

Potential Identity Characteristics	
<p>Mission Statement: State your official organizational Mission Statement</p>	
<p>Mission: If the above cannot be given to a stranger and the stranger understand your primary business or mission, state, in a nutshell, the mission of your organization</p>	
<p>Vision Statement: State your official organizational Vision Statement? If the Vision Statement does not make it clear, what is the state your organization is trying to achieve?</p>	
<p>Values Statement: What are your key values, either officially stated as an organizational Values Statement or tacitly known. If tacit, please explain how it is communicated to the organization.</p>	
<p>Philosophy Statement: What is your philosophy, if known. This can be either officially stated as an organizational Philosophy Statement or tacitly known. If tacit, please explain how it is communicated to the organization.</p>	
<p>Elevator Description: What is your very brief description of your organization?</p>	

<p>To whom is your primary legal allegiance? Are you a stock company? A cooperative? A Privately held organization? A non-profit? State your ownership, and primary organizational obligations</p>	
<p>How would your respectful competitors describe you?</p>	
<p>How would your disrespectful competitors and enemies describe you?</p>	
<p>Describe your organization's level of regulatory obligation. Be specific if you are in an industry that is highly regulated and it impacts your identity or major organizational obligations (i.e. banking, insurance, airplane manufacturing, etc.)</p>	
<p>What is your high-level definition of organizational success?*</p>	

* Normally, definition of success is not part of your identity statement. However, if it is a day-to-day driver of operations, products, or customer relationships, it can be part of your stated identity.

Why Identity is Important

Our identity is one of the two primary drivers of our actions an important basis for decisions. It tells us if we actually do what is written on our business cards or if it is simply a vehicle for our real business.

Clarity on identity, however, can be a subtle thing. Here are some examples of tricky identity questions. Each one comes from a real-life situation and the choice made fundamentally altered the shape of the organization or industry:

- **Restaurants:** Maker of food? Feeder of people? An experience?
- **Insurance:** Insurance company? Technology company providing insurance? Facilitator of secure living?
- **Newspapers:** Newspaper business? Information business?
- **Railroads:** Railroad? Transportation?