

Practice: Builder Language Spotting (Small Groups)

🕒 Module	Module 2: Builder Identity Work
# Unit Number	7.2
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Practice: Builder Language Spotting (Small Groups)

Module 2: Builder Identity Work | Unit 7.2 | Discussion Forum

Practice Overview

This is a hands-on practice session where you'll work in small groups to spot and redirect shame language in real-time.

This is NOT theory—this is live practice of the culture-holding skills you'll need to sustain your builder identity.

Learning Objectives

By completing this practice, you will:

1. Practice spotting shame language in real conversations
 2. Practice redirecting with builder language (not fixing, not advising)
 3. Give and receive feedback on redirection techniques
 4. Build confidence in holding builder culture
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How This Works

Step 1: Form Small Groups (3-4 people)

Break into small groups. Each person will take turns being:

1. **The Speaker** (shares a challenge and lets shame language show up naturally)
 2. **The Redirector** (spots shame language and redirects)
 3. **The Observer** (watches and gives feedback on the redirection)
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Step 2: Round 1 - Practice Spotting

Speaker: Share a recent challenge or setback. Don't filter for shame language—let it show up naturally. (2-3 minutes)

Redirector: Listen carefully. When you hear shame language, gently interrupt and redirect using the format:

1. Name the shame script
2. Reframe with builder language
3. Affirm the person

Observer: Watch the interaction. Take notes on:

- Did the Redirector catch the shame language?
- How did the redirection land?
- What worked well?
- What could be improved?

After the round: Observer gives feedback to the Redirector. (2 minutes)

Step 3: Rotate Roles

Rotate roles so everyone gets a turn as Speaker, Redirector, and Observer.

Complete 3 full rounds so each person practices redirecting at least once.

Step 4: Group Debrief

After all three rounds, debrief as a group:

- What was hardest about spotting shame language?
 - What was hardest about redirecting?
 - What was most helpful when you were redirected?
 - What did you learn about how to redirect effectively?
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Examples of Common Shame Scripts to Watch For

- "I'm such a mess"
 - "I always screw things up"
 - "I can't stick with anything"
 - "I'm just an [identity]"
 - "I'm too broken to..."
 - "I'm a disaster"
 - "I'm a flake"
 - "I'm not cut out for this"
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Redirection Template

Format:

1. Name the shame script:

"I heard a shame script there: [quote the exact words]"

2. Reframe with builder language:

"What I'm hearing is [what actually happened, without shame]"

3. Affirm the person:

"You're not broken—you're [specific context]. How can we support you?"

Example:

Speaker: "I missed three meetings this week. I'm such a flake. I can't stick with anything."

Redirector:

"I heard a shame script there: 'I'm such a flake.' What I'm hearing is that you missed three meetings and you're disappointed in yourself. Missing meetings doesn't make you a flake—it means something got in the way this week. What happened? And how can we support you in showing up next week?"

What Good Redirection Looks Like

Good redirection:

- Names the shame script specifically (quotes exact words)
- Reframes without minimizing ("What I'm hearing is...")
- Affirms the person's builder identity
- Asks how to support (doesn't fix or advise unless asked)
- Is gentle, not harsh

Bad redirection:

- Ignores the shame language
 - Argues with the person ("That's not true!")
 - Gives unsolicited advice
 - Minimizes the challenge ("It's not that bad!")
 - Shames the person for using shame language
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Engagement Requirements

1. **Participate in all 3 rounds** (Speaker, Redirector, Observer)
 2. **Give specific feedback** as Observer
 3. **Reflect on your experience** in the group debrief
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Facilitator Notes

For Facilitators: How to Run This Unit

1. Set the tone: This is practice, not performance

"You're going to mess up. That's the point. This is where you learn."

2. Model a round first

Show the group what the practice looks like by doing a demo round with two volunteers.

3. Emphasize gentleness

Redirection is not correction. It's calling someone back in, not calling them out.

4. Debrief thoroughly

The learning happens in the debrief. Give plenty of time for groups to reflect on what worked and what didn't.

Why This Matters

You can't hold builder culture if you don't practice holding builder culture.

This practice builds the muscle you'll need to redirect shame language in real-time—in your tribe sessions, in your daily life, and in your own head.

The more you practice, the more automatic it becomes.



Builder Reminder: Redirection is an act of love. Practice it gently. Practice it often. This is how you hold builder culture together.