

Video: How Language Shapes Identity (5-7 min)

🕒 Module	Module 2: Builder Identity Work
# Unit Number	1.1
🕒 Types	Video Lesson
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Video Script: How Language Shapes Identity

Module 2: Builder Identity Work | Unit 1.1 | 5-7 minutes

Video Overview

Objective: Dive deeper into the neuroscience and psychology behind how language shapes identity, giving participants the "why" behind the language inventory work.

Tone: Educational but accessible. Connect the science to lived experience.

Script

[OPEN: Direct to camera]

In the last video, I told you that **the words you use to describe yourself are instructions for your brain.**

Now I want to show you *why* that's true.

Because this isn't just motivational talk. This is neuroscience. This is psychology. This is **how identity actually works**.

[SECTION 1: The Reticular Activating System (RAS)]

Your brain has this thing called the **Reticular Activating System**, or RAS.

Think of it like a filter. Your brain is constantly bombarded with millions of pieces of information every second—sounds, sights, sensations, thoughts. If your brain tried to process all of it, you'd be overwhelmed.

So the RAS filters. It decides what's important and what gets ignored.

And here's the key: **your RAS filters based on what you tell it is important.**

If you tell your brain, "I'm a mess," your RAS will start filtering for evidence that you're a mess.

You'll notice every mistake. Every slipup. Every moment where you didn't meet your own expectations.

And your brain will use that evidence to confirm the story: "See? I told you. You're a mess."

But—if you tell your brain, "I'm a builder," your RAS will start filtering for evidence of that instead.

You'll notice every small win. Every moment of follow-through. Every choice you made that aligned with who you're becoming.

Same life. Same circumstances. **Different filter. Different story.**

[SECTION 2: Identity-Based Behavior Change]

There's a guy named James Clear who talks about **identity-based behavior change**.

Here's the idea: most people try to change their behavior by focusing on *what* they want to achieve.

"I want to lose 20 pounds."

"I want to stay sober."

"I want to build a business."

But that approach doesn't stick. Because when things get hard, you lose motivation.

The better approach? Focus on *who* you want to become.

Not "I want to lose 20 pounds." But "I'm the kind of person who takes care of my body."

Not "I want to stay sober." But "I'm a cycle-breaker who doesn't need substances to cope."

Not "I want to build a business." But "I'm a builder. Builders build things."

When your identity shifts, your behavior follows. Because you don't act in ways that contradict who you believe you are.

[SECTION 3: The Power of Micro-Evidence]

Here's the other thing: **you don't have to believe the new identity fully at first.**

I know that might sound contradictory. But hear me out.

You don't wake up one day and suddenly believe you're a builder. Especially after years of being told—and telling yourself—that you're broken.

But you can start collecting evidence.

Every time you show up to a session, that's evidence.

Every time you do a reflection, that's evidence.

Every time you catch yourself using shame language and reframe it, that's evidence.

Over time, the evidence stacks. And at some point, your brain looks at the pile and goes, "Huh. Maybe I actually am a builder."

That's how identity shifts. Not in one dramatic moment. But through accumulated micro-evidence.

[SECTION 4: Why Shame Language Keeps You Stuck]

Let's flip this around for a second.

If builder language helps you collect evidence of who you're becoming, **shame language keeps you stuck in who you were.**

Here's how:

Shame language is totalizing.

"I'm a mess" = There's nothing redeemable about me.

"I always screw things up" = I have no capacity for change.

Shame language is permanent.

"I'm just an addict" = This is my fixed identity forever.

Shame language is isolating.

"I'm too broken" = No one can relate to me or help me.

And when you operate from that identity, **you act in ways that confirm it.**

You don't show up to things because "what's the point, I'll just fail anyway."

You don't ask for help because "I'm beyond help."

You sabotage opportunities because "this isn't for people like me."

Shame language becomes a self-fulfilling prophecy.

[SECTION 5: The Tribe as Identity Mirror]

Here's the final piece: **you can't shift your identity alone.**

Your brain is too good at running old patterns. It needs external mirrors to reflect the new identity back to you.

That's where your tribe comes in.

When you slip into shame language and someone calls you back into builder language, **they're acting as a mirror.**

When you show up and someone acknowledges it, **they're reflecting evidence back to you.**

When you share something vulnerable and the group witnesses it with dignity, **they're confirming the new identity.**

Your tribe doesn't just support you. They hold the mirror until you can see yourself clearly.

[CLOSE: Call to Action]

In the next assignment, you're going to do your **Language Inventory**.

You're going to track the shame scripts you've been carrying. And you're going to rewrite them—not with fake affirmations, but with builder language that's grounded in truth and dignity.

This is the foundation of your Identity MVP. This is how you start becoming who you're building into.

Let's go.

Facilitator Notes

Key Concepts to Highlight:

- **RAS (Reticular Activating System):** Your brain filters reality based on what you tell it is important
- **Identity-based behavior change:** Behavior follows identity, not the other way around
- **Micro-evidence:** Small, repeated actions that stack into identity proof
- **Tribe as mirror:** External reflection helps solidify new identity

Discussion Prompts (if using this in a live session):

- "Have you ever noticed your brain filtering for evidence of something you believed about yourself?"
- "What's one piece of micro-evidence you've already collected that shows you're a builder?"

B-Roll/Visual Suggestions:

- Simple brain diagram showing the RAS
- On-screen text of James Clear quote on identity
- Visual metaphor of a mirror reflecting back builder identity