

# Unit 4: Identity MVP - Designing Your Builder Self as a Product

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| ≡ Components   | Discussion Forum<br>Reading<br>Video<br>Written Assignment  |
| ≡ Duration     | 40 min  |
| ≡ Notes        | Identity MVP One-Pager: Mission, KPIs (5-7 measurable behaviors), Launch Date. 300+ word reflection, treat as business artifact |
| ✓ SOU Evidence | <input checked="" type="checkbox"/>   |
| ⌚ Section      | Module 2  |
| ⌘ Status       | Not Started   |
| ≡ Subsection   | Identity Design   |

## Overview

**Duration:** 40 minutes

**Components:** Video, Reading, Written Assignment, Discussion Forum

This unit treats identity design like a product launch, creating a concrete one-pager with mission, KPIs, and launch date.

## Learning Objectives

- Apply MVP (Minimum Viable Product) thinking to identity formation
- Create a business-style one-pager for your builder identity
- Set a public launch date for your new identity
- Establish measurable KPIs for identity transformation

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# Video Content (5-7 min): Your Identity as a Minimum Viable Product

## Key messages:

- Why we're treating your new self like a startup launch
  - The power of "product thinking" applied to identity
  - How business artifacts create commitment and clarity
  - Examples of powerful Identity MVPs from past cohorts
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## Reading: Creating Your Identity MVP

### Identity as Product

In Module 4, you'll learn about MVPs (Minimum Viable Products) in entrepreneurship. The concept: Don't wait for perfect. Launch with Version 1.0, gather feedback, and iterate.

### The same applies to identity.

You don't need a fully formed, perfect, Instagram-ready identity to move forward. You need **Version 1.0**—something that's true enough, strong enough, and clear enough to guide your next decisions.

### The Problem with "Finding Yourself"

The phrase "finding yourself" implies there's a fixed, true self hidden inside you.

#### This is not how identity works.

Identity is **built**, not found. It's:

- **Iterative** (you refine it over time)
  - **Contextual** (you're different in different environments)
  - **Co-created** (shaped by the people you're around)
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# Business Assignment: Create Your Identity MVP One-Pager

This is a standard startup document—but for YOU. You're launching a new version of yourself, and this one-pager is your business plan.

Create a one-page document (digital or physical) with these sections:

## Required Sections

### 1. THE MISSION: Who is the new Builder self?

Write your "value proposition" as a builder:

- What problem does this version of you solve?
- What makes you different from your old self?
- Who benefits from this new you?

**Example:** "*I'm a cycle-breaker who turns lived experience into scalable solutions for recovery communities. I solve problems through lived expertise, not theory.*"

### 2. THE KPIs: How will you measure success?

List 5-7 specific, measurable behaviors or milestones.

These should be **observable actions**, not feelings.

#### Examples:

- "I spoke up in a meeting with my idea"
- "I launched the blog and published 3 posts"
- "I set a boundary without apologizing"
- "I finished the business plan draft"
- "I asked for help when I needed it"
- "I showed up to 4 networking events"
- "I completed Module 4 and built my MVP"

### 3. THE LAUNCH DATE: When does this version of you go live?

Set a specific date (30-90 days recommended).

What will be *different* on that date?

**Example:** "Launch Date: March 15, 2026. On this date, I will have: (1) Registered my business name, (2) Published my origin story on LinkedIn, (3) Completed the Legacy Rising curriculum, (4) Launched my first service offering."

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## Format Guidelines

- Keep it to ONE PAGE (startup discipline)
  - Make it look professional (Notion, Google Docs, Canva, hand-drawn with clean layout)
  - Use clear headers for each section
  - Be specific, not vague
  - Treat this like a business document you'd show an investor
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## Written Assignment: Identity MVP Reflection

After creating your one-pager, write 300+ words answering:

1. How does treating yourself like a "product launch" change how you think about transformation?
  2. Which KPI feels most challenging? Most exciting?
  3. What will have to change in your daily life to hit your launch date?
  4. How is this different from setting New Year's resolutions?
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## Discussion Forum

**Prompt:** "Share your Identity MVP (*if comfortable*) or post your Mission statement and top 3 KPIs. What launch date did you choose and why? Celebrate and support at least 2 others' launches."

### Instructions:

- Share your MVP or key elements
- Respond to 2 others with specific encouragement

- Notice how different Builder Types create different MVPs
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## Submission

Upload:

1. Your Identity MVP One-Pager (PDF, image, or link)
2. Your 300+ word reflection