Unit 4: Identity MVP - Designing Your Builder Self

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Unit 4: Identity MVP - Designing Your Builder Self

Module 2: Builder Identity Work | Assignment

Assignment Overview

You've done the Language Inventory. You've rewritten your shame narrative. You've co-created the Builder's Code.

Now it's time to design your **Identity MVP**—a minimum viable version of your builder identity.

This is not your final, polished self. This is **version 1.0** of who you're becoming.

Learning Objectives

By completing this assignment, you will:

1. Design a clear, actionable version of your builder identity

2. Identify the behaviors, values, and practices that align with that identity

3. Create a one-pager that serves as your identity reference

4. Share your Identity MVP with your tribe for feedback

What Is an Identity MVP?

An **MVP (Minimum Viable Product)** is a concept from lean startup methodology. It's the simplest version of a product that can function and be tested.

Your **Identity MVP** is the simplest, most actionable version of your builder identity.

It's not:

- A perfect, aspirational vision of who you'll be someday

- A list of everything you wish you were

- A rigid identity that can never change

It is:

- A clear statement of who you're becoming *right now*

- A set of behaviors and practices you can start today

- A living document that evolves as you collect evidence

Think of it as: "This is who I'm building into, starting today."

Instructions

Part 1: Identity Statement (10 minutes)

Write a 2-3 sentence **Identity Statement** that describes who you're becoming.

Format:

"I am a [builder identity]. I [core behaviors]. I'm building [what you're creating]."

Examples:

Example 1:

"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."

Example 2:

"I am a builder who's learning what works for me. I ask for help when I need it, protect my boundaries, and prioritize sustainable growth over heroics. I'm building a life and business that fit how I'm actually wired."

Example 3:

"I am a cycle-breaker who understands obsession better than most. I use my past as expertise, not shame. I'm building a venture that channels intensity into impact."

Part 2: Core Values (15 minutes)

Identify **3-5 core values** that define your builder identity.

These should be values you want to live by, not values you think you "should" have.

Examples of builder values:

- Dignity over shame

- Progress over perfection

- Sustainable intensity (not burnout)

- Design for fit (not force)

- Tribe over isolation

- Honesty without judgment

- Autonomy with accountability

Write your 3-5 core values and a brief description of what each means to you.

Part 3: Identity-Aligned Behaviors (20 minutes)

List **5-7 behaviors** that align with your builder identity.

These should be specific, actionable behaviors you can practice daily or weekly.

Format:

"A builder who [identity] does [specific behavior]."

Examples:

For a cycle-breaker identity:

- 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

- A cycle-breaker protects boundaries without guilt

- A cycle-breaker celebrates small wins

For a specific Builder Type (e.g., Structured Sprinter, Introverted, Autonomous):

- A Structured Sprinter builds systems before adding intensity

- An introverted builder protects solo deep work time

- An autonomous builder owns decisions without second-guessing

Write 5-7 identity-aligned behaviors for your builder identity.

Part 4: Non-Negotiables (15 minutes)

Identify **3 non-negotiables**—the boundaries or practices you will not compromise on.

These are the lines you draw to protect your wiring, your values, and your builder identity.

Examples:

For wiring-based non-negotiables:

- "I will not take on high-social-demand work. I'm introverted and need solo time to function."

- "I will not work in low-stimulation environments. I need intensity to stay engaged."

For values-based non-negotiables:

- "I will not stay in environments where shame is the default language."

- "I will not sacrifice my dignity for a paycheck."

For practice-based non-negotiables:

- "I will show up to my tribe, even when I don't feel like it."
- "I will protect my morning routine—it's how I stay grounded."

Write your 3 non-negotiables.

Part 5: Evidence Tracker (10 minutes)

Create a simple **Evidence Tracker**—a way to collect proof that you're living your builder identity.

Format:

Each week, write down 3-5 pieces of evidence that you showed up as a builder.

Examples of evidence:

- "I redirected shame language 3 times this week."
- "I showed up to the session even though I was struggling."
- "I asked for help instead of isolating."
- "I protected my solo work time and said no to an extra meeting."
- "I celebrated a small win instead of dismissing it."

Set up your Evidence Tracker (can be a notebook, Notion page, or simple doc). Commit to logging evidence weekly.

Part 6: Identity MVP One-Pager

Now, compile everything into a **one-page Identity MVP reference.**

Include:

1. **Identity Statement** (2-3 sentences)
2. **Core Values** (3-5 values)
3. **Identity-Aligned Behaviors** (5-7 behaviors)
4. **Non-Negotiables** (3 boundaries)
5. **Evidence Tracker** (space to log weekly evidence)

Format: Clean, easy to read, something you can refer back to weekly.

Submission Requirements

Submit the following:

1. **Identity MVP One-Pager** (1 page, formatted clearly)

2. **Reflection** (300-500 words):

   - What was hardest about designing your Identity MVP?

   - Which value or behavior feels most important right now?

   - How does it feel to name who you're becoming?

Format: Submit as a PDF, Google Doc, or Notion page.

Grading/Feedback Criteria

You'll receive feedback on:

- **Clarity:** Is your Identity MVP clear and actionable?

- **Alignment:** Do your behaviors and values align with your builder identity?

- **Specificity:** Are your non-negotiables specific enough to enforce?

Common Challenges

"This feels fake. I don't believe I'm a builder yet."

You don't have to believe it fully at first. The Identity MVP is aspirational *and* grounded. You're not pretending you're already there—you're naming where you're headed and collecting evidence along the way.

"What if my Identity MVP changes?"

It should! This is version 1.0. As you collect evidence, your identity will evolve. Revisit and revise this every few months.

"I don't know what my core values are."

Start with the Builder's Code. Which agreements resonate most? Those are probably aligned with your values. You can also look at moments when you felt

most alive or most yourself—what values were present?

Why This Matters

Identity follows behavior. Behavior follows identity.

When you design your Identity MVP, you create a feedback loop:

- You name who you're becoming

- You practice behaviors that align with that identity

- You collect evidence that you're living it

- Your brain starts to believe it

- Your identity solidifies

This is how you become a builder. Not in one dramatic moment, but through accumulated micro-evidence.

> 🏗️ **Builder Reminder:** Your Identity MVP is not set in stone. It's a living document. Start with version 1.0 and iterate as you grow.

What's Next

After creating your Identity MVP, you'll move to:

- **Unit 5: Builder Affirmations** (creating daily reminders of your builder identity)