

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

⌚ Module	Module 2: Builder Identity Work
# Unit Number	4.1
⌚ Types	Video Lesson
⌚ Mandatory	<input checked="" type="checkbox"/>
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Video Script: Your Identity as a Minimum Viable Product

Module 2: Builder Identity Work | Unit 4.1 | 5-7 minutes

Video Overview

Objective: Introduce the concept of Identity MVP and explain why cycle-breakers should think of their builder identity as version 1.0, not a finished product.

Tone: Encouraging, practical, growth-oriented.

Script

[OPEN: Direct to camera]

In the last unit, you rewrote your shame narrative. You created builder scripts. You co-created the Builder's Code.

Now it's time to design your **Identity MVP**.

MVP stands for **Minimum Viable Product**. It's a term from lean startup methodology.

And here's why it matters: **Your builder identity is not a finished product. It's version 1.0.**

[SECTION 1: What Is an Identity MVP?]

In the startup world, an MVP is the simplest version of a product that can function and be tested.

You don't build the perfect, final version right away. You build the minimum viable version, test it, and iterate based on what you learn.

Your identity works the same way.

You don't wake up one day as a fully formed builder. You design a **minimum viable builder identity**—the simplest version that you can start living today—and you iterate as you collect evidence.

Identity MVP = The simplest, most actionable version of who you're becoming.

[SECTION 2: Why Cycle-Breakers Need an Identity MVP]

Here's the trap most people fall into: **They try to design the perfect identity before they've lived it.**

They say:

- "I'll be a builder when I'm successful."
- "I'll call myself an entrepreneur when I've made money."
- "I'll rewrite my narrative when I've proven I'm not broken."

But that's backwards.

Identity doesn't follow behavior. Identity LEADS behavior.

You don't wait until you've "earned" the builder identity. You design it, claim it, and start collecting evidence that you're living it.

That's the Identity MVP.

[SECTION 3: What an Identity MVP Includes]

Your Identity MVP has five components:

1. Identity Statement

A 2-3 sentence statement of who you're becoming.

Example: "I am a cycle-breaker who redirects obsessive energy into fuel. I show up consistently, speak in builder language, and design for fit. I'm building a venture that aligns with my wiring and creates dignity for myself and others."

2. Core Values

3-5 values that define how you operate.

Example:

- Dignity over shame
 - Progress over perfection
 - Sustainable intensity (not burnout)
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3. Identity-Aligned Behaviors

5-7 specific behaviors that prove you're living the identity.

Example:

- A cycle-breaker shows up to sessions, even when it's hard
 - A cycle-breaker asks for help instead of isolating
 - A cycle-breaker catches shame language and redirects it
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4. Non-Negotiables

3 boundaries you will not cross.

Example:

- I will not stay in environments where shame is the default language
 - I will protect my morning routine—it's how I stay grounded
 - I will not sacrifice my dignity for a paycheck
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5. Evidence Tracker

A simple way to log weekly proof that you're living the identity.

Example:

- Week 1: I redirected shame language 3 times. I showed up to the session even though I was struggling.
 - Week 2: I asked for help instead of isolating. I protected my solo work time.
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[SECTION 4: Why Version 1.0 Is Enough]

Here's the beautiful part: **You don't have to get this perfect.**

Your Identity MVP is version 1.0. It's not final. It's not polished.

It just has to be clear enough to start living.

As you collect evidence, your identity will evolve:

- Some behaviors will become automatic
- Some values will deepen
- Some non-negotiables will shift
- New evidence will accumulate

And that's the point. Identity isn't static. It's iterative.

You design version 1.0. You live it. You collect evidence. You iterate to version 2.0.

Just like a startup.

[SECTION 5: Identity Follows Behavior (And Behavior Follows Identity)]

Here's the feedback loop:

1. **You design your Identity MVP** (who you're becoming)
2. **You practice identity-aligned behaviors** (showing up, redirecting shame, asking for help)
3. **You collect evidence** (you logged it, you witnessed it, your tribe saw it)
4. **Your brain starts to believe it** (the identity solidifies)
5. **The behaviors become automatic** (you are what you practice)

Identity follows behavior. And behavior follows identity.

The Identity MVP kickstarts the loop.

[SECTION 6: What Happens When You Don't Have an Identity MVP]

Without an Identity MVP, you drift.

You default back to old scripts:

- "I'm just an ex-addict."
- "I'm a mess."
- "I can't stick with anything."

And when you default back to those scripts, you act in ways that confirm them.

The shame loop tightens. The builder identity weakens.

The Identity MVP prevents that drift.

It gives you a clear reference point:

- "This is who I'm becoming."
- "These are the behaviors that align with that identity."
- "This is the evidence I'm collecting."

It keeps you anchored.

[SECTION 7: Your Tribe as Co-Validators]

Here's the final piece: **You can't hold your Identity MVP alone.**

Your brain will default back to shame. Your environment will pull you back toward old patterns.

You need your tribe to co-validate your identity.

When you slip into shame language, they redirect you.

When you show up as a builder, they affirm it.

When you collect evidence, they witness it.

Your Identity MVP is yours. But your tribe helps you live it.

[CLOSE: Call to Action]

In the next assignment, you're going to create your Identity MVP One-Pager.

You'll design:

- Your Identity Statement
- Your Core Values
- Your Identity-Aligned Behaviors
- Your Non-Negotiables
- Your Evidence Tracker

This is version 1.0 of who you're becoming.

It doesn't have to be perfect. It just has to be clear enough to start living.

Let's go.

Facilitator Notes

Key Points to Emphasize:

- Identity MVP = version 1.0, not the final version
- Identity leads behavior (you don't wait to "earn" it)
- The feedback loop: design → practice → evidence → belief → behavior
- Your tribe co-validates your identity

Discussion Prompts:

- "What's one behavior you can start practicing this week that aligns with your builder identity?"
- "What evidence have you already collected that you're becoming a builder?"

B-Roll Suggestions:

- Visual showing the Identity MVP components (statement, values, behaviors, non-negotiables, evidence)
- Diagram of the feedback loop (identity → behavior → evidence → belief)

- On-screen examples of Identity MVPs from different Builder Types