

Identity Creation Template



Overview

An organization's identity is an overall description of the organization. Here we are trying to give a response to the question “who are you?” To do this we need to give some account of; how the organization sees the world; what is of value; what problem the organization solves for; what we do specifically; how we do this; and who for.

Key Questions



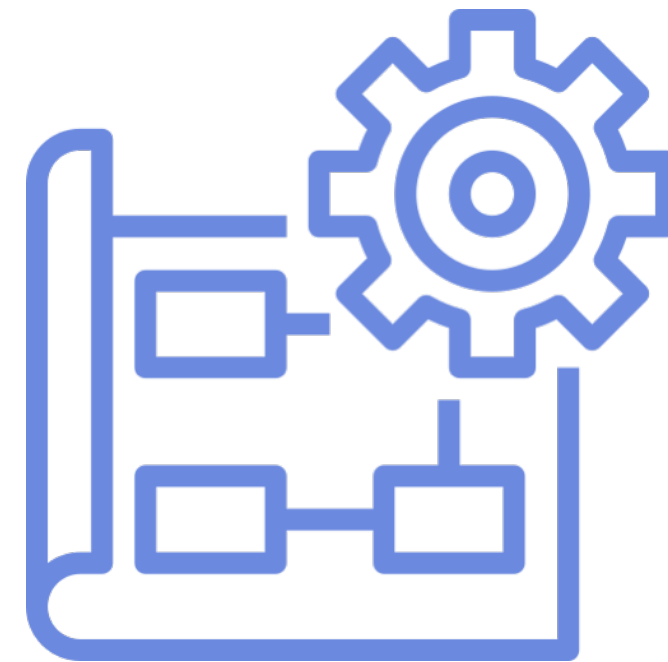
Why

Why do we exist?



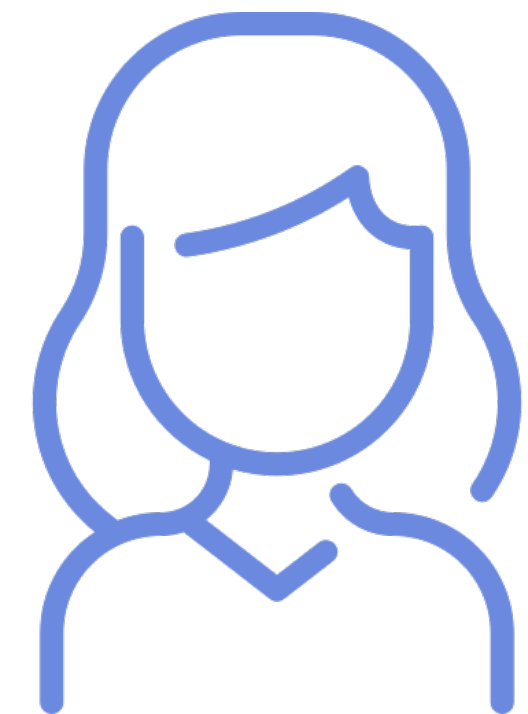
What

What do we do?



How

How do we do it?



Who

Who do we do it for?



Why - A Picture of the world

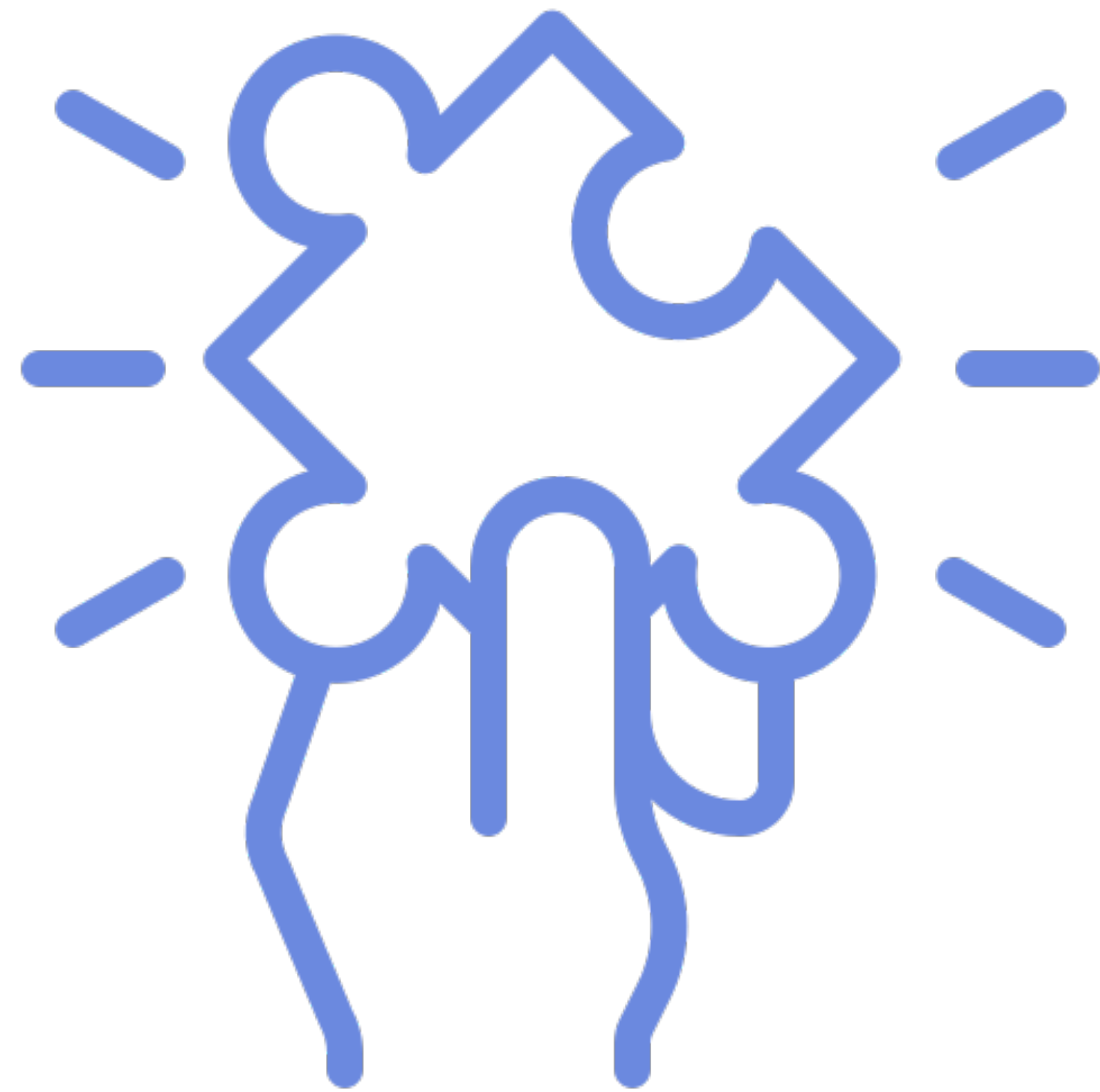
To give some context we need to firstly paint a picture of the world the organization inhabits and how it is changing.



Why - Challenges & Opportunities

Now we have to describe what are the challenges and opportunities created by those changes.





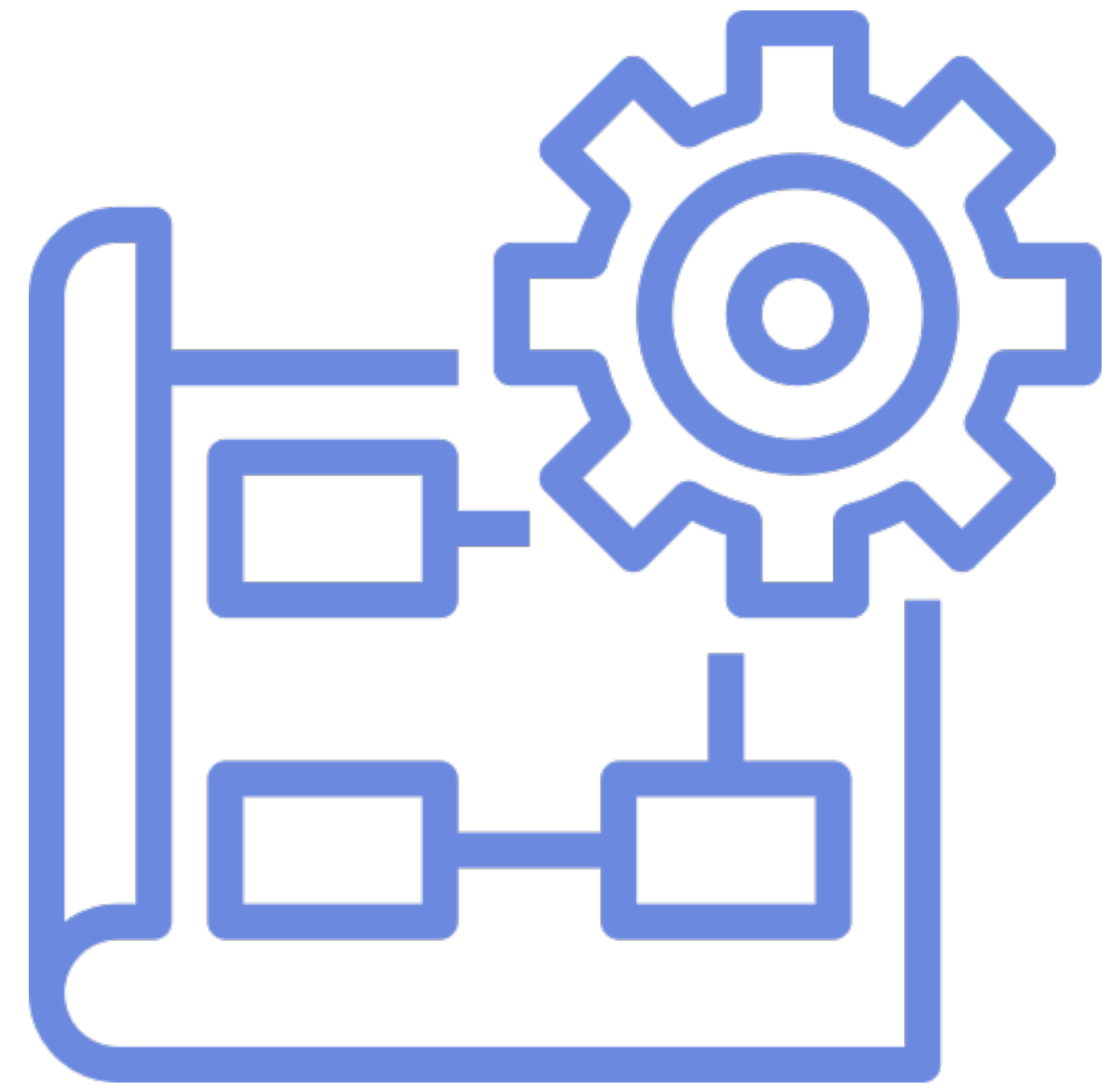
What - What is Our Approach?

Now describe your approach, how you resolve some challenge and enable people to realize the things they value.



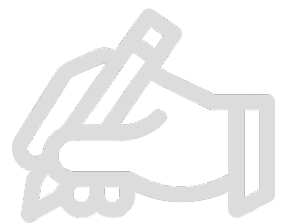
How?

Now describe how you do this. What products or services you offer to overcome the challenges and deliver the value.



Who do you do it for?

Now describe who you do this for. Who would be the main users of your service?



The Full Story

We are...

We solve this problem...

By doing this...

For these people...

We do this because...





Version 1.1

A Systems Innovation Publication

www.systemsinnovation.io

info@systemsinnovation.io