# Founder Manifesto & Identity Vote Template

## INTRODUCTION

This template will guide you through the process of creating your personal Founder Manifesto and designing your Identity Vote habit. A Founder Manifesto is your declaration of who you're becoming as a founder, while an Identity Vote is a small daily action that reinforces this identity.

## PART 1: FOUNDER IDENTITY DISCOVERY

### Origin Story Reflection

*What patterns from your life journey reveal your core strengths?*

[Your answer here]

### Peak Experience Analysis

*When have you felt most alive and effective as a founder? What characteristics were you embodying?*

[Your answer here]

### Shadow Integration

*What parts of yourself do you tend to dismiss that might actually contain hidden strengths?*

[Your answer here]

### Energy Inventory

*What activities consistently energize rather than drain you?*

[Your answer here]

### Admiration Mapping

*What qualities do you most admire in other founders? (These often reflect values you already hold)*

[Your answer here]

## PART 2: MANIFESTO FRAMEWORK

### Your Manifesto Statement

*Complete this statement:*

"I am the kind of founder who **\_\_\_\_\_\_\_\_\_\_\_\_**, and I show up with **\_\_\_\_\_\_\_\_\_\_\_\_**."

*First blank: Focus on competence attributes—your unique abilities and approaches* *Second blank: Focus on character attributes—your distinctive qualities and values*

#### My Manifesto Statement:

I am the kind of founder who \_\_\_\_\_\_\_\_\_\_\_\_, and I show up with \_\_\_\_\_\_\_\_\_\_\_\_.

## PART 3: CORE VALUES CLARIFICATION

### Select 3-5 core values that underpin your manifesto

*Common founder values include:*

* Clarity: The commitment to simplifying complexity and ensuring understanding
* Integrity: The alignment between stated principles and actual decisions
* Velocity: The prioritization of appropriate speed while maintaining quality
* Craft: The dedication to excellence in creation and execution
* Originality: The pursuit of novel approaches and unconventional thinking
* Service: The focus on creating genuine value for others
* Wisdom: The application of discernment and perspective to decisions

### My Core Values:

1. **Value**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Personal Definition**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **How it manifests in my work**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **Value**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Personal Definition**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **How it manifests in my work**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **Value**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Personal Definition**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **How it manifests in my work**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. **Value (Optional)**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Personal Definition**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **How it manifests in my work**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. **Value (Optional)**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Personal Definition**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **How it manifests in my work**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## PART 4: NORTH STAR VISION INTEGRATION

*Complete this statement:*

"I am building a business that **\_\_\_\_\_\_\_\_\_\_** because I believe **\_\_\_\_\_\_\_\_\_\_**."

*First blank: The impact or change your business creates* *Second blank: Your fundamental belief that drives this purpose*

#### My North Star Vision:

I am building a business that \_\_\_\_\_\_\_\_\_\_\_\_ because I believe \_\_\_\_\_\_\_\_\_\_\_\_.

## PART 5: KEYSTONE HABIT DESIGN

### My Identity Vote

*Complete this statement:*

"Each day, I will **\_\_\_\_\_\_\_\_\_\_** to cast a vote for my identity as a **\_\_\_\_\_\_\_\_\_\_** founder."

*First blank: A specific, small action you can perform daily* *Second blank: The key characteristic from your manifesto you want to reinforce*

#### Habit Sizing Guide:

* Must take less than 5 minutes to complete
* Should be specific enough to track objectively
* Should directly connect to your manifesto

#### My Identity Vote:

Each day, I will \_\_\_\_\_\_\_\_\_\_\_\_ to cast a vote for my identity as a \_\_\_\_\_\_\_\_\_\_\_\_ founder.

## IMPLEMENTATION NOTES

1. Write your completed manifesto somewhere you'll see it daily
2. Schedule your identity vote at a specific time or attach it to an existing habit
3. Track your consistency for the first 21 days
4. Review and refine after the first month of implementation

Remember: Identity changes are gradual. You're not trying to become someone new—you're amplifying the best parts of who you already are.

*This template is part of the OneDay MBA series on identity-driven founder growth.*