

# Unit 7: Builder Language Spotting — TRIBE AS CULTURE HOLDER

≡ Components	<a href="#">Activity Instructions</a> <a href="#">Discussion Forum</a> <a href="#">Reading</a> <a href="#">Video</a>
≡ Duration	20 min
≡ Notes	Practice spotting shame/hustle/borrowed language in small groups. Use 3-step enforcement: interrupt, rewrite, affirm. Reflection 200+ words
✓ SOU Evidence	<input checked="" type="checkbox"/>
⌚ Section	<a href="#">Module 2</a>
⌘ Status	Not Started
≡ Subsection	Culture Enforcement

## Overview

**Duration:** 20 minutes

**Components:** Video, Reading, Activity Instructions, Discussion Forum

This unit trains participants to spot and redirect shame/hustle/borrowed language, establishing the tribe as culture holders.

## Learning Objectives

- Identify shame language, hustle language, and borrowed identity language
- Practice the 3-step enforcement ladder in small groups

- Develop skills for gentle language call-ins
  - Establish tribe as culture holders
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## Video Content (5 min): Why Language Enforcement Matters

### Key messages:

- Shame language kills momentum
  - Hustle language triggers dysregulation
  - Borrowed identities block authenticity
  - How to call it out with dignity
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## Reading: Language Red Flags

### Three Types of Language to Catch

#### 1. Shame Language

- "I'm such a mess"
- "I always screw up"
- "I'm just an addict"
- "I can't do anything right"

#### 2. Hustle Language

- "Sleep is for the weak"
- "Grind or die"
- "No excuses"
- "Real entrepreneurs work 24/7"

#### 3. Borrowed Identities

- "I should be like..."
- "Real entrepreneurs would..."

- "If I were [successful person], I would..."
  - Using someone else's identity instead of building your own
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## Practice Activity: Builder Language Spotting

### Small Groups of 3-4

#### Instructions:

**Step 1:** Each person shares a current struggle or goal (2 min)

**Step 2:** Group listens for shame/hustle/borrowed identity language

**Step 3:** When caught, group gently interrupts:

**Script:** "*That sounds like an old script—want help rewriting it?*"

**Step 4:** Person rewrites the statement in builder language

**Step 5:** Group affirms the rewrite

### Example Exchange

- **Old script:** "I'm such a mess, I can't even get my business idea together."
  - **Interrupt:** "That sounds like an old script—want help rewriting it?"
  - **Rewrite:** "I'm in the messy middle of figuring out my business idea."
  - **Affirm:** "That's builder language. Keep going."
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### What This Makes the Tribe

- **Protective** (catching shame before it roots)
  - **Skill-based** (not emotional labor)
  - **Culture holders** (enforcing the Builder's Code)
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### Written Assignment: Reflection (200+ words)

Answer:

1. What language pattern did your group catch in you?

2. How did it feel to be gently called out?
  3. What pattern did you spot in others?
  4. How will you use this skill moving forward?
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## Discussion Forum

**Prompt:** "*What old script are you catching yourself saying? Post it here and let the tribe help you rewrite it.*"

### Instructions:

- Post one shame/hustle/borrowed script you catch yourself using
  - Wait for tribe members to help you rewrite it
  - Help rewrite at least 2 others' scripts using the format
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## Tribe Role Established

**Culture Holders:** We protect builder language by spotting and redirecting shame language with dignity.