 4 (optional): integration, reflection and time in nature.

03 EIGHT WEEKS WITH THE MIJ APP

- Move toward the first milestone of your 10x vision through a guided path from insight to action, weekly reflection and practical steps.
- The app is in English, with reflections in your own language. Access is included in the training.

The real work happens after everyone goes home.

The Three-Day Experience

THREE DAYS DESIGNED TO CREATE AWARENESS, EXPANSION AND INTEGRATION

My Identity Journey unfolds through a carefully designed experience where each day builds on the previous one, moving from understanding identity, to creating meaningful achievement, to developing flexibility and integration in everyday life.

DAY 1

FOUNDATIONS

Understanding who I am and what has shaped me

- Identity and its four aspects
- Identity formation and transformation
- Personal patterns and life transitions
- Breathwork integration experience

DAY 2

ACHIEVEMENT & INNER CONNECTION

Connecting vision with authentic self-expression

- 10x vision and identity expansion
- Inner architecture of achievement
- Returning to the Spark
- Embodiment and integration

DAY 3

DEALING WITH THE UNEXPECTED & INTEGRATION

Creating stability and conscious movement through uncertainty

- Intuitive and physical intelligence
- Pulsing between presence and performance
- Integrating the complete journey
- Final embodiment experience

A three-day core program with an optional fourth day of integration: reflection, individual conversations and time in nature.

Foundations

DAY 1

Understanding the structures that shaped who I became

Day 1 is about coming home to yourself. We explore the essential building blocks of identity, how they were formed and how they can evolve. Through awareness and deep inquiry, we lay the foundation for meaningful transformation.

01

ENTERING THE JOURNEY

- Introduction to My Identity Journey
- Why the metaphor of a journey?
- Understanding identity as a living process
- Exploring four identity aspects

What shaped who I became?

02

IDENTITY IN MOTION

- The Logical Levels Model as a framework for change
- D-values and B-values
- Faith and trust as foundations for entering the unknown
- Life transitions as moments of identity transformation

What is ready to shift?

03

MAPPING THE IDENTITY JOURNEY

- Erikson's identity development model
- Identity as a multidimensional and dynamic structure
- Identity as an expression of our essential self
- The cycle of identity evolution

What is my life inviting me to become?

04

EMBODIMENT INTEGRATION – TAKING OFF THE MASK

- Releasing outdated identities, roles and protective patterns
- Becoming aware of what no longer serves growth
- Symbolic sensory anchor for courage and release
- Journaling and integration reflections

What am I ready to release?

Achievement & Inner Connection

DAY 2

Exploring the relationship between meaningful achievement and authentic self-expression

Day 2 is about aligning your inner world with your vision for impact. We build the inner architecture of achievement and reconnect with the spark that drives your purpose.

01

VISION THAT REQUIRES AN IDENTITY SHIFT

- 10x vision versus incremental goals
- Expanding possibility beyond current identity
- Redefining self through bold vision
- Connecting future potential with present action

What vision is calling me to become?

02

THE INNER ARCHITECTURE OF ACHIEVEMENT

- Social identity aspects that support a larger vision
- Perception versus external validation
- Psychological identity aspects that shape achievement
- King–Warrior dynamics for direction and execution

What inner strengths am I building?

03

RETURNING TO THE SPARK

- "I Am" as a state of being
- Loving awareness as a path to identity freedom
- Connecting with the authentic self beneath all roles
- King–Lover dynamics: purpose and aliveness

What is my true essence beyond all roles?

04

EMBODIMENT INTEGRATION

- Breathwork experience for expansion and alignment
- Releasing limitations and strengthening intention
- Deep journaling and reflection process
- Integrating vision with body and emotion

How do I align my full being with my vision?

Dealing with the Unexpected & Integration

DAY 3

Developing flexibility, inner stability and conscious movement through uncertainty

Day 3 is about integrating all that you've explored into a stable, flexible and conscious way of being. We cultivate inner intelligence, learn to move through uncertainty, and embody the complete journey.

01

INTELLIGENCE BEYOND THINKING

- Deepening intuitive intelligence and inner guidance
- Working with the subconscious mind and patterns
- Using the Identity Cards as a mirror for insight
- Embodied practices to access clarity beyond thought

What deeper intelligence guides me?

02

PULSING BETWEEN PRESENCE AND PERFORMANCE

- Moving between identities with awareness
- Connecting and disconnecting consciously
- Action versus reaction – acting from choice
- Responding to pressure with inner grounding

How do I move between roles with awareness?

03

INTEGRATING THE JOURNEY FORWARD

- Bringing together insights from the My Identity Journey model
- Reframing regrets as perspective
- Honoring key life moments
- Designing a meaningful eight-week milestone

What truly matters as I move forward?

04

FINAL EMBODIMENT INTEGRATION

- Acknowledging inner shifts and key insights
- Recognizing what still calls for attention
- Celebrating the shared journey and growth
- Final affirmation: "From this place, I now…"

What am I ready to embody from this place?

Transformation needs continuation

Transformation unfolds through awareness, action, connection and integration.

01

PRE-WORK IN THE MIJ APP

Begin exploring your identity before the live experience.

02

THREE-DAY CORE PROGRAM

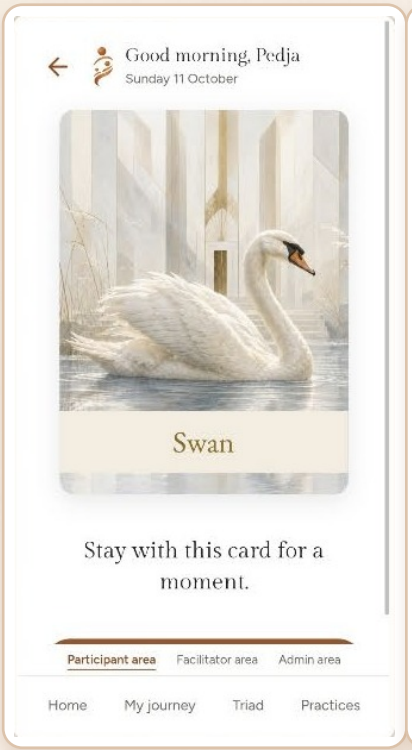
Deep immersion, insight and an inner shift, with an optional fourth day of integration.

03

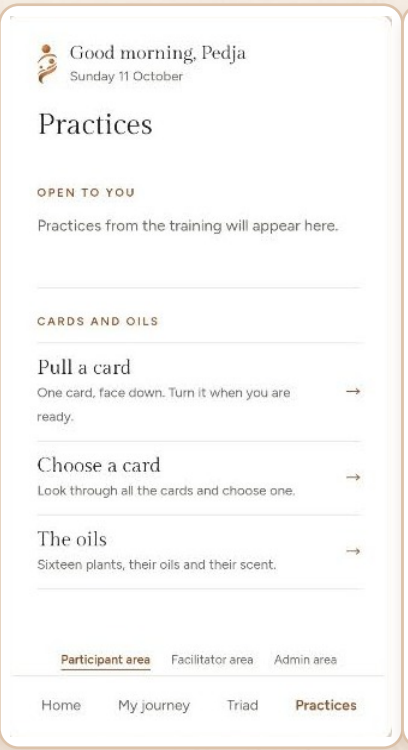
8-WEEK MIJ APP JOURNEY

A guided path from insight to action, toward the first milestone of your 10x vision.

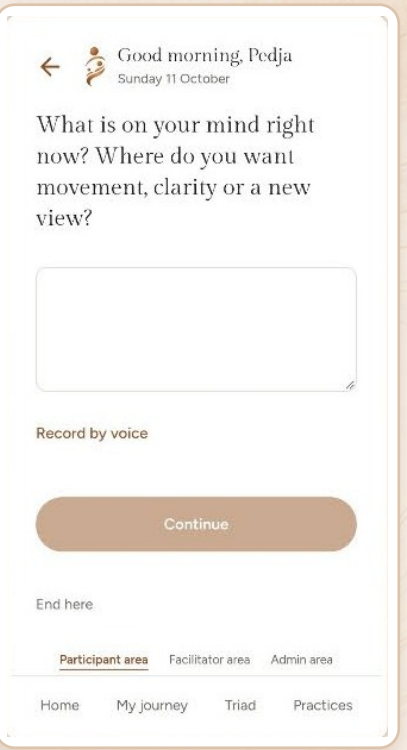
CARD REFLECTION



PRACTICES



WRITE OR SPEAK



Included in the training · Installable on your phone · Write or speak in your own language

The Experience

Learning through experience, embodiment and conscious integration.

LIGHT & SOUND TECHNOLOGY

Light and sound stimulation designed to support focus, relaxation and deeper learning states.

ESSENTIAL OILS

Creating sensory anchors and strengthening connection with inner states.

BREATHWORK

Supporting emotional release, regulation and deeper awareness.

A multi-sensory, multi-dimensional

EXPERIENCE

designed for deep change that lasts.

CREATIVE REFLECTION TOOLS

Cards, metaphors and symbolic experiences that unlock new perspectives.

NATURE AS A LIVING ENVIRONMENT

Creating space for reflection, presence and reconnection beyond everyday distractions.

SOMATIC + COGNITIVE INTEGRATION

Combining insight with experience to strengthen embodiment and sustainable change.

"Transformation becomes stronger when insight is experienced through mind, body, emotion and environment."

Voices from the journey

Experiences that remained long after the three days ended.

"For the first time in a long while, I could clearly hear my inner voice — without noise and without pressure."

ANTONINA MAKAROVA
Business & Team Coach

"The program was truly transformational in ways I did not expect."

ZLATINA KUSHKIEVA
Managing Partner, HR Consulting Partners

"My Identity Journey helped me touch something deeper: a stable inner core beyond all roles."

MARET PAJO
Leadership Consultant

"What stayed with me was the combination of lived experience, presence and authenticity."

LUKAŠ ŠIMON
CEO at Iteria

"The most valuable insight was discovering my true spark and learning how to reconnect with it."

FILIP FISHER
Music Producer & Artist

"I traveled 15 hours from China and found something unexpected here… my spark. I will take it back with me and bring it into my life."

ZOE ZHOU
Founder of Co-Hiking

Different stories. One shared journey.

From experience to book

The My Identity Journey book translates the model into reflections, stories and practical applications.

by Pedja Jovanović and Ivana Tomić Blečić

AVAILABLE EDITIONS

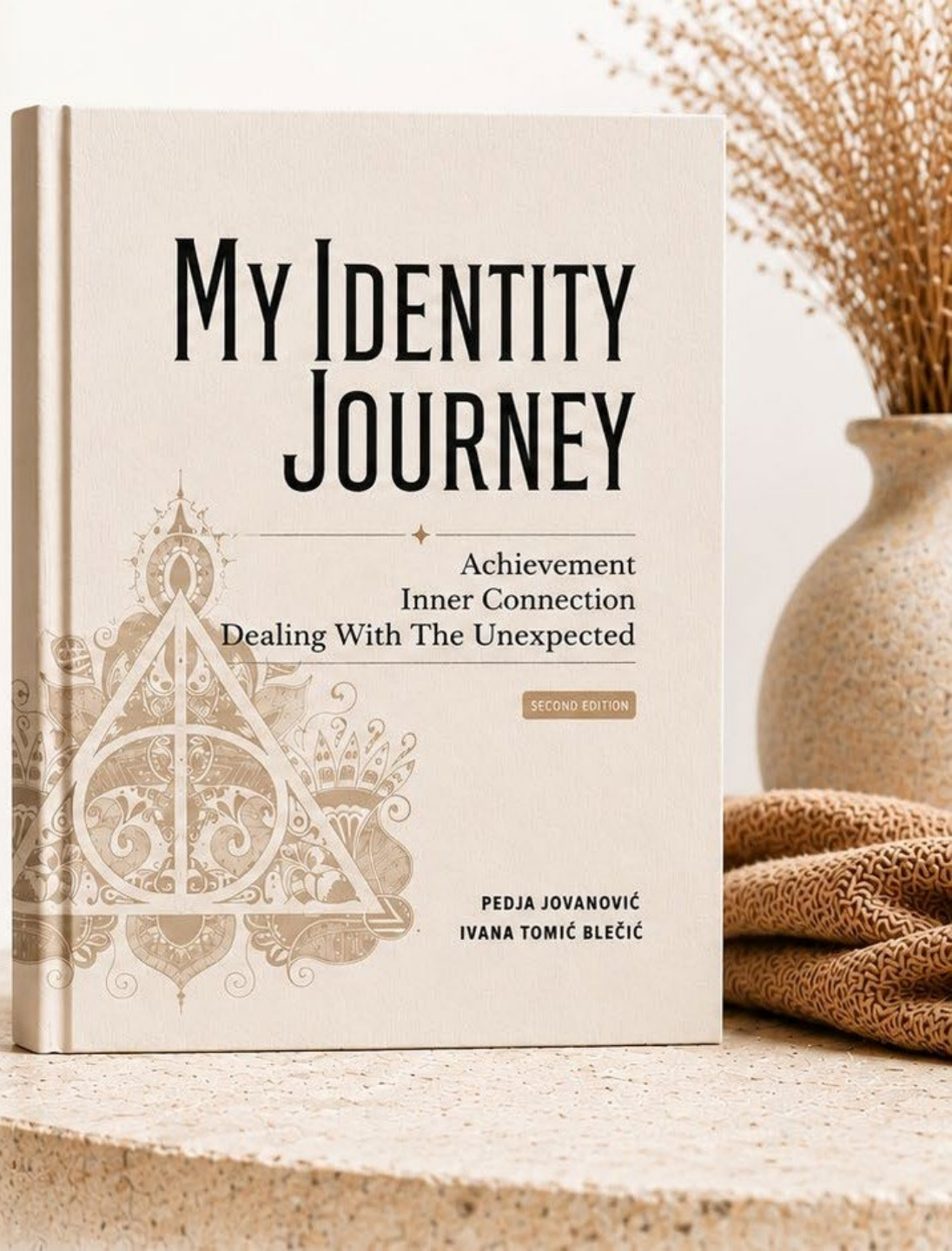
EN
ENGLISH EDITION
Second Edition

SR
SERBIAN EDITION
Second Edition

中文
MANDARIN EDITION
In preparation · coming soon

> *A journey of identity is a journey of a lifetime. This book is a companion on that path.*

Ideas become insight. Insight becomes transformation.



Growing international presence

My Identity Journey is already expanding across different cultures and communities.

DELIVERED IN

- Serbia
- Czech Republic
- Bulgaria
- China

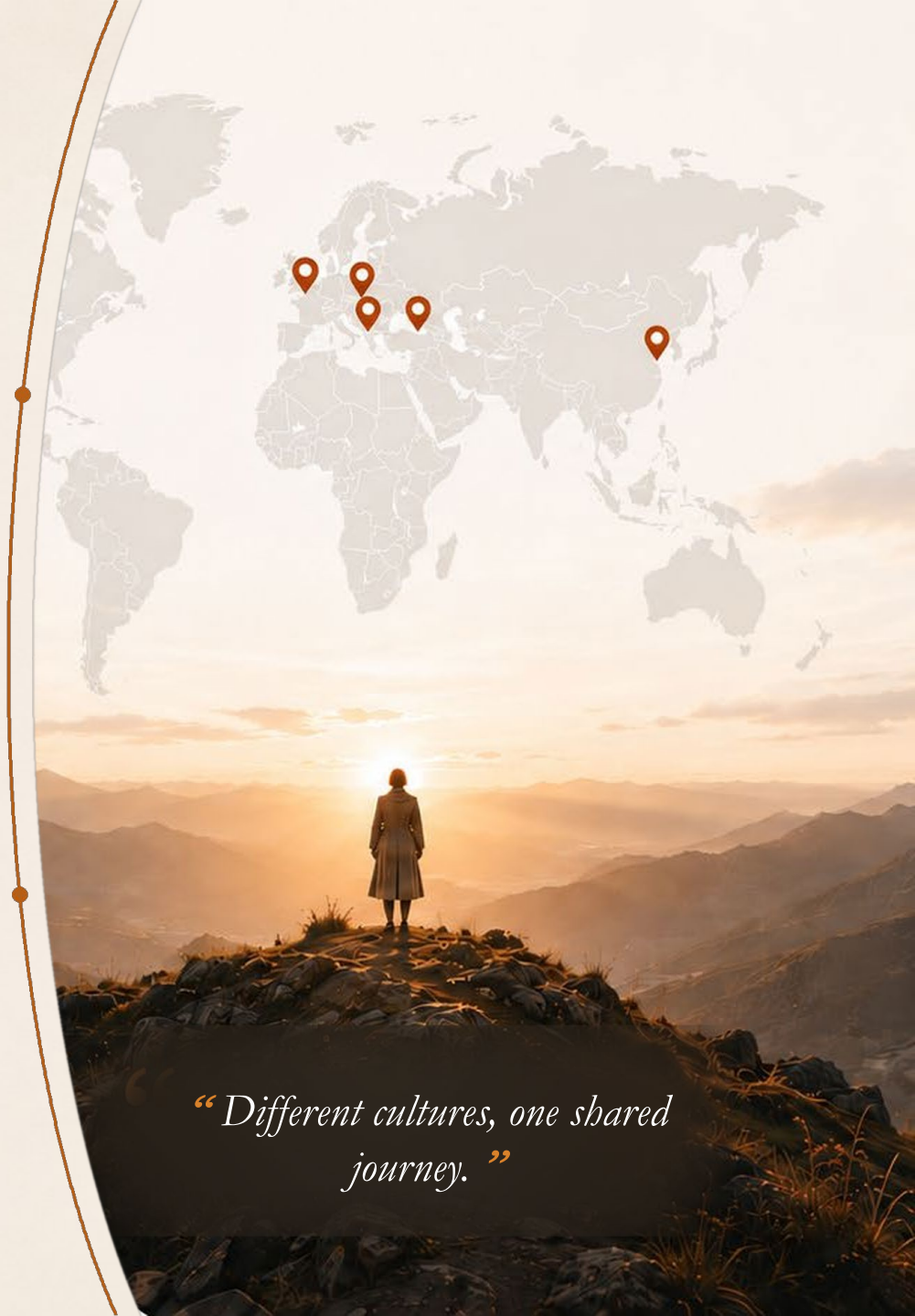
PARTICIPANTS FROM

- Czech Republic
- Slovakia
- Estonia
- Serbia
- Montenegro
- China
- Austria
- Bosnia and Herzegovina
- Germany
- Bulgaria

CCE
ICF CONTINUING COACH EDUCATION
ICF

18h	7h	11h
CONTINUING COACH EDUCATION HOURS	CORE COMPETENCIES	RESOURCE DEVELOPMENT

Designed for coaches and professionals seeking practical and transformational development.



THE PEOPLE

Behind the Journey

The My Identity Journey experience brings together different backgrounds, experiences and strengths into one integrated journey designed to support meaningful transformation.

Pedja Jovanović

CO-CREATOR

20+ years of international leadership development experience supporting leaders and organizations through identity transformation and meaningful change.

Ivana Blečić

CO-CREATOR

Focused on creating learning experiences that connect insight with practical application and support sustainable personal and professional growth.

Štěpánka Jovanović

LEADING EMBODIMENT EXPERT

Bringing presence, wellbeing and embodied awareness practices that help participants reconnect with themselves and create deeper integration.

Different perspectives. One journey. One intention: creating space for meaningful transformation.

JOIN THE JOURNEY

www.myidentityjourney.com