

WHO ARE YOU?

There is incredible power in articulating your organization's what, how, & why. We call this an "identity document," and think it's worth every minute of effort to create.

MISSION: WHAT YOU DO

Your mission is your statement of action. It should tell people clearly and with brevity what you do.

Our mission is to. . .



CORE VALUES: HOW YOU BEHAVE

Your core values are your how - they're what differentiate your delivery from others in the same sphere. They tell people what it means to be a part of your organization and establish preliminary agreements and boundaries about how you will and will not behave.

BOTTOM LINES: YOUR FIXED FILTERS

Your bottom lines are those things against which you hold new ideas, opportunities, and programs or projects. They should exist in some deliberate tension, and force you to ask hard questions when considering a shift or change in direction.



WHAT YOU BELIEVE: WHY YOU EXIST

Your foundational belief statement is the most fundamental expression of why you do what you do. It should - in one brief sentence - tell people what every decision you make is rooted in.

More than any other element, this articulation of your belief tells people who you are and what you care about most.

"PEOPLE DON'T BUY WHAT YOU DO; THEY BUY WHY YOU DO IT."

- SIMON SINEK

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