

IP BEST PRACTICES

Identity Skeleton

A best practice shared by Henno Janmaat.

Generated on 22 November 2026

Identity Skeleton

Define what kind of identity skeleton your company needs, to be strategically successful.

Key steps

Define what kind of identity skeleton your company needs, to be strategically successful.

The identity skeleton could consist of a set of values, principles, a leadership style, a purpose, a behaviour brand or a combination.

Involve as many people as possible in the define phase to ensure a smooth activation afterwards.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



“Inspire to engage”