

Unit 1: The Power of Language

⌚ Module	Module 2: Builder Identity Work
# Unit Number	1
⌚ Types	Video Lesson
⌚ Mandatory	<input checked="" type="checkbox"/>
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Video Script: The Power of Language

Module 2: Builder Identity Work | Unit 1 | 5-7 minutes

Video Overview

Objective: Show participants how the language they use to describe themselves shapes their identity—and how shifting from shame-based to builder-based language is the foundation of identity work.

Tone: Direct, empowering, no fluff. Use concrete examples that resonate with cycle-breakers.

Script

[OPEN: Direct to camera]

Welcome to Module 2: Builder Identity Work.

By now, you've done the hard work of releasing the old target. You've mapped your wiring. You know how you're built.

Now comes the next question: **Who are you building into?**

And here's the thing: **the words you use to describe yourself are not neutral.** They're not just descriptions. They're **instructions.**

Every time you call yourself something, your brain takes note. And over time, those words become your identity.

So if you keep calling yourself broken, your brain will find evidence that you're broken.

But if you start calling yourself a builder? Your brain will start finding evidence of that, too.

[SECTION 1: Language as Identity Blueprint]

Let me show you what I mean.

Shame Language:

- "I'm a mess."
- "I always screw things up."
- "I'm just an addict."
- "I can't stick with anything."

Notice something? All of those statements are **permanent, all-encompassing, and fixed.**

They don't leave room for growth. They don't leave room for change. They lock you into an identity that doesn't serve you.

Builder Language:

- "I'm learning."
- "I'm figuring this out."
- "I'm building something new."
- "I'm a cycle-breaker."

Same situation. Different framing. **And that framing changes everything.**

[SECTION 2: Why This Matters for Cycle-Breakers]

If you've been through addiction, incarceration, poverty, trauma—people have been telling you who you are your whole life.

"You're a lost cause."

"You're too broken to change."

"You'll always be an addict."

"You're not smart enough / stable enough / capable enough."

And after hearing it enough times, you started to believe it.

But those labels? They were never yours to carry.

They were shame scripts—stories people told about you because they didn't understand what you were surviving.

And the first step in building a new identity is **rejecting those scripts and writing new ones.**

[SECTION 3: The Language Inventory]

Here's what I want you to do after this video.

I want you to pay attention to the words you use to describe yourself—especially when you're stressed, frustrated, or feel like you've messed up.

Write them down. All of them.

Then I want you to ask yourself:

- **Is this language fixed or flexible?** (Does it leave room for change?)
- **Is this language shame-based or dignity-based?** (Does it tear you down or build you up?)
- **Is this language true, or is it a script someone else gave you?**

And then—**rewrite it.**

Not with toxic positivity. Not with fake affirmations that don't land.

But with **builder language**. Language that acknowledges where you are *and* where you're going.

[SECTION 4: Examples of Reframes]

Let me give you some examples.

Shame Script: "I'm a mess. I can't get my life together."

Builder Reframe: "I'm rebuilding. It's messy because I'm in the middle of it."

Shame Script: "I always screw things up. I can't be trusted."

Builder Reframe: "I've made mistakes. I'm learning what works for me now."

Shame Script: "I'm just an addict. That's all I'll ever be."

Builder Reframe: "I'm a cycle-breaker. My past doesn't define my future."

Shame Script: "I'm too broken to build something that matters."

Builder Reframe: "I've survived things that would have broken other people. That makes me uniquely equipped to build something that matters."

[SECTION 5: Your Tribe as Language Enforcers]

Here's the other thing: **you can't do this alone.**

Your brain has been running shame scripts for years. It's going to default back to them when you're stressed or triggered.

That's where your tribe comes in.

Your tribe's job is to **spot shame language and call it out.**

Not with judgment. Not with shaming you for using shame language (that would be ironic).

But with redirection: "Hey, I heard you say you're a mess. Can you reframe that?"

And your job is to do the same for them.

Your tribe enforces the culture. And the culture is: we speak with dignity, even when it's hard.

[CLOSE: Call to Action]

In the next assignment, you're going to do a **Language Inventory**. You'll track the shame scripts you've been carrying and rewrite them as builder scripts.

This isn't just a feel-good exercise. **This is identity work.** This is how you start becoming the person you're building into.

Let's go.

Facilitator Notes

Key Points to Emphasize:

- Language is not neutral—it shapes identity
- Shame scripts are often internalized from external sources (family, institutions, society)
- Reframing isn't toxic positivity; it's dignity-based truth-telling
- The tribe's role is to enforce builder language as a cultural norm

Discussion Prompts (if using this in a live session):

- "What's one shame script you've been carrying? Where did you first hear it?"
- "What would it look like to reframe that as a builder script?"

B-Roll/Visual Suggestions:

- On-screen text showing shame scripts vs. builder reframes side-by-side
- Simple animations of words building into an identity structure