

Reading: Framework for Redirection

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# Unit Number	7.1
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Reading: Framework for Redirection

Module 1: Reframing Obsession | Unit 7.1

Introduction

This reading provides a structured framework for redirecting obsessive energy—a step-by-step process you can use to channel your intensity from old targets to new ones.

This is the practical blueprint for transformation.

The 5-Step Redirection Framework

Step 1: Name the Old Target

Step 2: Grieve What It Gave You

Step 3: Identify the New Target

Step 4: Design for Fit

Step 5: Collect Evidence

Each step builds on the previous one. You can't skip steps—redirection is a process, not a shortcut.

Step 1: Name the Old Target

You can't redirect what you haven't named.

What was your old obsession?

Format: "I was obsessed with [specific thing] for [duration]."

Examples:

- "I was obsessed with alcohol for 12 years."
- "I was obsessed with trying to fix my partner for 8 years."
- "I was obsessed with proving I was smart enough for 20 years."

Why this matters:

Naming it gives you clarity. It makes it real. And it allows you to grieve.

Worksheet: Complete this sentence:

"I was obsessed with **for** years."

Step 2: Grieve What It Gave You

Your old obsession gave you something. That's why it was so hard to let go.

Ask yourself: What did my old obsession give me?

Common answers:

- Predictability (even painful predictability)
- Identity (even a destructive one)
- Community (even a toxic one)
- Escape (from pain, boredom, or shame)
- Purpose (even if the purpose was survival)

Why this matters:

You have to grieve the loss before you can fully redirect. Grief is not approval—you can grieve what something gave you without wanting it back.

Worksheet: What did my old obsession give me?

- 1.
- 2.
- 3.

What am I grieving?

Step 3: Identify the New Target

What are you redirecting your obsessive energy toward?

This is the hardest step. Most people get stuck here because they try to force themselves toward a "productive" target that doesn't actually fit.

Bad new targets:

- Generic entrepreneurship ("I'll start a business!")
- Random hustles that don't align with values
- Things you think you "should" care about

Good new targets:

- Problems you're uniquely positioned to solve
- Ventures that align with your wiring (BPEP)
- Work that creates meaning, not just money

Framework for finding your new target:

Ask yourself:

1. **What problem do I understand better than most people?** (Because of my lived experience)
2. **What kind of work aligns with my wiring?** (Structure, Stimulation, Social Energy, Control)
3. **What would I do even if I wasn't getting paid?** (Intrinsic motivation)

4. What creates dignity for me AND others? (Generative obsession)

Worksheet: Answer the four questions above.

1.

2.

3.

4.

Based on these answers, my new target is:

Step 4: Design for Fit

Here's where most cycle-breakers burn out or relapse:

They find a new target, but they force themselves to engage with it in ways that don't fit their wiring.

Design for fit means:

- Use your BPEP to shape HOW you engage
- Enforce your Operating Rules
- Check every decision: Does this fit? Or does this force?

Worksheet: How will I design for fit?

My Builder Type: __

Structure: Does this target allow me to work with the structure I need?

(Rigid: Do I have clear systems? Fluid: Do I have flexibility?)

Stimulation: Does this target provide the right level of intensity?

(High-Stim: Is there intensity and variety? Low-Stim: Is it calm and steady?)

Social Energy: Does this target match my social needs?

(Introverted: Can I protect solo time? Extroverted: Will I have collaboration?)

Control: Does this target give me the right level of autonomy/guidance?

(Autonomous: Do I have control? Guided: Do I have mentorship?)

If 3+ axes are mismatched, this is the wrong target. Find a different one or redesign how you engage.

Step 5: Collect Evidence

Obsession redirects through evidence, not willpower.

You can't just tell yourself, "I'm obsessed with this now!" You have to collect evidence that the new target is worth your obsession.

How to collect evidence:

1. Set up small experiments

Test the new target. Don't commit fully yet.

2. Track what energizes you

After working on it, do you feel energized or drained?

3. Look for flow states

Do you lose track of time? That's evidence.

4. Check for intrinsic motivation

Are you doing this because you genuinely care, or because you "should"?

5. Notice what you can't stop thinking about

Obsession follows attention. If you're naturally thinking about the new target, that's evidence.

Worksheet: Evidence log (Week 1-4)

Week 1:

- Did I experience flow? (Yes/No)
- Did I feel energized or drained afterward?
- Am I naturally thinking about this when I'm not working on it?

Week 2:

- Same questions

Week 3:

- Same questions

Week 4:

- Same questions

After 4 weeks, ask: Is this evidence strong enough to commit fully to this new target?

Putting It All Together

Example: James

Step 1: Name the old target

"I was obsessed with heroin for 10 years."

Step 2: Grieve what it gave me

"Heroin gave me escape from pain, a community (other users), and predictability. I'm grieving the loss of that escape and that community."

Step 3: Identify the new target

"I'm redirecting my obsession toward building a landscaping business. I've always loved working outdoors, and I'm uniquely positioned to hire formerly incarcerated people."

Step 4: Design for fit

"I'm a Structured Sprinter (Introverted, Autonomous). I'll create clear systems, work in intense sprints with rest, protect solo time, and own all major decisions."

Step 5: Collect evidence

"Week 1: Flow state while designing a garden—lost track of time. Week 2: Energized after a full day of work. Week 3: Dreaming up business ideas at night. Week 4: Realized I'd do this even without pay. This is real."

Result: James redirected successfully. He's been sober for 5 years and runs a successful landscaping business.

Common Mistakes

Mistake 1: Skipping grief

You can't redirect without grieving. If you skip Step 2, you'll relapse.

Mistake 2: Forcing a new target

If it doesn't fit your wiring, you'll burn out. Design for fit, not force.

Mistake 3: Expecting instant redirection

Redirection takes 3-6 months. Be patient.

Mistake 4: Trying to redirect alone

Your tribe co-holds the redirection. Don't do this in isolation.

Your Turn

Use this framework to start redirecting your obsessive energy. Complete the worksheets throughout this reading, and share your answers with your tribe.



Builder Reminder: Redirection is a process. Be patient with yourself.
Grieve, design, collect evidence. Your tribe is here to support you.