

Identity Statement

What is an Identity statement?

An identity statement is a statement that defines who you are as a person. It is your personality, or should I say a portion of it?



- Calm
- smart
- Great Learner
- Doesn't worry about useless stuff
- Focussed
- Generous
- hard working
- lucky
- Great speaker
- Great Businessman/ woman
- A fantastic parent
- confident

So, The identity Statement is part of who you are as a person. It is usually focused on one area of your life.

[Full name] is proving that she is a great wife and mother by calmly dealing with her husband and kids. She is a fantastic parent and can speak confidently to get her point across. As a result, she lives a fun and fulfilled family life.

[Full name] is a fantastic Businesswoman. Her creativity allows her to see opportunities others simply can't. As a result, she is able to grow her business without stressing it too much. Her calm and thoughtful attitude allows her to not worry about useless stuff and focus on things that truly matter in her business. As a result, she can communicate clearly and calmly to her employees, win more contracts, and make more profits.