

Social identity in the workplace: from insight to impact

About this workshop

This highly interactive workshop is open to both academics and practitioners, aiming to explore the contemporary opportunities and challenges of applying social identity insights to organisational settings.

Participants will include seasoned practitioners with extensive experience in the field, as well as those new to the area.

All participants, regardless of their level of experience or understanding of the social identity approach, are encouraged to share their insights, pose questions, and challenge assumptions.

Workshop aims

- To raise awareness about the span of opportunities to apply the social identity approach to complex organisational problems (e.g. wellbeing, organisational change, leadership).
- To enhance participants' practical skills and suite of strategies for implementing social identity solutions in complex organisational settings.
- To develop understanding of other knowledge and tools that compliment the application of social identity insights in the workplace.
- To develop practitioner networks that can support future collaboration and knowledge sharing.



WHEN: Wednesday November 19, 2025

WHERE: The University of Melbourne

TIME: 10:30am to 4pm

COST: Free

(refreshments & light lunch provided; participants invited for post workshop drinks)

FACILITATORS:

Blake McMillan, Randal Tame & Andrew Frain

KEYNOTE:

Professor Alex Haslam

REGISTRATION:

Please complete [this registration survey](#)

(see also the SASP 2025 [Conference website](#) for updates)