

THE WAR WITHIN

TOOL I

Personal Identity Statement

The Declaration of Who You Are

You cannot perform your way into an identity. You can only declare it.

The Personal Identity Statement is the foundational declaration that anchors every subsequent battle. Built in Battle 1, it functions as a compass when direction fails, a filter when options multiply, and armour against the distraction that will come. It is built once, deployed in every season that follows.

Deploy at: Battle 1 · Foundation Wars
Segun Samuel · TheWarWithin.you

How to Use This Instrument

WHAT THIS IS

The Personal Identity Statement is a four-component declaration of who you are — not who you aspire to become, but who you already are in first-person present tense. It is not a vision statement, a mission statement, or a goal list. It is the bedrock from which all strategy flows.

THE FOUR COMPONENTS

I. VALUES

The 3–5 non-negotiable principles that govern how you operate regardless of what the situation incentivises. Not aspirational values — actual values you have lived by when it was costly.

II. STRENGTHS

Not skills. Strengths. A skill is something you have learned to do competently. A strength is something you do with an ease that produces results exceeding the effort — and that others find remarkable even when you find it obvious.

III. PURPOSE SENTENCE

One sentence. What are you for? Not what you do. What the doing is ultimately in service of.

IV. DECLARATION

A first-person present-tense statement of who you are. Not 'I am trying to become.' Not 'I hope to be.' I AM. Written in the present tense because identity is not a destination — it is a declaration.

BEFORE YOU BEGIN

Spend at least 20 minutes answering the three Identity Audit questions from Battle 1 before writing any component. The audit provides the raw material. This instrument builds the declaration.

Component I · My Values

Name 3–5 values that have actually governed your behaviour — not ones you admire in theory. For each, write a one-sentence definition specific to how it operates in your life.

VALUE 1

What this value looks like in practice:

VALUE 2

What this value looks like in practice:

VALUE 3

What this value looks like in practice:

VALUE 4

What this value looks like in practice:

VALUE 5

What this value looks like in practice:

Component II · My Strengths

Name 3–5 strengths — domains in which your output consistently exceeds effort, and which others notice even when you find them unremarkable.

STRENGTH 1

Evidence this is a strength (not a skill):

STRENGTH 2

Evidence this is a strength (not a skill):

STRENGTH 3

Evidence this is a strength (not a skill):

STRENGTH 4

Evidence this is a strength (not a skill):

STRENGTH 5

Evidence this is a strength (not a skill):

Component III · My Purpose Sentence

Write one complete sentence. Begin with: 'I exist to...' or 'I am here to...' — not what you do, but what the doing is ultimately in service of.

Component IV · My Declaration

Write a first-person present-tense statement. Start with 'I am...' — as many sentences as required. This is who you are, not who you are trying to become.

The Assembled Statement

Compile all four components into a single coherent document. This is the version you read daily, refine quarterly, and deploy in every battle.

MY VALUES

MY STRENGTHS

MY PURPOSE

MY DECLARATION

Date assembled: _____ Next quarterly review: _____

A declaration on paper is a commitment. A declaration only in the mind is an intention.