

Personal Goals & ID Statement

What Is an ID Statement?

Inspired by James Clear's *Atomic Habits*, an identity statement is a purposeful description of the person you want to be, rather than what you want to accomplish. This statement can include all facets of your personal and professional life and should provide a clear vision from which you will design your daily, weekly, and monthly habits. Lasting behaviour change starts with identity change. This statement can evolve over time as the vision you have for yourself grows.

Formula: Identity → Habits → Results

When you consistently act in alignment with your identity, your habits become easier to maintain and your desired results naturally follow.

How to Write an ID Statement

Step 1: Identify the Person You Want to Be

Ask yourself:

- What qualities do I want to demonstrate consistently?
- What values are most important to me?
- What type of professional, leader, parent, partner, or person do I want to become?

Examples:

- Healthy
- Organized
- Compassionate
- Reliable
- Lifelong learner
- Effective leader

Step 2: Write in the Present Tense

State the identity as if it is already true.

Instead of:

"I want to be more organized."

Write:

"I am an organized person who plans ahead and follows through."

Examples of Strong ID Statements

Health

"I am a healthy person who prioritizes movement, nutrition, and rest every day."

Leadership

"I am a supportive and accountable leader who helps others succeed through clear communication and trust."

Personal Growth

"I am a disciplined person who follows through on commitments and takes consistent action toward my goals."

Step 3: Focus on Behaviours, Not Outcomes

Your statement should describe ongoing actions and characteristics, not end results.

Less effective:

"I am someone who gets promoted."

More effective:

"I am a proactive professional who continuously learns and delivers high-quality work."

Step 4: Keep It Clear and Authentic

Use language that feels meaningful and believable. Aim for one to three sentences.

Template:

"I am a person who _____."

"I consistently _____ because I value _____."



Putting Your ID Statement into Action

Ask yourself daily:

"What would a person with this identity do today?"

Then choose one small behaviour that reinforces your identity.

Example:

Identity: I am a healthy person.

Habit: Take a 15-minute walk at lunch.

Evidence: Each walk is proof that you are becoming that person.

Personal Goals & ID Statement

Identity Statement

Challenges/Goals	Reinforcing Systems	Supporting Habit