

Unit 7: Builder Language Spotting - Tribe as Culture Holder

🔗 Module	Module 2: Builder Identity Work
# Unit Number	7
🔗 Types	Discussion Forum
📌 Mandatory	<input checked="" type="checkbox"/>
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Unit 7: Builder Language Spotting - Tribe as Culture Holder

Module 2: Builder Identity Work | Discussion Forum

Unit Overview

You've mastered builder language. You've created your Identity MVP. You've practiced redirecting shame scripts.

Now it's time to **enforce builder culture** as a tribe.

In this unit, your tribe becomes **Culture Holders**—the people who spot shame language in real-time and redirect it, maintaining a shame-free, dignity-first environment.

Learning Objectives

By participating in this discussion, you will:

1. Practice spotting shame language in others' posts and comments

2. Redirect shame language with builder language
 3. Reinforce builder culture as a collective practice
 4. Hold each other accountable to the Builder's Code
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How This Works

Step 1: Post a Recent Challenge

Share a recent challenge, setback, or struggle you're facing.

Be honest. Don't sanitize it. This is where shame language often shows up.

Example:

"I missed two tribe meetings this week. I told myself I'd show up consistently, but I didn't. I'm frustrated with myself for flaking again."

Step 2: Read Others' Posts and Spot Shame Language

Look for shame scripts in others' posts:

- "I'm such a mess"
- "I always screw things up"
- "I can't stick with anything"
- "I'm too broken to..."
- "I'm just an [identity]"

When you spot shame language, call it out gently and redirect.

Step 3: Redirect with Builder Language

Format for redirection:

1. **Name the shame script:** "I heard a shame script there..."
2. **Reframe with builder language:** "What I'm hearing is..."
3. **Affirm the person:** "You're not broken—you're [specific context]"

Example:

Original post: "I missed two meetings this week. I'm such a flake. I can't stick with anything."

Redirect: "I heard a shame script there: 'I'm such a flake.' What I'm hearing is that you missed two meetings and you're disappointed in yourself. Missing meetings doesn't make you a flake—it means something got in the way this week. What happened? And how can we support you in showing up next week?"

Discussion Prompts

Prompt 1: Share a Recent Challenge

Post a recent challenge, setback, or struggle. Be honest. Don't filter for shame language—let it show up naturally.

Example:

"I've been working on my venture idea for three weeks and I haven't made any progress. I keep procrastinating and avoiding it. I'm starting to think I'm not cut out for this."

Prompt 2: Redirect Someone's Shame Language

Find at least 2 posts where you can spot shame language and redirect it.

Use the format:

1. Name the shame script
 2. Reframe with builder language
 3. Affirm the person
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Prompt 3: Reflect on Being Redirected

After someone redirects your shame language, reflect:

- How did it feel to be redirected?
- Did you notice the shame script before it was pointed out?
- What builder language will you use instead?

Example:

"It felt uncomfortable at first when someone called out my shame language, but then I realized I didn't even notice I was doing it. I'm going to practice saying 'I'm learning what works for me' instead of 'I can't figure this out.'"

Engagement Requirements

1. **Post your own recent challenge** (be honest, let shame language show up)
 2. **Redirect shame language in at least 2 other posts**
 3. **Reflect on being redirected** (if someone redirected your shame language)
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Examples of Redirecting Shame Language

Example 1:

Original post: "I screwed up again. I missed a deadline and now my mentor thinks I'm unreliable. I'm such a disaster."

Redirect:

"I heard a shame script: 'I'm such a disaster.' What I'm hearing is that you missed a deadline and you're worried about how your mentor perceives you. Missing one deadline doesn't make you a disaster—it means something went wrong with your planning or capacity this time. Have you talked to your mentor about what happened? And what can you do differently next time?"

Example 2:

Original post: "I haven't logged evidence in my Identity MVP tracker for two weeks. I guess I'm not serious about this."

Redirect:

"I heard a shame script: 'I'm not serious about this.' What I'm hearing is that you fell off the evidence logging for two weeks. That doesn't mean you're not serious—it means you got out of the habit. What got in the way? And how can you get back on track? You can start logging again today."

Example 3:

Original post: "I'm just an ex-addict trying to pretend I can build something. Who am I kidding?"

Redirect:

"I heard a shame script: 'I'm just an ex-addict.' What I'm hearing is that you're doubting whether your builder identity is real. You're not pretending—you ARE a cycle-breaker building something. Your past is expertise, not disqualification. What evidence have you collected so far that you're living your builder identity? Let's look at that together."

Tribe Role for This Unit

Culture Holders

Your tribe's role is to **enforce builder culture** by:

- Spotting shame language in real-time
- Redirecting with builder language
- Affirming each other's builder identities
- Holding the Builder's Code

This is how you create a shame-free environment—not by being perfect, but by redirecting shame when it shows up.

Facilitation Notes

For Facilitators: How to Run This Unit

1. Model redirection first

Show the group what gentle redirection looks like by redirecting shame language in your own example post.

2. Emphasize kindness

Redirecting is not calling someone out harshly. It's gently naming the shame script and offering builder language.

3. Normalize shame language showing up

Everyone slips into shame language sometimes. The goal isn't perfection—it's catching and redirecting.

4. Affirm the tribe's role

This is not about fixing each other. It's about holding each other accountable to builder language and the Builder's Code.

Why This Matters

You can't hold builder culture alone.

Your brain will default back to shame. Your environment will pull you back toward old scripts.

Your tribe holds the culture when you can't.

When someone redirects your shame language, they're not judging you—they're calling you back to your builder identity.

This is how transformation sticks. Not through perfection, but through collective accountability.



Builder Reminder: Redirecting shame language is an act of love. When your tribe redirects you, they're calling you back in, not calling you out.