



Video & Reading References - Topic Index

Owner	Ashley Zeck
Tags	

Complete Video & Reading Reference Index

Every video and reading topic across the entire Legacy Rising curriculum



VIDEO CONTENT BY MODULE

Module 1: Reframing Obsession

- **Unit 1:** Facilitator welcome message (3-5 min) - Creating sacred space
- **Unit 2:** Why grief work matters (5-7 min) - Honoring what was, letting go
- **Unit 3:** The power of physical release rituals (3-5 min) - Release ceremonies
- **Unit 4:** From grief to curiosity (3 min) - Shifting energy
- **Unit 5:** How to map your obsessive patterns (5 min) - Obsession mapping examples
- **Unit 7:** Case Studies (10-12 min) - Sara Blakely (Spanx), alumni stories, entrepreneurs who channeled obsession
- **Total Module 1:** ~30-40 min of video content

Module 1.5: Personality & Energy Profile

- **Unit 0:** The Wrong Operating System (5-7 min) - Why cycle-breakers burn out, mismatch vs character flaw

- **Unit 1:** What We're Measuring (8-10 min) - The 4 axes, how profile shows up under stress
- **Unit 2:** Reading Your Profile (8-10 min) - Interpreting scores, stress patterns, common misinterpretations
- **Unit 3:** The Cost of Mismatch (8-10 min) - Real stories, why "push through" doesn't work
- **Unit 4:** Your Non-Negotiables (8-10 min) - Operating rules by Builder Type
- **Unit 5:** How This Follows You (5-7 min) - Connection to future modules
- **Unit 7:** You're Not Broken, You're Specific (5-7 min) - Recap and Module 2 preview
- **Total Module 1.5:** ~47-64 min of video content

Module 2: Builder Identity Work

- **Unit 1:** How language shapes identity (5-7 min) - Words that build and break, neuroscience of self-talk
- **Unit 2:** Breaking the shame loop (5 min) - Shame scripts as self-fulfilling prophecies
- **Unit 3:** The power of shared values (5 min) - Why communities need codes
- **Unit 4:** Your identity as a minimum viable product (5-7 min) - Product thinking applied to identity
- **Unit 5:** The practice of affirmation (3-5 min) - How affirmations rewire the brain
- **Total Module 2:** ~25-35 min of video content

Module 3: Energy, Frequency & Inner Strategy

- **Unit 1:** If you wish to understand the universe... (10-12 min) - Tesla's insight, heart coherence research, cymatics, energy fields
- **Unit 2:** The heart as conductor (12-15 min) - Heart coherence vs heart rate, police officer example, neuroplasticity

- **Unit 3:** Shi Heng Yi on obstacles to the peak (12-15 min) - The Five Hindrances, mountain story, clarity
- **Unit 4:** Just let it rain (8-10 min) - RAIN method 4-step process
- **Unit 4.5:** Why opposite types make better regulation buddies (5 min) - Co-regulation science
- **Unit 5:** The sitting epidemic (8-10 min) - Shi Heng Yi on using body as intended
- **Unit 6:** Your gut feeling matters (8-10 min) - Intuition as frequency, mirror neurons
- **Unit 7:** Life as levels in a game (10-12 min) - Childhood trauma creates patterns, letting go
- **Unit 8:** What connects us all (8-10 min) - Source, yin and yang, connection prevents loneliness
- **Unit 9:** Your frequency is your competitive advantage (10 min) - Coherence in entrepreneurship
- **Total Module 3:** ~87-104 min of video content

Module 4: Entrepreneurship 101

- **Unit 0:** You're Already an Entrepreneur (8-10 min) - Reframing entrepreneurship, builder vs business owner
- **Unit 1:** Breaking Down Myths (10-12 min) - 5 myths about entrepreneurship debunked
- **Unit 2:** How to Spot Million-Dollar Problems (8-10 min) - Pain points, problem-finding
- **Unit 3:** Creative Ideation Techniques (8-10 min) - SCAMPER, brainstorming methods
- **Unit 4:** How to Choose Your First Idea (8-10 min) - Decision framework, 3 circles
- **Unit 5:** How to Do Customer Interviews (12-15 min) - The Mom Test, sample questions

- **Unit 6:** What Is an MVP? (12-15 min) - Minimum Viable Product, Dropbox example, lean startup
- **Unit 7:** Why "No One Launches Alone" (8-10 min) - Launch Witness system, witnessing without judgment
- **Unit 8:** How to Price Your Work (10-12 min) - Pricing strategies, talking about money without shame
- **Unit 9:** Launch Day Pep Talk (5-7 min) - You need feedback not perfection, handling first customer
- **Unit 10:** How to Pitch in 60 Seconds (12-15 min) - 4-part pitch framework, storytelling
- **Unit 11:** You're a Builder Now (5-7 min) - Recap and next steps
-

Module 5: Peer Leadership & Alumni Engagement

- **Unit 0:** You've Been Leading Since Module 1 (10-12 min) - Recap of all tribe roles
- **Unit 1:** Alumni Interview Series (20-25 min total) - 2-3 alumni interviewed, post-graduation experiences
- **Unit 2:** The Art of Constructive Feedback (10-12 min) - Builder Feedback Framework
- **Unit 3:** Coaching vs. Advising (10-12 min) - Powerful questions, coaching mindset
- **Unit 4:** The Pay-It-Forward Economy (10-12 min) - How the program survives through infrastructure
- **Unit 5:** Building This Together (5-7 min) - Co-designing the network
- **Unit 6:** Mentorship as Infrastructure (8-10 min) - Three roles: Mentor, Near-Peer, Pod
- **Unit 7:** You're a Pillar Now (5-7 min) - Graduation as transition to infrastructure
- **Total Module 5:** ~79-97 min of video content

Module 6: Financial Foundations

- **Unit 0:** Why Money Matters for Cycle-Breakers (8-10 min) - Financial instability as relapse trigger
- **Unit 1:** Your Money Pattern Is Not a Character Flaw (8-10 min) - Common patterns, connection to Builder Types
- **Unit 2:** What You Believe About Money Runs Your Life (8-10 min) - Money beliefs and self-fulfilling patterns
- **Unit 3:** Budgeting for Real Life, Not Perfect Life (10-12 min) - Shame-free budgeting
- **Unit 4:** Credit Is Not a Moral Issue (10-12 min) - What credit is, why it matters, myths busted
- **Unit 5:** Why Saving Matters (Even \$5) (10-12 min) - Emergency fund as relapse prevention
- **Unit 6:** You Don't Need to Be Rich to Build Wealth (10-12 min) - Compound interest, micro-investing
- **Unit 7:** Money Is Not a Solo Sport (8-10 min) - Tribe financial support, skill-sharing
- **Unit 8:** Collective Financial Power (5-7 min) - Cohort Savings Streak, Tribe Resource Bank
- **Unit 9:** Money as Legacy Building (8-10 min) - Financial stability as generational impact
- **Unit 10:** Money as Dignity, Not Morality (5-7 min) - Recap and integration
- **Total Module 6:** ~91-113 min of video content

Module 7: Legacy Building

- No specific video production noted in module, but references to alumni panels and storytelling

Module 8: From Obsession to Legacy

- No specific video production noted, but references to storytelling practice and documentation

Marketing Strategy

- Short video: Ashley's journey from cycle-repeater to cycle-breaker
- Founder story video (raw, 2-3 min)
- Alumni testimonial videos (60-90 seconds each)
- Case study videos for campaigns

Integration Bridges

- Video transitions between OpenEdX units (2-3 min each)
- Module transition videos connecting the journey

Train-the-Trainer Certification

- Video training modules (recorded demos, alumni/participant stories)
- Video learning modules for asynchronous/flexible onboarding



READING MATERIALS BY MODULE

Module 1: Reframing Obsession

Core Research & Readings

- **Unit 1:** Community Guidelines & Confidentiality, How to support each other online
- **Unit 2:** Understanding Grief as Transformation - Why letting go is necessary, power of naming what was lost, alumni examples
- **Unit 4:** Discussion on obsession (good, bad, weird examples)
- **Unit 6:** Harmonious vs. Obsessive Passion (Vallerand) - Difference between flexible passion and rigid obsession

- **Unit 7:** How to Redirect Obsessive Energy - Practical frameworks, warning signs vs productive drive

Research Citations

- Hari, J. (2015). *Chasing the Scream*
- Hari, J. (2018). *Lost Connections*
- Maté, G. (2008). *In the Realm of Hungry Ghosts*
- Lewis, M. (2015). *The Biology of Desire*
- Vallerand, R. J. (2015). *The Psychology of Passion*
- Vallerand, R. J., et al. (2003). *Journal of Personality and Social Psychology*, 85(4), 756-767

Module 1.5: Personality & Energy Profile

Core Readings

- **Unit :** You're Not Broken, You're Mismatched - Cost of fighting your wiring, secondary shame layer
- **Unit 1:** The Four Core Axes - Understanding Your Wiring (Structure Need, Stimulation Threshold, Social Energy, Control vs Flexibility)
- **Unit 2:** The 8 Builder Types - Full Profiles (Firestarter, Maverick, Architect, Operator, Catalyst, Anchor, Strategist, Lone Wolf)
- **Unit 3:** Common Mismatch Patterns - High Structure + Chaos, Low Structure + Rigid, External Processor + Isolation
- **Unit 5:** Using Your Profile Throughout the Program - Connection to Modules 2-8

Research Foundation

- Costa, P. T., & McCrae, R. R. (1992). Research Citations
- Hari, J. (2015). *Chasing the Scream*
- Hari, J. (2018). *Lost Connections*

- Maté, G. (2008). *In the Realm of Hungry Ghosts*
- Lewis, M. (2015). *The Biology of Desire*
- Vallerand, R. J. (2015). *The Psychology of Passion*
- Vallerand, R. J., et al. (2003). *Journal of Personality and Social Psychology*, 85(4), 756-767 Revised NEO Personality Inventory
- Aron, E. N., & Aron, A. (1997). "Sensory-processing sensitivity" - *Journal of Personality and Social Psychology*
- Edwards, J. R. (2008). "Person-environment fit in organizations" - *Academy of Management Annals*
- Zhao, H., & Seibert, S. E. (2006). "Big Five personality dimensions and entrepreneurial status" - *Journal of Applied Psychology*

Module 2: Builder Identity Work

Core Readings

- **Unit 1:** Language Audit - Shame Words vs. Builder Words, how labels impact behavior
- **Unit 2:** From Shame to Strength - The Rewrite Process, cognitive reframing, toxic positivity vs authentic reframing
- **Unit 3:** Sample Builder's Codes from Past Cohorts
- **Unit 4:** Creating Your Identity MVP - Identity as product, psychology of "launch dates"
- **Unit 5:** The practice of affirmation - How affirmations rewire brain, grounded truth vs fake positivity

Research Citations

- Porges, S. W. (2011). *The Polyvagal Theory*
- Deci, E. L., & Ryan, R. M. (2000). *Self-Determination Theory*
- Maté, G. (2008). *In the Realm of Hungry Ghosts*
- Brown, B. (2012). *Daring Greatly*

Module 3: Energy, Frequency & Inner Strategy

Core Readings

- **Unit 1:** Everything is Vibration - Heart rate variability, atoms as high-frequency vibrations, cymatics
- **Unit 2:** The HeartMath Approach - Quick Coherence Technique, Heart-Focused Breathing
- **Unit 3:** Recognizing Your Patterns - The Five Hindrances (Sensual Desire, Ill Will, Sloth & Torpor, Restlessness, Skeptical Doubt)
- **Unit 4:** RAIN in Practice - Step-by-step for each hindrance, spiritual bypassing, non-identification
- **Unit 4.5:** Co-Regulation Science - How nervous systems sync (polyvagal theory)
- **Unit 5:** Somatic Awareness for Builders - Polyvagal theory basics, trauma in the body
- **Unit 6:** The Business Case for Intuition - Somatic markers (Damasio), energy hygiene
- **Unit 7:** The Cycle-Breaker's Choice - How patterns form, letting go vs giving up, identity attachment
- **Unit 8:** Being vs. Doing - Goal-setting from lack vs from source

Research Citations

- McCraty, R., & Childre, D. (2010). "Coherence: Bridging Personal, Social, and Global Health" - *Alternative Therapies*
- McCraty, R., et al. (2009). "The Coherent Heart" - *Integral Review*
- Porges, S. W. (2011). *The Polyvagal Theory*
- Dana, D. (2018). *The Polyvagal Theory in Therapy*
- Shi Heng Yi TEDx talks and teachings
- Goldstein, J. (2013). *Mindfulness: A Practical Guide to Awakening*

- Lazar, S. W., et al. (2005). "Meditation experience and cortical thickness" - *NeuroReport*
- Damasio, A. (1994). *Descartes' Error: Emotion, Reason, and the Human Brain*
- Gigerenzer, G. (2007). *Gut Feelings: The Intelligence of the Unconscious*

Module 4: Entrepreneurship 101

Core Readings

- **Unit 0:** What Entrepreneurship Really Is - Myth of "born entrepreneur", survival skills as entrepreneur DNA
- **Unit 1:** The Everyday Hustler - Case studies of scrappy startups, side hustle economy
- **Unit 2:** Problem-Finding Framework - Pain points vs preferences, validation criteria
- **Unit 3:** Ideation Methods - SCAMPER Technique, "How might we..." questions, Riffing
- **Unit 4:** Decision Framework - The 3 Circles (passion, skill, payment)
- **Unit 5:** The Mom Test (Key Concepts) - Don't ask "Would you buy this?", focus on past behavior
- **Unit 6:** Lean Startup Principles - Build-Measure-Learn Loop, why MVP thinking works
- **Unit 7:** The Launch Witness Protocol - What Launch Witnesses do and don't do
- **Unit 8:** Pricing Psychology - Why free ≠ valuable, how to test pricing, handling objections
- **Unit 9:** Launch Checklist - Pre-launch, Launch Day, Post-Launch steps
- **Unit 10:** Storytelling for Entrepreneurs - Why stories sell, pitching to different audiences
- **Unit 11:** Next Steps for Your Business - Iteration, pivoting vs persisting, scaling without burnout

Research Citations

- Sarasvathy, S. D. (2001). "Effectuation: Elements of Entrepreneurial Expertise" - *Academy of Management Review*
- Ries, E. (2011). *The Lean Startup*
- Deci, E. L., & Ryan, R. M. (2017). *Self-Determination Theory*
- Vallerand, R. J. (2015). *The Psychology of Passion*
- Blank, S., & Dorf, B. (2012). *The Startup Owner's Manual*
- Fitzpatrick, R. (2013). *The Mom Test*

Module 5: Peer Leadership & Alumni Engagement

Core Readings

- **Unit 0:** What Is a Peer-Led Network? - Social capital research (Chetty, Putnam, Granovetter)
- **Unit 1:** Life After Legacy Rising - Common post-graduation challenges and what helps
- **Unit 2:** Feedback Best Practices - Builder Feedback Framework, giving/receiving feedback
- **Unit 3:** The Coaching Mindset - Powerful coaching questions, when to advise vs coach
- **Unit 4:** The Pledge as Infrastructure - Three pillars of contribution (time, skill, presence)
- **Unit 5:** Alumni Network Structure Options - Review of formats (Slack, Virtual Circles, In-Person, Pods, Mentorship)
- **Unit 6:** Mentorship Matching Guidelines - Three roles (Mentor, Near-Peer, Pod Member)
- **Unit 7:** Life as a Pillar - Balancing giving and receiving, staying regulated while leading

Research Citations

- Chetty, R., et al. (2022). "Social Capital I: Measurement and Associations with Economic Mobility" - *Nature*
- Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*
- Granovetter, M. S. (1973). "The Strength of Weak Ties" - *American Journal of Sociology*
- Baluku, M. M., et al. (2020). "Exploring the Link Between Mentoring and Intangible Outcomes" - *Frontiers in Psychology*
- Boat, A. A., et al. (2022). "Enhancing Education and Career Pathways Through Peer and Near-Peer Social Capital" - *Journal of Youth and Adolescence*
- Kretzmann, J. P., & McKnight, J. L. (1993). *Building Communities from the Inside Out*
- Stanford Social Innovation Review (2020). "When Peers Work Together to Drive Social Change"

Module 6: Financial Foundations

Core Readings

- **Unit 0:** The Money-Recovery Connection - Economic mobility as protective factor
- **Unit 1:** Money Patterns by Builder Type - High Stimulation, High Structure, Low Structure, External/Internal Processors
- **Unit 2:** Rewriting Your Money Story - How to identify and challenge limiting beliefs
- **Unit 3:** The Builder's Budget Framework - 4-step process, budget strategies by Builder Type
- **Unit 4:** How to Build or Repair Your Credit - Check your score, strategies for no credit/bad credit/collections
- **Unit 5:** Saving Strategies by Builder Type - Different approaches for different wiring

- **Unit 6:** How to Start Investing with Limited Resources - Employer match, Roth IRA, Index funds, Micro-investing
- **Unit 7:** Financial Tribe Strategies - Co-regulation, accountability, resource pooling
- **Unit 8:** How the Tribe Tools Work - Cohort Savings Streak, Tribe Resource Bank
- **Unit 9:** From Survival to Strategy - Shift from reactive to proactive

Research Citations

- Collins, J. M., & O'Rourke, C. M. (2010). "Financial Education and Counseling" - *Journal of Consumer Affairs*
- Sherraden, M. (2013). "Building Assets and Economic Security" - *The Assets Perspective*
- Han, C.-K., & Sherraden, M. (2009). "Wealth as Protection" - *Journal of Sociology & Social Welfare*
- Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving Decisions About Health, Wealth, and Happiness*
- Herman, J. L. (2015). *Trauma and Recovery: The Aftermath of Violence*

Module 7: Legacy Building – Purpose, Vision, and Giving Back

Core Readings & Research

- **Community & Social Capital:**
 - Chetty, R., et al. (2022). "Social Capital I: Measurement and Associations with Economic Mobility" - *Nature*, 608, 108-121
 - Granovetter, M. S. (1973). "The strength of weak ties" - *American Journal of Sociology*
 - Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*
 - Brookings Institution (2021). "How We Rise: How social networks impact economic mobility"

- **Peer Leadership & Mentorship:**

- Baluku, M. M., et al. (2020). "Exploring the Link Between Mentoring and Intangible Outcomes" - *Frontiers in Psychology*
- Boat, A. A., et al. (2022). "Enhancing Education and Career Pathways Through Peer Social Capital" - *Journal of Youth and Adolescence*
- Stanford Social Innovation Review (2020). "When Peers Work Together to Drive Social Change"
- PMC/NIH (2023). "Peer Facilitation: Accelerating Individual, Community, and Societal Change"
- Beals, R., et al. (2021). "Activating Social Capital" - *Frontiers in Education*

- **Shame, Stigma & Dignity:**

- Brown, B. (2012). *Daring Greatly*
- Maté, G. (2008). *In the Realm of Hungry Ghosts*
- Hari, J. (2015). *Chasing the Scream*
- Porges, S. W. (2011). *The Polyvagal Theory*

- **Legacy & Purpose:**

- Frankl, V. E. (1984). *Man's Search for Meaning*
- Brown, B. (2015). *Rising Strong*
- Sherraden, M. (2013). "Assets and the Pursuit of Well-Being"

Module 8: From Obsession to Legacy - Owning Your Story

Core Readings & Research

- **Narrative Therapy & Identity:**

- White, M., & Epston, D. (1990). *Narrative Means to Therapeutic Ends*
- McAdams, D. P. (2001). "The Psychology of Life Stories" - *Review of General Psychology*

- **Storytelling for Change:**

- Brown, B. (2015). *Rising Strong*
 - Brown, B. (2012). *Daring Greatly*
 - **Rites of Passage & Ritual:**
 - Van Gennep, A. (1960). *The Rites of Passage*
 - Turner, V. (1969). *The Ritual Process: Structure and Anti-Structure*
 - **Recovery & Legacy:**
 - White, W. L. (2008). "Recovery Management and Recovery-Oriented Systems of Care" - SAMHSA
 - Prochaska, J. O., & DiClemente, C. C. (1983). "Stages and processes of self-change" - *Journal of Consulting and Clinical Psychology*
-

COMPREHENSIVE BIBLIOGRAPHY

Books (Full Curriculum)

1. **Hari, J. (2015).** *Chasing the Scream: The First and Last Days of the War on Drugs*. Bloomsbury.
2. **Hari, J. (2018).** *Lost Connections: Uncovering the Real Causes of Depression*. Bloomsbury.
3. **Maté, G. (2008).** *In the Realm of Hungry Ghosts: Close Encounters with Addiction*. North Atlantic Books.
4. **Lewis, M. (2015).** *The Biology of Desire: Why Addiction Is Not a Disease*. PublicAffairs.
5. **Vallerand, R. J. (2015).** *The Psychology of Passion: A Dualistic Model*. Oxford University Press.
6. **Deci, E. L., & Ryan, R. M. (2000).** *Intrinsic Motivation and Self-Determination in Human Behavior*. Springer.
7. **Ryan, R. M., & Deci, E. L. (2017).** *Self-Determination Theory: Basic Psychological Needs*. Guilford Press.
8. **Dana, D. (2018).** *The Polyvagal Theory in Therapy*. W. W. Norton.

9. **Porges, S. W. (2011).** *The Polyvagal Theory*. W. W. Norton.
10. **Brown, B. (2012).** *Daring Greatly*. Gotham Books.
11. **Brown, B. (2015).** *Rising Strong*. Random House.
12. **Ries, E. (2011).** *The Lean Startup*. Crown Business.
13. **Blank, S., & Dorf, B. (2012).** *The Startup Owner's Manual*. K&S Ranch.
14. **Fitzpatrick, R. (2013).** *The Mom Test*. Robfitz Ltd.
15. **Putnam, R. D. (2000).** *Bowling Alone*. Simon & Schuster.
16. **Frankl, V. E. (1984).** *Man's Search for Meaning*. Beacon Press.
17. **Thaler, R. H., & Sunstein, C. R. (2008).** *Nudge*. Yale University Press.
18. **Herman, J. L. (2015).** *Trauma and Recovery*. Basic Books.
19. **Damasio, A. (1994).** *Descartes' Error: Emotion, Reason, and the Human Brain*. Putnam.
20. **Gigerenzer, G. (2007).** *Gut Feelings: The Intelligence of the Unconscious*. Viking.
21. **Goldstein, J. (2013).** *Mindfulness: A Practical Guide to Awakening*. Sounds True.
22. **Kretzmann, J. P., & McKnight, J. L. (1993).** *Building Communities from the Inside Out*. ACTA Publications.
23. **White, M., & Epston, D. (1990).** *Narrative Means to Therapeutic Ends*. W.W. Norton.
24. **Van Gennep, A. (1960).** *The Rites of Passage*. University of Chicago Press.
25. **Turner, V. (1969).** *The Ritual Process*. Aldine Transaction.

Journal Articles & Research Papers

1. Vallerand, R. J., et al. (2003). "Les passions de l'âme" - *Journal of Personality and Social Psychology*, 85(4), 756-767
2. Deci, E. L., & Ryan, R. M. (2000). "The 'what' and 'why' of goal pursuits" - *Psychological Inquiry*, 11(4), 227-268

3. Chetty, R., et al. (2022). "Social Capital I" - *Nature*, 608, 108-121
4. Granovetter, M. S. (1973). "The strength of weak ties" - *American Journal of Sociology*, 78(6), 1360-1380
5. Costa, P. T., & McCrae, R. R. (1992). *Revised NEO Personality Inventory*
6. Aron, E. N., & Aron, A. (1997). "Sensory-processing sensitivity" - *Journal of Personality and Social Psychology*, 73(2), 345-368
7. Edwards, J. R. (2008). "Person-environment fit" - *Academy of Management Annals*, 2(1), 167-230
8. Zhao, H., & Seibert, S. E. (2006). "Big Five personality dimensions" - *Journal of Applied Psychology*, 91(2), 259-271
9. McCraty, R., & Childre, D. (2010). "Coherence: Bridging Personal, Social, and Global Health" - *Alternative Therapies*, 16(4), 10-24
10. Lazar, S. W., et al. (2005). "Meditation experience and cortical thickness" - *NeuroReport*, 16(17), 1893-1897
11. Sarasvathy, S. D. (2001). "Effectuation" - *Academy of Management Review*, 26(2), 243-263
12. Baluku, M. M., et al. (2020). "Exploring the Link Between Mentoring and Intangible Outcomes" - *Frontiers in Psychology*, 11, 445
13. Boat, A. A., et al. (2022). "Enhancing Education Through Peer Social Capital" - *Journal of Youth and Adolescence*, 51, 1233-1251
14. Collins, J. M., & O'Rourke, C. M. (2010). "Financial Education" - *Journal of Consumer Affairs*, 44(3), 483-498
15. Han, C.-K., & Sherraden, M. (2009). "Wealth as Protection" - *Journal of Sociology & Social Welfare*, 36(4), 63-88
16. McAdams, D. P. (2001). "The Psychology of Life Stories" - *Review of General Psychology*, 5(2), 100-122
17. Prochaska, J. O., & DiClemente, C. C. (1983). "Stages of self-change" - *Journal of Consulting and Clinical Psychology*, 51(3), 390-395

Peer-Driven Recovery Models (For Research & Reading)

- **The Phoenix** — thephoenix.org (Peer-driven recovery through fitness)
 - **Recovery Café** — recoverycafe.org (Community-based recovery)
 - **Alcoholics Anonymous** — aa.org (Traditional peer support)
-

CONTENT TOPICS TO DEVELOP (BY SUBJECT)

Identity Formation & Self-Concept

- How language shapes identity (shame words vs builder words)
- Identity as minimum viable product
- Shame scripts and narrative rewriting
- Builder identity vs shame-based identity
- Language audits and pattern recognition
- Identity stabilization through reflection
- Story stewardship and discernment
- Non-identification practice

Community Values & Belonging

- The power of shared values
- Builder's Code development
- Community agreements and enforcement
- Tribal language and in-group signaling
- "Us vs them" narrative dismantling
- Community over labels framework
- Belonging as infrastructure (not charity)
- Pay-it-forward economy

Addiction & Recovery Reframing

- Obsession as asset (not deficit)

- Connection theory (Johann Hari)
- Trauma-informed understanding (Gabor Maté)
- Neuroplasticity and rewiring (Marc Lewis)
- Harmonious vs obsessive passion (Vallerand)
- Grief work and letting go
- Release rituals and ceremonies
- From destructive to constructive patterns

Personality & Operating Systems

- The four core axes (Structure, Stimulation, Social Energy, Control)
- The 8 Builder Types (Firestarter, Maverick, Architect, etc.)
- Mismatch patterns and system clash
- Builder Operating Agreements
- Wiring vs character flaw
- Person-environment fit
- Secondary shame layer
- Type-specific strategies

Nervous System & Regulation

- Heart coherence science and practice
- Quick Coherence Technique
- Polyvagal theory basics
- Co-regulation and regulation buddies
- The Five Hindrances (Buddhist psychology via Shi Heng Yi)
- RAIN method for obstacle removal
- Somatic awareness and embodiment
- Mind-body balance

Energy, Frequency & Intuition

- Tesla's energy-frequency-vibration framework
- Cymatics and sacred geometry
- Heart rate variability encoding
- Mirror neurons and energy reading
- Gut feeling vs fear vs dopamine
- Somatic markers (Damasio)
- Business intuition and decision-making
- Energy hygiene for entrepreneurs

Entrepreneurship Fundamentals

- "You're already an entrepreneur" reframe
- Myth-busting (5 common myths)
- Problem-finding frameworks
- Customer discovery and The Mom Test
- MVP (Minimum Viable Product) design
- Lean Startup methodology
- Build-Measure-Learn loops
- Launch Witness system

Pricing & Money Mindset

- Pricing psychology (why free ≠ valuable)
- Talking about money without shame
- Value-based vs cost-plus pricing
- Money as tool (not morality)
- Money patterns by Builder Type
- Scarcity vs abundance mindset

- Financial dignity and agency
- Budget reality (not aspiration)

Credit & Wealth Building

- Credit as trust score (not moral judgment)
- Credit repair strategies
- Saving as relapse prevention
- Emergency funds (starting with \$5)
- Compound interest and time in market
- Micro-investing apps and tools
- Retirement accounts (401k, Roth IRA)
- Index funds and diversification

Social Capital & Networks

- Social capital and economic mobility (Chetty research)
- Strength of weak ties (Granovetter)
- Bridges to opportunity networks
- Social capital decline (Putnam)
- Network effects and referrals
- Alumni network infrastructure
- Resource pooling and skill-sharing
- Collective financial power

Peer Leadership & Mentorship

- Near-peer effectiveness (research-backed)
- Helper-therapy principle
- Mentor vs Near-Peer vs Pod roles
- Builder Feedback Framework

- Coaching vs advising (powerful questions)
- Holding space without fixing
- Witnessing without judgment
- Infrastructure vs charity mindset

Feedback & Communication

- Constructive feedback (specific, actionable, kind)
- Giving feedback without advice-giving
- Receiving feedback without defensiveness
- Builder language enforcement
- Calling out shame language
- Pattern reflection (not fixing)
- Accountability without judgment
- Permission-based feedback

Legacy & Purpose

- Existential meaning (Frankl)
- Purpose statement development
- Ripple effects and community impact
- Legacy as relational (not abstract)
- Generational wealth and change
- From survival to strategy
- Purpose + role connection
- Legacy Playbook contribution

Storytelling & Narrative

- Story stewardship (not oversharing)
- Discernment filters (serves others vs expresses self)

- Context-specific versions (pitch, interview, mentoring)
- Witness circles (reflection without praise)
- Integration of full transformation
- From "I changed" to "I now serve as"
- Narrative therapy basics
- Story as obligation (not performance)

Ritual & Transition

- Rites of passage (Van Gennep)
- Ritual process (Turner)
- Passing of custody ceremony
- Physical markers (tokens, ledgers, signatures)
- Graduation as threshold (not completion)
- From participant to infrastructure
- Alumni role declaration
- Legacy Ledger contribution

Shame & Stigma Dismantling

- Shame as disconnection (Brené Brown)
- Labels and identity foreclosure
- Dignity-first approaches
- Brave space vs safe space
- Systemic barriers and stigma
- Visible representation
- Counter-narratives and storytelling
- Breaking "us vs them"

Trauma & Safety

- Trauma-informed facilitation
- Psychological safety vs brave space
- Triggers and grounding
- Stoplight check-ins (Red/Yellow/Green)
- Trauma in the body (Porges)
- Nervous system states
- Safety as engagement prerequisite
- Co-regulation practices

Pattern Recognition & Breaking

- Behavioral patterns from childhood trauma
- Pattern interruption techniques
- Letting go vs giving up
- Identity attachment to patterns
- Mismatch recognition
- Hindrance identification
- RAIN for pattern work
- Restraint as builder skill

Problem Selection & Validation

- Problem vs dopamine hit
- 6-month sustainability test
- Chaos reduction vs chaos addition
- Customer pain point identification
- Market validation criteria
- Problem-solution fit
- Hindrance-aware selection

- Gut-check filtering

Launch & Momentum

- Launch Witness protocol
- Momentum holding (tribe role)
- Celebration of completion (not outcome)
- Launch day nerves and regulation
- First customer handling
- Feedback gathering
- Iteration planning
- No one launches alone

Financial Tribe Strategies

- Cohort Savings Streak
- Tribe Resource Bank
- Budget buddy system
- Accountability pods for money
- Resource pooling and bulk buying
- Skill-sharing vs money exchange
- Financial load-bearing maps
- Collective momentum

Alumni Infrastructure

- Pay-it-forward pledge (non-negotiable)
- Three alumni roles (Mentor/Near-Peer/Pod)
- Network co-design (not orientation)
- Alumni circles and gatherings
- Mentorship matching by Builder Type

- Alumni directory and skill database
 - Legacy Playbook compilation
 - Monthly check-ins and reactivation
-

VIDEO & READING PRODUCTION CHECKLIST

Total Video Content Needed:

- Module 1: 30-40 min
- Module 1.5: 47-64 min
- Module 2: 25-35 min
- Module 3: 87-104 min
- Module 4: 107-138 min
- Module 5: 79-97 min
- Module 6: 91-113 min
- Integration Bridges: ~15-20 min
- Marketing/Founder Story: 5-10 min
- **TOTAL: ~486-621 minutes (8-10 hours of video content)**

Reading Materials to Develop:

- ☐ Workbooks for each module
- ☐ Facilitator guides with full scripts
- ☐ Assessment tools and worksheets
- ☐ Builder Type profiles and operating manuals
- ☐ RAIN method pocket guide
- ☐ Quick reference cards
- ☐ Case studies and real-world applications
- ☐ Simplified reading guides for participants

☐ Research synthesis documents


Note: This comprehensive index will be updated as new content is developed and integrated into the curriculum.

  [YouTube Usage Policy & Video Language Templates](#)

Organizations Aligned with Our Mission

 [Module 1: Reframing Obsession](#)

 [Module 2: Builder Identity Work - Complete Lesson Plans](#)

 [Module 3: Energy, Frequency & Inner Strategy - Complete Lesson Plans](#)

 [Module 1: Reframing Obsession - Complete Lesson Plans](#)

 [Module 1.5: Personality & Energy Profile - Complete Lesson Plans](#)

 [Module 3: Energy, Frequency & Inner Strategy - Complete Lesson Plans](#)

 [Module 4: Entrepreneurship 101 - Complete Lesson Plans](#)

 [Module 5: Peer Leadership & Alumni Engagement - Complete Lesson Plans](#)

 [Module 6: Financial Foundations - Complete Lesson Plans](#)

 [Module 7 & 8: Legacy Building + From Obsession to Legacy - Complete Lesson Plans](#)