



Identity

What should we be known for?
What should people say about us?

Values

What is important – which values do we have?

Competences

What we should be capable of?
What are we able to do?
Which competence do we have and which should be trained?

Behaviour

What we do concretely – how is our behaviour and how we act?

Surroundings

Within which framework do we act?
In which surroundings do we solve the tasks?