

NEURODESIGN WORKBOOK COMPANION

Your Practical Guide to Conscious Identity Creation

"NeuroDesign is the architecture of your becoming. Choose who to be—and build it daily."

How to Use This Workbook

This workbook is designed to be your hands-on companion to the NeuroDesign methodology. Each section builds upon the previous one, creating a comprehensive framework for conscious identity transformation.

Recommended Approach: - Work through one section per week for deep integration - Return to exercises as needed for ongoing development - Use the templates and tools for regular check-ins - Share insights with a trusted friend or mentor for accountability

What You'll Need: - A dedicated journal or notebook - Quiet time for reflection (15-30 minutes per exercise) - Honesty and curiosity about your current patterns - Commitment to experimentation over perfection

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Section 1: The Fracture Moment

"Every identity shift begins with a break—before it becomes a breakthrough."

Why This Matters

Before you can build who you're becoming, you must fully understand who you've been—and why it no longer fits. This section helps you identify the fracture moment that started your transformation process. It could be a subtle realization or a seismic life event.

This is your opportunity to extract wisdom from what hurt, confused, or cracked your former self-image—so you can turn it into power.

Step 1: Spot the Fracture

1. Describe a recent experience, realization, or moment that made you question your old identity or way of operating.

What happened?

2. What made that moment stick with you?

Was it a sense of truth, discomfort, shame, clarity, inspiration?

3. What belief or version of yourself began to fall apart in that moment?

Examples: "I'm always the fixer," "I can't slow down," "I should already be further along."

Step 2: Capture the Pattern

4. What long-standing pattern or theme does this moment reflect?

Where else has this shown up in your life before?

5. What role were you performing that this fracture exposed as no longer sustainable or authentic?

Think: Hero, Hustler, Caretaker, Perfectionist, Chameleon...

6. What new role or energy began to emerge after that break—however subtle?

Step 3: Reclaim the Power

7. What truth did this moment reveal about your values, desires, or needs?

8. What emotions do you still carry from this moment? How can you reframe them as fuel rather than friction?

9. If this moment had a message for you, what would it be?

"This happened so I could finally..."

Reflection Prompt

"This wasn't the end of me—it was the invitation to begin."

What kind of person do you now feel called to become, based on the insight from this moment?

Section 2: Self-Talk Audit

Why This Matters

Self-talk isn't just chatter. It's the programming language of your subconscious. The voice in your head is the most consistent influence on your identity—and often the most critical, repetitive, and outdated. This section helps you make that voice conscious, break the loop, and install new thought patterns that support who you're becoming.

Step 1: Observe the Inner Dialogue

1. Write down five thoughts you've caught yourself thinking often this week.

Don't filter them—just capture.

1. _____
2. _____
3. _____
4. _____
5. _____

2. For each thought, identify whether it's:

- **Negative** (undermining, fearful, harsh)
- **Neutral** (observational but passive)
- **Empowering** (affirming, energizing, identity-based)

Step 2: Trace the Root

3. Choose two negative or neutral thoughts from above. For each, ask:

Thought 1: _____

- Where did this thought originate? (Family, failure, fear?)
- What core belief does it reflect?
- What emotion do I associate with this thought?

Thought 2: _____

- Where did this thought originate? (Family, failure, fear?)
- What core belief does it reflect?
- What emotion do I associate with this thought?

Step 3: Rewrite the Script

4. Now reframe each of your five original thoughts using empowering language:

Original → Empowering Reframe

1. _____ → _____
2. _____ → _____
3. _____ → _____
4. _____ → _____
5. _____ → _____

Examples: - "I'm so behind" → "I'm building momentum every day" - "I can't keep this up" → "I am mastering consistency by showing up again"

Reflection Prompt

Write a 3-sentence daily affirmation or mantra using your empowering thoughts. This is your new internal script. Repeat it at the start and end of each day this week.

My Daily Affirmation:

Section 3: Experimental Mindset

Why This Matters

Many of us live with unconscious mindsets that shape our choices without us realizing it. These mindsets silently guide whether we take risks, stay stuck, burn out—or break through. Awareness is the beginning of change. This section helps you identify your default mindset and introduces the experimental mindset as a powerful shift that unites curiosity and ambition.

Step 1: Identify Your Default Mindset

Use the matrix below to reflect on how you typically respond to uncertainty or challenges:

The Four Mindsets

Cynical Mindset (Low Curiosity, Low Ambition)

Checked out, apathetic, stuck in doom scrolling, skepticism.

Escapist Mindset (High Curiosity, Low Ambition)

Dreamer, overplanner, avoidance of real change.

Perfectionist Mindset (Low Curiosity, High Ambition)

Hustler, rigid achiever, afraid of making mistakes.

Experimental Mindset (High Curiosity, High Ambition)

Explorer, focused and flexible, embraces trial and iteration.

Step 2: Spot the Pattern

1. Which mindset feels most familiar to you recently?

2. How has that mindset shaped your daily behaviors?

3. What fears or beliefs might be keeping you in that quadrant?

Step 3: Shift into Experimental Mode

The Experimental Mindset is about iteration, not perfection. It means running small, low-stakes tests to gather data before making big life decisions.

1. Choose an area where you're feeling uncertain (work, health, relationships, creativity)

2. Frame a simple experiment:

"What if I tried _____ for 7 days and tracked what happened?"

3. Design a pact:

One action + one timeframe

Example: "I will walk 15 minutes each morning for the next 5 days."

My Pact: _____

Reflection Prompt

Which identity mindset do I want to reinforce this week—and what is one small experiment I can run to build evidence for that identity?

Section 4: Mapping & Action-Inducing Events

Why This Matters

Mapping isn't a typical to-do list. It's a psychological strategy that aligns your brain, environment, and timeline with the identity you're choosing to embody. Most people don't lack ideas—they lack clear pathways and pressure points that turn ideas into real behavior.

This section helps you understand how to deliberately create moments that compel action—and how to reverse engineer your outcomes into a roadmap that feels energizing instead of overwhelming.

Step 1: Create Your Action-Inducing Event

An action-inducing event is any self-imposed deadline or public commitment that forces your identity forward.

1. Choose a creative challenge or milestone that excites or scares you:

Examples: A video to publish, an event to host, an offer to launch, an application to submit

My Challenge: _____

2. Set a non-negotiable deadline or public accountability mechanism:

Example: "I'll publish a short-form video every Friday for the next 4 weeks."

My Deadline: _____

3. Share it with at least 1 other person who can hold you accountable.

Accountability Partner: _____

Step 2: Establish Identity-Reinforcing Stakes

1. What's at stake if you follow through?

Internal stakes (emotions, self-respect, alignment):

External stakes (money, visibility, relationships):

2. What's at stake if you don't?

3. Create playful consequences or rewards to make the process real.

Reward for completion: _____

Consequence for not following through: _____

Step 3: Build a Workback Plan

Start with your deadline, and plan backward to today. Identify:

Final outcome due date: _____

Critical milestone checkpoints: - Week 4: _____ - Week 3: _____ - Week 2: _____ - Week 1: _____

Daily prep actions this week: - Monday: _____ - Tuesday: _____ - Wednesday: _____ - Thursday: _____ - Friday: _____

Reflection Prompt

"If this deadline is the performance, what kind of rehearsals will build my readiness to show up as the version of me I'm becoming?"

Section 5: Identity Triad – Conscious, Subconscious, Self-Image

Why This Matters

To transform your identity, you must align how you think (conscious), how you act (subconscious), and how you see yourself (self-image). These three forces are constantly interacting—and if one is out of sync, your progress stalls. This section shows you how to grow and integrate each circle so your transformation can stick.

Step 1: Understand the Three Circles

The Conscious Mind drives your focus and intentional thoughts. This is where your identity work starts.

The Subconscious Mind runs your habits and automatic behaviors. This is where patterns get coded over time.

Your Self-Image sets the boundaries of what you believe you can do or deserve. It determines your baseline.

Step 2: Visualize Your Current Triad

Draw three circles that overlap like a Venn diagram. Label them Conscious, Subconscious, Self-Image.

1. Which circle feels most developed right now?

2. Which is lagging behind?

3. Where do you feel friction between what you want to do and what you actually believe or practice?

Step 3: Grow and Integrate

Grow your Conscious Mind by: - Choosing daily affirmations - Identity journaling - Intention setting

Train your Subconscious through: - Repetitive practice of small behaviors - Creating environmental cues - Building consistent routines

Evolve your Self-Image with: - Visualization exercises - Seeking feedback and evidence - Choosing environments that reflect who you want to be

Bonus Concept: The Identity Thermostat

Your self-image acts like a thermostat. If you don't believe you're "the kind of person who ___,", you will subconsciously sabotage progress until you return to your set point. Raising your set point is the real game.

Reflection Prompt

If I fully believed I was this person already, how would I think, act, and respond today?

Section 6: Becoming the Person Who Can

Why This Matters

True identity change isn't just thinking new thoughts. It's acting from a new belief system—over and over—until it becomes automatic. This section helps you move from theory to rehearsal. From hoping to embodying.

Step 1: Future Self Rehearsal

1. Visualize your future self acting out your new identity.

- What are they doing?
- What habits are natural for them?
- What environments support them?

2. Choose a daily cue to act "as if" that version of you is already real.

This is your rehearsal.

My Daily Rehearsal Cue: _____

Step 2: Align Habits, Outcomes & Roles

Use the grid below to build supporting behaviors for your new identity:

Identity Role	Daily Habit	Outcome Reinforced
Creator	Write 200 words	Publish consistently
Athlete	Stretch 5 min AM	Reduce stiffness
Leader	Review priorities each AM	Clear decision-making
_____	_____	_____

Identity Role	Daily Habit	Outcome Reinforced
_____	_____	_____
_____	_____	_____

Step 3: Expand the Self-Image

1. Where do I still act from my old identity?

2. What environment, people, or patterns pull me back?

3. What story am I rehearsing that no longer fits?

4. Write a sentence that affirms the identity you are rehearsing:

"I am becoming the kind of person who ____."

Reflection Prompt

In what ways am I already proving that I'm becoming this person—even in small ways?

Section 7: Rewriting the Script

Why This Matters

Your internal narrative is your operating system. If you're running outdated or limiting beliefs, you'll keep repeating the same loops—no matter how much action you take. This section gives you a framework to consciously rewrite the narrative that defines you.

Step 1: Identify the Script

1. Write down a recurring limiting belief that keeps showing up for you.

Examples: "I always mess this up," "I'm too late," "I never follow through."

My Limiting Belief: _____

2. Where do you think this belief originated from?

Consider: childhood messages, failure moments, past identities

3. How has this belief protected you in the past?

This may be uncomfortable, but helpful.

Step 2: Challenge the Script

1. What evidence do you have that contradicts this belief?

2. What would a trusted mentor or ally say about this?

3. What's the cost of continuing to believe this story?

Step 3: Rewrite Your Identity Script

1. Turn the limiting belief into a new identity statement:

Example: "I never follow through" → "I follow through on what matters because I'm consistent and self-respecting."

My New Identity Statement: _____

2. Anchor this new belief with a small, daily behavior:

Example: Repeat your new identity statement while walking or brushing your teeth.

My Anchoring Behavior: _____

Reflection Prompt

"If I believed this new script completely—what decision would I make today?"

Section 8: Grit, Growth, and Recovery

Why This Matters

Success isn't just about talent or opportunity—it's about grit. That means the perseverance to keep showing up when it's hard, uncomfortable, or uncertain. This section helps you embrace growth and recovery as essential cycles in building identity strength.

Step 1: Redefine Grit

1. Think of a time when you persisted through something difficult.

- What made you keep going?
- What did you learn about yourself?

2. What goal currently requires you to stretch beyond your comfort zone?

Define that challenge clearly.

Step 2: Track the 30-Day Growth Challenge

Choose one identity-building habit or challenge you want to sustain for 30 days. Use the table below to monitor effort, mindset, and resilience:

Day	Action Completed?	Energy Level (1-10)	Setback?	Comeback Mindset
1				
2				
3				
4				
5				
...				

Continue this tracking for all 30 days

Step 3: Build a Recovery Protocol

Growth requires recovery. Reflect:

1. What's your current recovery routine (mental, physical, emotional)?

2. Where do you push too hard or judge yourself instead of resting?

3. What new recovery behaviors will help you maintain identity stamina?

Examples: Breathwork, Nature time, Movement, Stillness, Talking with someone who supports you

My Recovery Protocol: - Daily: _____ - Weekly: _____ - Monthly: _____

Reflection Prompt

What does it look like to become someone who bounces back quickly—and with purpose?

Section 9: Fear Inventory

Why This Matters

Fear is one of the most powerful invisible forces shaping our decisions and self-image. This section invites you to confront fear—not as something to be ashamed of, but as a signal that transformation is near.

There are six basic fears, and every human suffers from them at one time or another. Most people are fortunate if they do not suffer from all six. Named in the order of their most common appearance, they are:

1. The fear of poverty
2. The fear of criticism
3. The fear of ill health
4. The fear of loss of love of someone
5. The fear of old age
6. The fear of death

Step 1: Self-Audit Questions

The following self-audit is adapted from *Think and Grow Rich* by Napoleon Hill. Take your time with these prompts—spend at least one full day reflecting and answering as many as apply.

Avoidance & Anxiety

- Do you deliberately avoid anyone? And if so, why?
- Do you suffer frequently with indigestion? If so, what is the cause?
- Does life seem futile and hopeless to you? If so, why?
- Are you sometimes "in the clouds" and at other times in the depths of despondency?
- What is your greatest worry—and why do you tolerate it?

Self-Concept & Confidence

- Are you gaining or losing self-confidence as you grow older?
- Do you learn something of value from all mistakes?
- Do you often feel self-pity? If so, why?
- Are you envious of those who excel over you?
- To which do you devote more time—thinking of success, or failure?

Relationships & Social Influence

- Are you permitting some relative or acquaintance to worry you? If so, why?
- Who has the most inspiring influence upon you? Why?
- Do you tolerate negative or discouraging influences which you can avoid?
- Do you feel it your duty to share other people's worries? If so, why?
- Could it be possible that someone you call a friend is actually damaging you?

Occupation & Purpose

- Do you like your occupation? If not, why?
- Does your occupation inspire you with faith and hope?
- Do you have a definite major purpose? If so, what is it, and what's your plan?
- Has today added anything of value to your knowledge or mindset?
- Do you face squarely the circumstances that make you unhappy—or sidestep them?

Thought Control & Habits

- Do you make deliberate use of auto-suggestion to build a positive mindset?
- Are you easily influenced by others, against your own judgment?
- Do you cater to people based on social or financial status?
- Do you finish what you begin?
- Do you usually change your mind often? If so, why?
- Are you easily influenced by what others think or say of you?

Health, Energy & Addictions

- Do you neglect internal health until it affects your mood?
- Do you resort to liquor, narcotics, or cigarettes to quiet your nerves?
- What habits of other people annoy you most?
- Do you know how to "drown your troubles" by keeping too busy to be annoyed?

Spiritual & Reflective Inquiry

- Does your religion help you to keep your mind positive?
- Are you conscious of spiritual forces that support your courage and peace?
- Do you believe birds of a feather flock together—and what does your circle say about you?
- Who among your acquaintances encourages you most, discourages you most, and helps you most?

Step 2: Categorize Your Fear

Use this table to organize your top 3 recurring fears and reflect on their triggers:

Fear Category	Belief Behind It	Triggering Situation
e.g. Criticism	"If I fail publicly, I'll be rejected."	Presenting my ideas at work
_____	_____	_____
_____	_____	_____
_____	_____	_____

Step 3: Reframe + Resolve

1. What would it look like to face this fear directly?

2. What identity belief can you adopt to disarm it?

3. What action proves you've chosen courage over conditioning?

Reflection Prompt

"If fear wasn't making my decisions—what would I choose differently?"

Section 10: Designing a New Dopamine Map

Why This Matters

Every habit, craving, and motivation is tied to dopamine. But most of us are living with unconscious reward loops—habits formed not by design, but by default. If your identity is going to shift, so must your reward system.

This section helps you understand where your current sources of dopamine are coming from—and redesign them to reinforce the version of you that you want to become.

Step 1: Audit Your Current Dopamine Map

1. Make a list of your current dopamine sources. Think broadly:

Examples: Scrolling social media, Junk food or sugar, TV/Netflix, Alcohol/caffeine/substances, Shopping, Complaining/venting, Checking emails or likes, Other low-effort highs

My Current Dopamine Sources: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

2. Rank each one from 1–10 based on how often it occurs.

3. Identify which of these are energy-giving vs. energy-draining.

Step 2: Design Your Ideal Dopamine Sources

Now brainstorm identity-reinforcing sources of dopamine—things that align with who you want to be and build momentum:

Examples: Movement/exercise, Deep work/creative flow, Reading/learning, Nature/sunlight, Breathwork or mindfulness, Community/connection, Contribution/building something meaningful

My Ideal Dopamine Sources: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Highlight 3–5 of these you want to increase in your life.

Design a weekly rhythm where these are intentionally scheduled in small, repeatable doses:

- Monday: _____
- Tuesday: _____
- Wednesday: _____
- Thursday: _____
- Friday: _____
- Saturday: _____
- Sunday: _____

Step 3: Replace, Don't Just Remove

Habits don't break in a vacuum. You must redirect your reward-seeking behavior.

1. Choose one current dopamine source to dial back:

2. Choose one new source to replace it with:

3. Create an "urge surf" plan for the first 7 days:

Example: "When I feel the urge to scroll, I will take a 5-minute walk outside instead."

My Urge Surf Plan: "When I feel the urge to ____, I will _____ instead."

Reflection Prompt

"What I crave isn't wrong—but it can be redesigned to serve who I'm becoming."

Section 11: Aligning Your Environment

Why This Matters

You can't out-discipline a space that's designed to distract you. Environment is one of the most overlooked identity levers—yet it's often the most immediate way to support or sabotage your new behaviors. This section helps you intentionally design the spaces and systems around you.

Step 1: Audit Your Physical Environment

1. Which areas of your life feel like they constantly pull you off course?

Examples: kitchen, bedroom, digital workspace, car, social media, calendar...

2. Which spaces around you reflect the version of yourself you're trying to leave behind?

3. Which spaces energize or calm you?

Step 2: Make Micro-Shifts

For each space above, list one shift you can make:

Space 1: _____ Shift: _____

Space 2: _____ Shift: _____

Space 3: _____ Shift: _____

Possible shifts: - Remove or hide distractions - Add visual triggers for identity (inspiring quotes, vision board) - Create physical separation between habit zones (work vs. rest) - Rearrange furniture to create flow and clarity

Examples: - Kitchen: Clear counters; create "energy corner" with greens, shaker, blender
- Desk: Only essentials, with mantra post-it and creative tools visible

Step 3: Design for the Identity You Want

1. What would your physical space look like if it was 100% aligned with the future version of yourself?

2. What environments inspire your best energy, creativity, or peace?

3. How can you create more of those in your everyday world?

Reflection Prompt

"I don't need a new mindset—I need a new environment that supports the one I already have."

Section 12: Building a Legacy Self-Image

Why This Matters

Your current self-image determines what you allow, what you chase, and what you believe is possible. But your legacy self-image—the version of you that endures beyond temporary doubts—shapes your decisions for the long haul. This section helps you begin shifting your self-perception toward that future.

Step 1: Explore Your Current Identity Limits

1. What roles, labels, or expectations have you internalized that are limiting your growth?

Examples: "I'm not creative," "I always mess this up," "I don't finish things."

2. What proof have you been collecting—consciously or unconsciously—to reinforce those labels?

3. What's the cost of continuing to see yourself that way?

Step 2: Define Your Legacy Self-Image

1. Who is the person you want to be remembered as?

In relationships, in impact, in how you showed up?

2. What core qualities do they embody?

Examples: Courageous, Calm, Grounded, Creative, Thoughtful, Disciplined...

3. What 3 beliefs or principles would this version of you live by, no matter what?

1.
2.
3.

4. What would your decisions look like if you already saw yourself this way?

Step 3: Practice Your Legacy in the Present

1. What's one small behavior today that would confirm your new self-image?

2. What's one area of life where you'll experiment with acting "as if" you already were this version?

3. What can you say no to, that the old version of you would've tolerated?

Reflection Prompt

"My legacy begins not with what I leave behind, but with how I lead myself now."

Section 13: Integration Summary & Identity Alignment

Why This Matters

You've now crafted the foundational mechanics of your NeuroDesign. This summary helps you connect the dots, draw conclusions, and affirm your next steps. Identity isn't something you find—it's something you build and align with over time.

Integration Check-In

1. What version of yourself have you been building through this workbook?

2. Which exercises brought you the most clarity, and why?

3. What patterns, beliefs, or fears have you released or reframed?

4. Which new beliefs and behaviors are already becoming natural?

System Snapshot

Complete the following to affirm your transformation:

I am becoming: _____

My new default state is: _____

My daily identity cues are: _____

My core reinforcement routines are: _____

My identity calendar supports me by: _____

Next-Level Integration Plan

1. What's your 30-day goal for staying aligned?

2. What 1–2 identity rituals will you commit to daily?

3. What system of reflection or review will you use weekly?

"You do not rise to the level of your goals. You fall to the level of your systems."

Appendix: Tools & Templates for Ongoing Practice

Weekly Identity Review

Use this template every Sunday to maintain alignment:

What did I embody this week?

Where did I slip into my old identity?

What pattern did I disrupt?

What identity behavior felt most natural?

What's one behavior I'll rehearse next week?

Monthly Reset Template

Use this template at the beginning of each month:

What changed in the last 30 days?

What's become easier or more automatic?

What's still creating resistance or fear?

What bold action would pull my new self forward?

Quarterly Alignment Grid

Use this comprehensive review every three months:

Category	Current Identity Behavior	Desired Identity Behavior	Practice or Plan
Health			
Relationships			
Work			
Creativity			
Rest & Energy			

Daily Identity Affirmations

Create your personalized daily affirmations based on your work in this workbook:

Morning Affirmation:

Evening Reflection:

Emergency Identity Reset

When you feel off-track, use this quick reset:

1. **Pause and breathe** - Take 5 deep breaths
 2. **Ask:** "Who am I becoming right now?"
 3. **Choose:** One small action that aligns with your desired identity
 4. **Act:** Do it immediately, no matter how small
 5. **Affirm:** "This is who I am becoming"
-

Final Word

You are not a static being. You are an evolving blueprint. You don't need more willpower. You need alignment.

This workbook doesn't end here—it recycles. Return to it any time you feel stuck, lost, or misaligned. You now have a method to reset your trajectory.

Remember: NeuroDesign is the architecture of your becoming. Choose who to be—and build it daily.

"The best time to plant a tree was 20 years ago. The second best time is now."

Your identity transformation starts with your next choice. Make it count.