

Personal Identity Statement

WHO ARE YOU?

After selling his company, Adam went through an identity crisis.

He hired a coach who helped him redefine his identity as ADAM, not a business owner.

The personal identity is a combination of your best assets and things that make you uncomfortable (but you know are important to you).

Knowing this gives you the power to weather the storm and truly know yourself through thick and thin.

Live from your IDENTITY, not your ROLE.

EXAMPLES:

ADAM: I am a man of nature-bending purpose who leads by example.

KERRY: I'm a woman of action who cares deeply and does what she says she's going to do.

THE PERSONAL IDENTITY CYCLE

The cycle is meant to be implemented on a monthly basis. It all begins with asking yourself about what's most important in your life. The best way to implement your statement is to set a special trigger to constantly remind yourself to live in your ideal personal identity.

The Personal Identity Cycle!



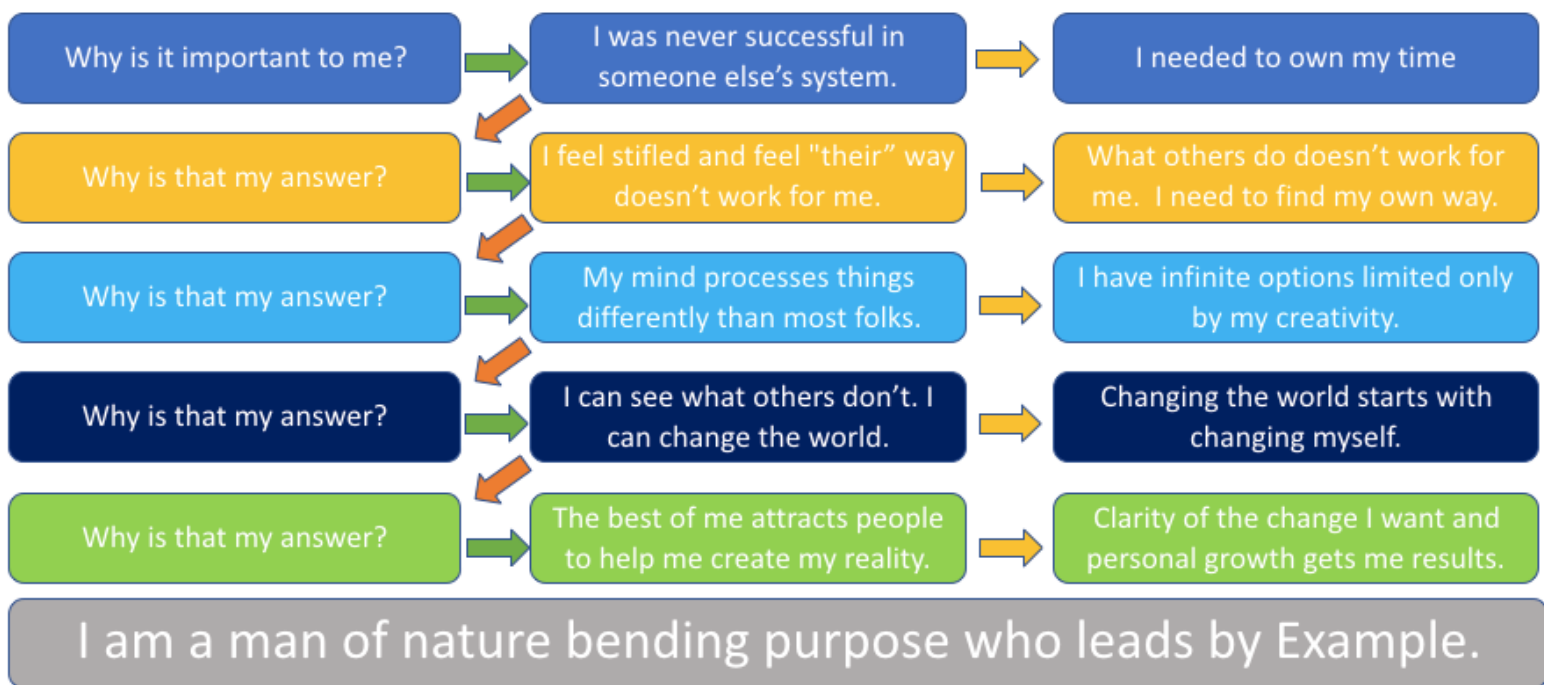
1. We start by asking ourselves, "What's important to me in life?"
2. We write this down, then dive deeper by asking ourselves "Why?" five times.
3. Explore the biggest takeaways.
4. Combine the root of their meaning into one personal identity statement.
5. The key to embodying and living this statement is setting up a trigger to remind yourself of it on a regular basis.

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Here's an example of what's important to Adam, and how he worked through the Five Whys to generate his personal identity statement.

The Five Whys for Adam

Personal Freedom, Adventure, and Impact

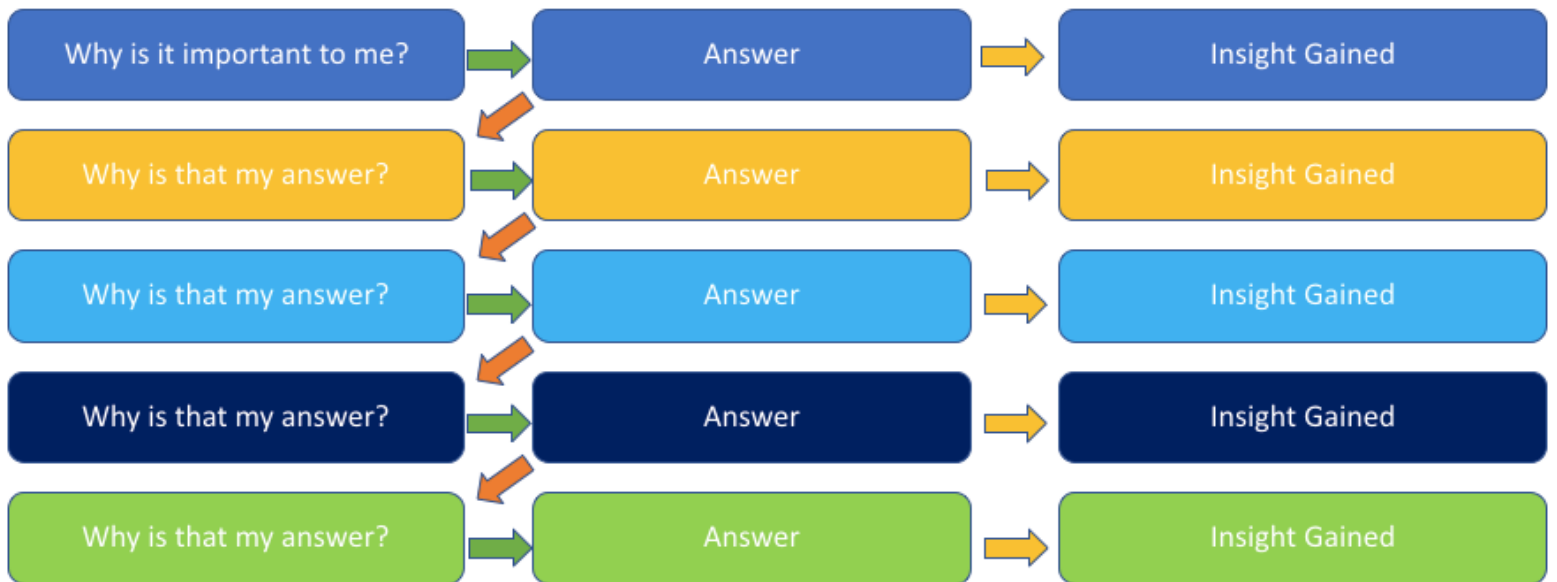


Use the template on the next page to create your own personal identity statement.

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The Five Whys

What's Important to me?



What have I learned?

What is most important to me in life?

Why? →

Why? →

Why? →

Why? →

Why? →

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YOUR PERSONAL IDENTITY STATEMENT

Reflect upon your 5 greatest insights and combine them into one, holistic personal identity statement.

Remember, this statement is dynamic and will change over time. Evaluate your most intrinsic motivations of the present and create a statement that resonates with you.

I am a _____
who _____.

Does the identity above excite you? Does it make you feel nervous? GOOD!

This is something you fundamentally ARE at this moment in time, and someone you NEED to be in order to get where you want to go in life.

SET YOUR TRIGGER

In order to own your personal identity statement, you must remind yourself of it over and over again. Adam reminds himself of his statement by setting the trigger of internally repeating his statement every time he walks through a door.

For example, when Adam comes home from a long day of work he resets his emotions by grounding & reminding himself of his personal identity statement.