

Video: What We're Measuring (and Why) (8-10 min)

🕒 Module	Module 1.5: Personality & Energy Profile
# Unit Number	1.1
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Video Script: What We're Measuring (and Why)

Module 1.5: Personality & Energy Profile | Unit 1.1 | 8-10 minutes

Video Overview

Objective: Introduce the four axes of the BPEP and explain why these specific dimensions matter for cycle-breakers designing their own ventures and environments.

Tone: Educational, empowering, grounded in research but accessible.

Script

[OPEN: Direct to camera]

Welcome back. You've just learned that you're not broken—you're mismatched. Now it's time to map your wiring.

The Builder Personality & Energy Profile—BPEP—is a 35-question assessment that measures four core dimensions of how you're built.

But before you take it, I want you to understand *what* we're measuring and *why* these four axes matter.

[SECTION 1: Why These Four Axes?]

There are a lot of personality assessments out there. Myers-Briggs. Enneagram. StrengthsFinder. Big Five.

And they're fine. But they weren't built for cycle-breakers who are designing their own path.

The BPEP is different. It measures the dimensions that matter most when you're building from scratch—when you're creating your own structure, your own routine, your own venture.

These four axes tell you:

1. **How much structure you need** (Structure)
2. **How much stimulation you need** (Stimulation)
3. **How you recharge** (Social Energy)
4. **How you make decisions** (Control)

Let's break each one down.

[SECTION 2: Axis 1 - Structure (Rigid ↔ Fluid)]

What it measures: How much routine, predictability, and systems you need to function well.

Rigid end of the spectrum:

- You thrive with clear routines and plans
- You like knowing what's coming next
- Chaos and unpredictability drain you fast
- You need systems and structure to feel safe

Fluid end of the spectrum:

- You thrive with flexibility and spontaneity

- You like pivoting and adapting on the fly
- Too much routine feels suffocating
- You need variety and autonomy to feel engaged

Why this matters for builders:

If you're high on structure and you try to "just wing it" with your venture, you'll burn out. You need to build systems from day one.

If you're high on fluidity and you try to force yourself into rigid routines, you'll feel trapped. You need to design for flexibility.

[SECTION 3: Axis 2 - Stimulation (High ↔ Low)]

What it measures: How much intensity, urgency, and variety you need to feel engaged.

High-stimulation:

- You need fast pace, high stakes, multiple projects
- Boredom is physically painful
- You thrive in intensity and urgency
- Low-stakes, repetitive work drains you

Low-stimulation:

- You need calm, focus, and predictability
- Overstimulation burns you out
- You thrive in depth over breadth
- Chaos and noise drain you fast

Why this matters for builders:

If you're high-stimulation and you build a venture that's slow and predictable, you'll start looking for intensity elsewhere—substances, chaos, risky behavior.

If you're low-stimulation and you build a venture with constant urgency and crisis, you'll burn out in weeks.

[SECTION 4: Axis 3 - Social Energy (Introverted ↔ Extroverted)]

What it measures: How you recharge and how much social interaction energizes vs. drains you.

Introverted:

- You recharge alone
- Social interaction drains your battery, even if you enjoy it
- You think best in solitude
- Too much "people time" exhausts you

Extroverted:

- You recharge around people
- Isolation drains your battery
- You think best by talking things through
- Too much alone time feels lonely and deflating

Why this matters for builders:

If you're introverted and you build a venture that requires constant networking and collaboration, you'll drain fast.

If you're extroverted and you build a venture that's solo work all day, you'll feel isolated and unmotivated.

[SECTION 5: Axis 4 - Control (Autonomous ↔ Guided)]

What it measures: How much autonomy vs. external structure you need in decision-making.

Autonomous:

- You need to lead, decide, and own your path
- Being told what to do feels stifling
- You thrive when you have full control
- External accountability can feel like micromanagement

Guided:

- You function best with clear direction and mentorship
- Too much autonomy feels overwhelming
- You thrive when you have external accountability
- Decision-making without guidance feels paralyzing

Why this matters for builders:

If you're highly autonomous and you try to follow someone else's blueprint, you'll rebel or disengage.

If you're highly guided and you try to build without mentorship or structure, you'll feel lost and overwhelmed.

[SECTION 6: How the Axes Work Together]

Here's the thing: **it's not about each axis in isolation. It's about the combination.**

For example:

- **High-structure + High-stimulation** = You need clear systems *and* intensity. Think: structured sprints, tight deadlines, clear metrics.
- **Fluid + Low-stimulation** = You need flexibility *and* calm. Think: deep work with no fixed schedule.
- **Introverted + Autonomous** = You need solitude *and* full control. Think: solo founder working alone.
- **Extroverted + Guided** = You need people *and* direction. Think: collaborative team with a strong mentor.

Your combination creates your **Builder Type**—and that's what we'll explore after you take the assessment.

[SECTION 7: This Isn't About Good or Bad]

Before you take the BPEP, I need you to internalize this: **There is no good or bad score.**

Society will tell you that autonomous is better than guided. That extroverted is better than introverted. That high-stimulation means you're "driven" and low-stimulation means you're "lazy."

That's all bullshit.

Every axis score is neutral. The only question is: **Does your environment match your wiring?**

If it does, you'll thrive. If it doesn't, you'll struggle—not because you're broken, but because you're mismatched.

[CLOSE: Call to Action]

In the next reading, we'll go even deeper into each axis with examples. And then you'll take the BPEP—35 questions that will map your wiring.

Once you have your results, you'll be able to:

- Spot mismatch patterns from your past
- Design your environment for fit
- Build a venture that works *with* your wiring, not against it

Let's go.

Facilitator Notes

Key Points to Emphasize:

- These four axes were chosen specifically for builders designing their own path
- No axis score is better or worse—it's about fit, not performance
- The combination of axes matters more than individual scores

Discussion Prompts:

- "Which axis do you think will be most revealing for you?"
- "Have you ever been in an environment that was clearly mismatched on one of these axes?"

B-Roll Suggestions:

- Simple diagrams showing the four axes as spectrums
- On-screen examples of each axis score
- Visual showing how different combinations create different Builder Types