

Micro-Mastery
THE COMPANION WORKSHEETS

CHAPTER
04

The Identity Pillar

Becoming the Authority You Intend to Be



THE EXERCISE

Values Audit & Manifesto Draft

Brand is what you say about yourself. Identity is what you are prepared to defend when saying it costs you something.

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The Values Audit

Preferences are principles we follow when convenient. Values are principles we uphold even when they cost us something. Name three moments in the past two years when a principle of yours cost you money, time, or a relationship — and the value revealed in that decision.

01

THE MOMENT

WHAT IT COST

THE VALUE REVEALED

02

THE MOMENT

WHAT IT COST

THE VALUE REVEALED

03

THE MOMENT

WHAT IT COST

THE VALUE REVEALED

Draft Your Manifesto



Three parts. Belief. Enemy. Promise. Do not aim for polish. Aim for honesty.

BELIEF

A statement about what you believe is broken, misunderstood, or underserved in your industry.

ENEMY

The common practice, assumption, or convention you refuse to accept.

PROMISE

The commitment you make to the clients and partners who share your perspective.

THE MANIFESTO TESTS

01 THE DISCOMFORT TEST

Does it make you slightly uncomfortable? If your manifesto could have been written by any firm in your industry, it is too safe. A real manifesto takes a position some people will disagree with.

02 THE REVENUE SACRIFICE TEST

Think of three moments in the past two years when you turned down revenue. What value was revealed in each of those decisions? If your manifesto does not reflect those values, it is not yet honest.

03 THE TEAM TEST

Share the draft with three people on your team. Do not explain it. Ask them: 'Does this sound like us?' If they hesitate or soften it, you have more work to do.
