



CBA@JSI

Identity Statement

Worksheet

An identity statement is an honest description of an organization at a moment in time. It incorporates critical defining elements of an organization related to mission, business model, and organizational strengths. Effective strategic choices are rooted in a firm understanding of “who we are” as an organization.

Mission

**How we are
funded**

Who we serve

**How we do our
work (programs)**

Where we work

**Our competitive
advantage**