

Video: Breaking the Shame Loop (5 min)

⌚ Module	Module 2: Builder Identity Work
# Unit Number	2.1
⌚ Types	Video Lesson
⌚ Mandatory	<input checked="" type="checkbox"/>
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Video Script: Breaking the Shame Loop

Module 2: Builder Identity Work | Unit 2.1 | 5 minutes

Video Overview

Objective: Show participants how shame scripts create self-fulfilling prophecies and how to interrupt the loop with builder language.

Tone: Direct, empowering, practical.

Script

[OPEN: Direct to camera]

In the last unit, you identified your shame scripts and rewrote them as builder scripts.

But here's the problem: **shame scripts don't just sit there. They loop.**

Every time you use a shame script to describe yourself, you're more likely to act in ways that confirm it. And every time you confirm it, the script gets stronger.

This is called the shame loop. And it's how shame becomes a self-fulfilling prophecy.

[SECTION 1: The Shame Loop]

Here's how it works:

Step 1: The Script

You tell yourself, "I always screw things up."

Step 2: The Behavior

Because you believe you always screw things up, you:

- Don't prepare as much (what's the point?)
- Sabotage yourself (it's going to fail anyway)
- Don't ask for help (I'm beyond help)

Step 3: The Confirmation

Because you didn't prepare, sabotaged yourself, or didn't ask for help, **you screw up.**

Step 4: The Reinforcement

Now your brain says: "See? I told you. You always screw things up."

And the loop tightens.

[SECTION 2: Why the Loop Is So Powerful]

The shame loop is powerful because **your brain is wired to confirm what you already believe.**

Remember the Reticular Activating System? Your brain filters reality based on what you tell it is important.

If you tell your brain, "I always screw things up," your brain will:

- Notice every mistake
- Ignore every success (or explain it away as luck)
- Interpret ambiguous situations as failures

The shame script becomes a lens. And the lens determines what you see.

[SECTION 3: How Builder Language Interrupts the Loop]

Here's the good news: **you can interrupt the loop by changing the script.**

When you replace a shame script with a builder script, you change the lens. And when the lens changes, your behavior changes.

Example:

Shame Loop:

- Script: "I always screw things up."
- Behavior: Don't prepare, sabotage, don't ask for help.
- Outcome: Screw up.
- Reinforcement: "See? I told you."

Builder Loop:

- Script: "I'm learning what works for me."
- Behavior: Prepare, ask for help, adjust as you go.
- Outcome: Make progress (even if imperfect).
- Reinforcement: "I'm figuring this out."

Same situation. Different script. Different outcome.

[SECTION 4: The Role of Micro-Evidence]

Here's the thing: **you can't just say the builder script once and expect the loop to break.**

Your brain has been running the shame loop for years. It's deeply wired.

You have to interrupt it repeatedly. And you have to collect evidence.

Every time you:

- Show up to a session → Evidence
- Ask for help → Evidence

- Try something and adjust → Evidence
- Catch yourself using shame language and redirect → Evidence

Over time, the evidence stacks. And the builder loop becomes stronger than the shame loop.

[SECTION 5: What Happens When You Slip]

You're going to slip. You're going to default back to shame language, especially when you're stressed or triggered.

That's not failure. That's expected.

Here's what you do:

1. Catch it

Notice when you slip into shame language.

2. Don't shame yourself for using shame language

(That would be ironic.)

3. Redirect

Say the builder script out loud or write it down.

4. Move forward

Don't dwell. Just redirect and keep going.

The goal isn't perfection. The goal is redirection.

[SECTION 6: Your Tribe as Loop Breakers]

Here's the final piece: **you can't break the shame loop alone.**

Your brain will default back to shame when you're not paying attention. You need external mirrors.

That's where your tribe comes in.

When your tribe hears you slip into shame language, their job is to call it out:

- "Hey, I heard you say you're a mess. Can you reframe that?"
- "That sounded like shame language. What's the builder version?"

Your tribe interrupts the loop when you can't.

And you do the same for them.

This is how culture enforcement works. This is how the Builder's Code becomes real.

[CLOSE: Call to Action]

In the next assignment, you're going to rewrite a full shame narrative—not just individual scripts, but the whole story you've been telling about yourself.

This is deep work. This is identity work.

And this is how you break the shame loop for good.

Let's go.

Facilitator Notes

Key Points to Emphasize:

- The shame loop: Script → Behavior → Confirmation → Script
- Builder language interrupts the loop by changing the lens
- Micro-evidence stacks over time to reinforce the builder loop
- The tribe acts as external loop-breakers

Discussion Prompts:

- "Can you identify a shame loop you've been stuck in?"
- "What would the builder loop version look like?"

B-Roll Suggestions:

- Animated diagram showing the shame loop
- Side-by-side comparison of shame loop vs. builder loop
- Visual of evidence stacking over time