

Unit 5: Builder Affirmations - Claiming Your Identity

≡ Components	Activity Instructions Discussion Forum Video
≡ Duration	20 min
≡ Notes	Create 5 builder affirmations, record yourself saying them (audio/video), daily practice commitment plan
✓ SOU Evidence	<input checked="" type="checkbox"/>
⌚ Section	Module 2
⚙ Status	Not Started
≡ Subsection	Affirmation Practice

Overview

Duration: 20 minutes

Components: Video, Activity Instructions, Discussion Forum

This unit guides participants in creating personal affirmations and establishing a daily practice.

Learning Objectives

- Distinguish between grounded affirmations and toxic positivity
- Create 3 personal affirmations aligned with Identity MVP
- Commit to a daily affirmation practice
- Understand the neuroscience of affirmation

Video Content (3-5 min): The Practice of Affirmation

Key messages:

- How affirmations rewire the brain (neuroplasticity)
 - The difference between fake positivity and grounded truth
 - How to make affirmations feel real
 - Why daily practice matters
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Reading: Grounded Truth vs. Fake Positivity

What Affirmations Actually Do

Affirmations aren't magic. They're **neuroplasticity tools**.

Every time you repeat a statement, your brain strengthens the neural pathway associated with that thought. Over time, repeated affirmations:

- Interrupt shame-based default thinking
- Prime your brain to notice evidence that supports the affirmation
- Shift your baseline self-concept

Grounded Truth vs. Fake Positivity

Fake Positivity (Your brain rejects this):

- "I am perfect"
- "I have no problems"
- "Everything is easy for me"

Grounded Truth (Your brain accepts this):

- "I am learning"
- "I am capable of hard things"
- "I am building something new"

The difference: Your brain needs to believe it's possible. If the affirmation feels like a lie, it will trigger cognitive dissonance and shame.

Activity: Create Your Builder Affirmations

Step 1: Write 5 Affirmations

Based on your Identity MVP from Unit 4, write 5 builder affirmations. Use present tense, first person.

Examples:

- "I am resourceful and resilient"
- "I build businesses that matter"
- "I am breaking cycles and creating legacy"
- "I show up for myself and my community"
- "I am worthy of dignity and success"

Step 2: Record Yourself

Record yourself (audio or video) saying all 5 affirmations out loud with conviction.

Step 3: Daily Practice Plan

Answer:

- **When** will you say these daily? (Morning? Before bed? During a walk?)
 - **Where** will you post them as reminders? (Phone background, mirror, journal?)
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Integration with Builder Types

- **External Processors:** Say affirmations out loud, record voice memos, share with tribe
 - **Internal Processors:** Write affirmations in a journal, repeat them silently during meditation
 - **High Stimulation types:** Set 3 phone alarms with affirmations as reminders
 - **High Structure types:** Build affirmations into morning routine (after brushing teeth, before coffee)
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Discussion Forum: Peer Affirmations

Part 1: Post your 5 affirmations

Part 2: Review at least 2 cohort members' vision boards or reflections from previous units. Share one builder trait you see in them with specific examples.

Instructions:

- Share your affirmations
 - Give peer affirmations to 2 others
 - Be specific about what you notice
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Submission

Upload:

1. Your 5 written affirmations
2. Audio/video recording of you saying them
3. Your daily practice plan