# 🏗️ Builder Identity Scale - Full Assessment Tool

| 👥 Owner | Ⓐ Ashley Zeck |
|---|---|
| ☰ Tags | |

**Measures the shift from shame-based to strength-based self-concept**

## Purpose

The Builder Identity Scale tracks participants' transformation from viewing themselves through a lens of failure, addiction, or incarceration to seeing themselves as creators, problem-solvers, and community leaders.

**Core hypothesis:** Identity shift precedes behavior change. When people see themselves as builders first, recovery/success follows.

## Theoretical Foundation

### Identity Theory (Stryker & Burke)

- Identity salience drives behavior
- Multiple identities compete for dominance
- Activating "builder" identity can crowd out "addict" or "ex-offender" identity

### Self-Determination Theory (Deci & Ryan)

- Competence: "I can build things that matter"
- Autonomy: "I choose my path"
- Relatedness: "I belong to a community of builders"

## Narrative Identity (McAdams)

- People construct life stories
- Redemptive narratives (bad → good) correlate with wellbeing
- Legacy Rising provides structure for redemptive re-authoring

# Assessment Structure

**Format:** 20-item self-report scale

**Response scale:** 1 (Strongly Disagree) to 5 (Strongly Agree)

**Time to complete:** 5-7 minutes

**Administration:** Pre-program, post-program, 6-month follow-up, 12-month follow-up

# Item Bank

## Subscale 1: Builder Self-Concept (8 items)

*Measures the degree to which someone sees "builder" as central to their identity*

1. I see myself as someone who creates solutions to problems.
2. Building something meaningful is a core part of who I am.
3. When I think about my future, I see myself as a creator or entrepreneur.
4. When I get an idea, I find a way to make it real—even if I have to hustle.
5. What I've lived through makes me a better builder than most
6. I think of myself as a builder first, before any other label.
7. Creating value for others is central to my sense of purpose.
8. There's something only I can build—and people need it

## Subscale 2: Shame Reduction (6 items)

*Measures reduction in shame-based self-perception (reverse scored)*

1. I often feel defined by my worst mistakes. **(R)**

2. I believe most people see me as damaged or broken. **(R)**

3. My past means I don't deserve the same opportunities as others. **(R)**

4. I hold back my real story because I worry people will judge. **(R)**

5. I am embarrassed by who I used to be. **(R)**

6. I worry that my history makes me less capable than others. **(R)**

**Add one positive (not reverse-scored):**

**7.**

*"I'm proud of how far I've come and use my story to help others."*

**(R) = Reverse scored: 1→5, 2→4, 3→3, 4→2, 5→1**

## Subscale 3: Agency & Efficacy (6 items)

*Measures belief in ability to create change*

1. I have the skills needed to start and grow a business or project.

2. I can learn what I don't yet know about entrepreneurship.

3. I am confident I can overcome obstacles in my path.

4. I have control over my future outcomes.

5. Even when stuff falls apart, I figure it out and keep moving.

6. I trust myself to make good decisions about my next steps.

7. I can help others build, not just myself.

# Scoring

## Subscale Scores

**Builder Self-Concept (Items 1-8):**

- Range: 8-40

- Higher = stronger builder identity

**Shame Reduction (Items 9-14, reverse scored):**

- Range: 6-30
- Higher = less shame

**Agency & Efficacy (Items 15-20):**

- Range: 6-30
- Higher = greater self-efficacy

## Total Builder Identity Score

- Sum all subscales
- Range: 20-100
- **Interpretation:**
    - 20-40: Emerging builder identity
    - 41-60: Developing builder identity
    - 61-80: Strong builder identity
    - 81-100: Fully integrated builder identity

## Clinical Cutoffs (To be validated in pilot)

- **Pre-program expected mean:** 45-55
- **Post-program target:** 65+
- **Meaningful change:** +10 points or more

---

# Administration Protocol

## Pre-Program (Intake)

- Administer within first week
- Explain: "This helps us understand where you're starting and track your growth"
- Emphasize: No right answers, completely confidential

- Pair with: Passion Scale, Grit Scale, Locus of Control

## Post-Program (Graduation)

- Administer in final week
- Reflect on change: Show participants their pre-program scores
- Celebration moment: "Look how far you've come"
- Collect qualitative feedback: "What shifted for you?"

## Follow-Up (6 & 12 months)

- Email or text survey link
- Incentive: $25 gift card for completion
- Track: Does builder identity stick after program?
- Correlate with: Business launch, income growth, recovery stability

# Validation Plan

## Phase 1: Content Validity (Pre-Pilot)

- Expert review by 3-5 subject matter experts
- Recovery community feedback on language/relevance
- Entrepreneurs with lived experience review for authenticity

## Phase 2: Pilot Testing (First 2 Cohorts)

- **Sample:** 20-30 participants
- **Metrics:**
  - Internal consistency (Cronbach's alpha ≥ 0.80)
  - Test-retest reliability (2-week interval, r ≥ 0.70)
  - Factor structure (confirmatory factor analysis)
  - Response patterns (floor/ceiling effects, missing data)

## Phase 3: Construct Validity (Cohorts 3-6)

- **Convergent validity:** Correlate with self-esteem, self-efficacy, hope
- **Discriminant validity:** Should NOT highly correlate with unrelated constructs
- **Predictive validity:** Does pre-program score predict program completion?
- **Change sensitivity:** Does score increase from pre to post?

## Phase 4: Outcomes Validation (Year 2+)

- Does builder identity score predict:
    - Business launch rate?
    - Income growth?
    - Recovery stability?
    - Community engagement?
- If yes = strong evidence of real-world impact

---

# Qualitative Companion Questions

*Ask these in 1-on-1 check-ins to deepen understanding*

1. **Identity shift:** "How do you introduce yourself now compared to 6 months ago?"
2. **Shame narrative:** "What's a story you used to be ashamed of that you now see differently?"
3. **Builder moments:** "Tell me about a time recently when you felt like a builder."
4. **Future self:** "When you imagine yourself 5 years from now, what do you see?"

---

# Data Collection & Management

## Platform

- **Digital:** Qualtrics or Google Forms (linked from LMS)
- **Paper:** Option for participants without reliable internet

- **Data storage:** Secure, HIPAA-compliant if collecting health info

- **De-identification:** Participant ID numbers, not names

## Reporting

- Cohort-level aggregate scores (never individual public reporting)

- Pre/post change graphs for funders

- Qualitative themes to illustrate quantitative findings

- Alumni testimonials paired with score improvements

# Licensing & IP Strategy

**Copyright:** Legacy Rising owns this assessment

**Usage terms:**

- Free for Legacy Rising program delivery

- Licensed to partner organizations for fee

- Academic researchers: Contact for permission

- Publication: Cite as "Legacy Rising Builder Identity Scale (Zeck, 2025)"

**Future opportunity:** Publish validation study in journal (e.g., *Journal of Social Entrepreneurship*, *Journal of Offender Rehabilitation*)

# Next Steps

- ☐ Expert review of items (recruit 3 reviewers)

- ☐ Recovery community feedback session (test language)

- ☑ ~~Create digital version in Google Forms~~

- ☐ Pilot with 5 people outside program (refine based on feedback)

- ☐ Finalize for Cohort 1 administration

- ☐ Schedule 2-week retest for reliability check

- ☐ Analyze Cohort 1-2 data and refine if needed