

Video: The Power of Shared Values (5 min)

⌚ Module	Module 2: Builder Identity Work
# Unit Number	3.1
⌚ Types	Video Lesson
⌚ Mandatory	<input checked="" type="checkbox"/>
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Video Script: The Power of Shared Values

Module 2: Builder Identity Work | Unit 3.1 | 5 minutes

Video Overview

Objective: Explain why shared values and community agreements (like the Builder's Code) are essential for transformation—and how they create the infrastructure for dignity.

Tone: Direct, values-driven, grounded in purpose.

Script

[OPEN: Direct to camera]

Welcome to Unit 3. You've done your Language Inventory. You've rewritten your shame narrative. You're starting to step into your builder identity.

But here's the thing: **you can't hold a new identity alone.**

Your brain will default back to shame. Your environment will pull you back toward old patterns. **You need infrastructure.**

And that infrastructure is **shared values**.

[SECTION 1: What Are Shared Values?]

Shared values are the agreements a group makes about how they'll treat each other and hold each other accountable.

In Legacy Rising, we call them **the Builder's Code**.

But they're not just rules. They're not commandments handed down from on high.

Shared values are the cultural operating system for your tribe.

They answer questions like:

- How do we speak to each other?
- How do we handle conflict?
- How do we support without fixing?
- How do we enforce builder language when someone slips?

Without shared values, shame creeps back in. With shared values, builder culture becomes the norm.

[SECTION 2: Why Shared Values Matter for Cycle-Breakers]

Most of you have been in environments with toxic or absent values.

Maybe it was:

- A family where shame was the default language
- An institution that treated you as a problem to manage
- A workplace where people stepped on each other to get ahead
- A recovery program that emphasized "you're powerless" over "you're capable"

You internalized those values. Even if you hated them.

And now, when you try to build something new, those old values creep back in.

- You shame yourself when you mess up (because that's what you learned)
- You isolate when you struggle (because that's what you learned)

- You don't ask for help (because that's what you learned)

Shared values are how you unlearn that.

When your tribe commits to "No shame, ever," **they interrupt the old pattern for you.**

When your tribe commits to "Builders help builders up," **they model the new pattern.**

Shared values create the culture you couldn't have alone.

[SECTION 3: The Builder's Code as Infrastructure]

The Builder's Code isn't just nice words on a page. It's **infrastructure for dignity**.

Here's what I mean:

Without the Builder's Code:

- Someone slips into shame language: "I'm such a mess."
- No one says anything (because it feels awkward or we don't know how).
- The shame script goes unchallenged.
- The person reinforces the loop.

With the Builder's Code:

- Someone slips into shame language: "I'm such a mess."
- Someone else redirects: "Hey, I heard you say you're a mess. Can you reframe that?"
- The person pauses and redirects: "I'm rebuilding. It's messy because I'm in the middle of it."
- The tribe affirms the redirect.

That's culture enforcement. That's the Builder's Code in action.

[SECTION 4: Why You Co-CREATE the Builder's Code]

Here's the other key piece: **you don't just follow the Builder's Code. You co-create it.**

Every cohort is different. Every group has different needs.

So in the next workshop, you're going to take the core Builder's Code and:

- Discuss what each agreement means for your group
- Add agreements that your cohort needs
- Refine it into a version you all commit to

When you co-create the code, you own it. It's not something imposed on you—it's something you built together.

And that makes it real.

[SECTION 5: Your Tribe as Culture Holders]

Once you've co-created the Builder's Code, your tribe becomes **culture holders**.

That means:

- You enforce builder language (not with judgment, but with redirection)
- You call people back in when they violate agreements
- You model the behavior you want to see

This is not policing. This is holding space for the culture you committed to.

And here's the beautiful part: **when everyone holds culture, no one person carries the weight.**

It's distributed. It's shared. It's the tribe's responsibility, not just yours.

[SECTION 6: What Happens When Values Are Violated]

Here's the hard question: **What happens when someone keeps violating the Builder's Code?**

First, you call them back in with kindness: "Hey, I noticed you did X. That's not aligned with our agreement. What's going on?"

If it continues, you have a 1-on-1 conversation: "I need to name this. You keep doing X, and it's impacting the group. Can we talk about it?"

If it **still** continues, you have a harder conversation: "This isn't working. You might not be ready for this work right now. And that's okay. But you can't stay in the

group if you're not committed to the code."

Enforcing values is an act of care—for the person and for the group.

It's not about punishment. It's about protecting the culture you're all trying to build.

[CLOSE: Call to Action]

In the next workshop, you're going to co-create the Builder's Code with your cohort.

You'll discuss the core agreements, add your own, and commit to holding each other accountable.

This is how you build culture. This is how you hold identity. This is how you become a tribe.

Let's go.

Facilitator Notes

Key Points to Emphasize:

- Shared values create the cultural operating system
- Cycle-breakers need to unlearn toxic values and co-create new ones
- The Builder's Code is infrastructure for dignity, not just rules
- The tribe enforces culture together, not individually

Discussion Prompts:

- "What toxic values did you internalize from past environments?"
- "What's one agreement you think your cohort needs?"

B-Roll Suggestions:

- On-screen text of the Builder's Code
- Visual showing culture enforcement in action (shame language → redirect → builder language)
- Examples of different cohorts' Builder's Codes