



BUILD YOUR FIRST PERSONA

SELF-IDENTITY ON DEMAND

A guided worksheet for building your first
cognitive architecture on purpose.

You choose it for what it carries.

What falls away is just what couldn't survive in its presence.

HOW TO USE THIS WORKSHEET



Your brain asks one question before every situation: **Who am I right now?**

Your default model answers automatically. It pulls from your history, your insecurities, your last bad experience in a similar room. It generates predictions about what's going to happen and how equipped you are to handle it. And because you never examined that model, you never questioned those predictions. They just ran.

This worksheet changes that.

Self-Identity On Demand is the skill of deliberately selecting which identity model your brain runs in a given environment. You're not becoming somebody else. You're choosing which version of yourself to bring forward and giving that version a name so your brain can access it faster.

The seven steps that follow will walk you through building one persona with enough depth that you understand the architecture. Don't rush it. Don't build three. Build one. The rest come faster once you've done this once.

THE SEVEN STEPS

1 THE SITUATION

Get specific about where your default model fails you.

2 YOUR DEFAULT MODEL

Name what's running. You can't swap what you haven't identified.

3 WHO DO YOU ADMIRE HERE?

Find someone who carries what you're reaching for.

4 NAME YOUR PERSONA

The name is the cognitive shortcut. It's what your brain grabs in the moment.

5 WHAT THEY BRING

You chose them for what they carry. This is where selection lives.

6 WHAT FALLS AWAY

The expensive stuff that can't survive once the new model is running.

7 THE ACTIVATION

The trigger that tells your brain: load this one, not the default.

On the next two pages, you'll see how this works in practice. Rich fills out the worksheet for the persona that started it all. Then the blank worksheet is yours.

Fort Dix, 1982 - Building Sgt Rock

1

THE SITUATION

Fort Dix in-processing. It's 2 AM and I just got off a bus from Philadelphia. Six hours ago I was on a plane drinking Manhattans. Now some guy with a flat brim hat is screaming at me about my hair. The fluorescent lights are morgue quality. Guys look like they already gave up. It smells like bleach, sweat and what fear smells like when forty strangers are producing it at once. I signed up for eight years of this. Eight. I can't leave. WTF did I just do?

2

YOUR DEFAULT MODEL

I'm a college kid. I read books. I looked like a hippie this morning. I was ordering Manhattans on a cross-country flight like a guy who thought he was interesting. Now I'm standing in a line holding a mesh bag while a stranger inventories my belongings and tells me what I can't keep. This sucks. It's not like the comics at all. I feel like I'm in the wrong building.

3

WHO DO YOU ADMIRE HERE?

How did Sgt Rock do this? Led Easy Company through every situation World War II could throw at him, cool as can be. Toughness. Combat was where he made sense. His men followed him because he never asked them to do something he wouldn't do first.

4

NAME YOUR PERSONA

Sgt Rock.

Fort Dix, 1982 - continued

5

WHAT THEY BRING

He would own this place. This is his environment. He leads, endures, finds something almost funny about how hard they're trying to break him. He's loyal to this cause, physically tireless, doesn't quit. The drill sergeant screaming is order on another Tuesday.

6

WHAT FALLS AWAY

Feeling like an alien. The college kid voice calculating how many years are left. Vagueness. Individualism. Lack of purpose.

7

THE ACTIVATION

I got in trouble immediately, was screamed at but I couldn't understand whatever form of English was attempted by this DI. Pushups...I finally translated. While I was on the floor, still in street clothes, it happened. My jaw set. I stopped looking around like a tourist and started looking forward like someone who knew where he was going. I didn't decide to become Sgt Rock. I just noticed I already had. The Manhattans were wearing off and something harder was taking their place, and suddenly this DI was a wimpy comic character and I was busting out pushups despite him...because this is my world and he out-ranked me.

THE ROSTER

2. Super Sales Guy

Situation: Boardrooms, negotiations, anywhere the outcome matters and the room is reading me. Brings: Calm. Reads the room like sonar. Treats objections like invitations. Falls away: Nervousness. The need to be liked. Filling silence with words.

3. Joe Charm

Situation: Social events, networking, any room where this INFJ would rather be home reading. Brings: Genuine interest in people. Five real conversations minimum. Remembers names. Falls away: The social calculation. The escape plan running in the background.

YOUR TURN



One persona. Built with depth. The roster comes later.

1

THE SITUATION Be specific.

Where does your default model consistently underperform? Not "work" or "social events."
The specific room, the specific moment, the specific feeling.

2

YOUR DEFAULT MODEL Name what's running before you can swap it.

What does your brain currently believe about you in that situation? What predictions does it generate? What identity is answering the question "Who am I here?"

3

WHO DO YOU ADMIRE HERE? Real or fictional.

Who handles this specific situation the way you wish you could? What do they carry that draws you to them? Not generic qualities. The specific thing, in this context.

4

NAME YOUR PERSONA The name is the cognitive shortcut.

Give them a name your brain can grab in the moment it matters.

5

WHAT THEY BRING This is what you're reaching toward.

What capabilities, qualities, or posture does this persona carry into the room?
You chose them for what they bring. Be specific about what that is.

6

WHAT FALLS AWAY The side effect, not the goal.

Now that this model is loaded, what expensive thing can't survive in its presence?
Doubt? Overthinking? Social calculation? Hesitation? The need to be liked?

7

THE ACTIVATION How do you load the model?

A phrase you say to yourself. A physical gesture. A breath before you walk through the door.
What's the trigger that tells your brain: load this one, not the default?

THE ROSTER

When you're ready for more, add them here. One row per persona.

2

SITUATION

PERSONA NAME

WHAT THEY BRING

WHAT FALLS AWAY

3

SITUATION

PERSONA NAME

WHAT THEY BRING

WHAT FALLS AWAY

4

SITUATION

PERSONA NAME

WHAT THEY BRING

WHAT FALLS AWAY