Week 1 Discussion Prompt

January 2026 | Fresh Start, Future Focus

Who Are You Building For?

Purpose: This exercise helps you shift from identifying by your job title to identifying by the problem you're obsessed with solving. When you lead with purpose instead of position, you attract the right people, opportunities, and collaborators.

> ## Your Challenge **Introduce yourself to the community not by your job title, but by the problem you're obsessed with solving this year.**
>
> Complete this sentence: **"I'm building solutions for [WHO] who struggle with [WHAT PROBLEM] because [WHY IT MATTERS]."**

Why This Matters

When you transition from employee to builder, your identity shifts from **what you do** to **who you serve**. This reframe:

- **Clarifies your purpose** — You know exactly what you're working toward

- **Attracts your people** — Others with similar missions will find you

- **Guides your decisions** — Every opportunity can be evaluated against your mission

- **Builds authentic connections** — People remember problems, not job titles

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Examples to Inspire You

Example 1: "I'm building solutions for **mid-career professionals** who struggle with **translating their corporate experience into independent consulting offers** because **too many talented people are stuck in roles that don't leverage their full potential.**"

Example 2: "I'm building solutions for **manufacturing leaders** who struggle with **integrating AI and automation without losing their workforce** because **the future of American manufacturing depends on human-machine collaboration, not replacement.**"

Example 3: "I'm building solutions for **nonprofit boards** who struggle with **strategic planning that actually drives impact** because **good intentions without execution don't change communities.**"

Reflection Questions

Before you post your introduction, consider:

1. **Who is your ideal client or community?** Be specific—"experienced professionals" is too broad. "Former executives transitioning to fractional work" is better.

2. **What problem keeps them up at night?** What frustration, fear, or challenge do they face that you're uniquely positioned to solve?

3. **Why does solving this problem matter to you personally?** Your "why" is what makes your work authentic and sustainable.

4. **What makes your approach different?** How does your background or perspective give you unique insight into this problem?

> ** 💡 Pro Tip:** The best problem statements are **specific, emotional, and urgent**. Instead of "I help people with career transitions," try "I help burned-out executives escape the golden handcuffs and build portfolio careers that pay the bills AND feed their souls."

How to Participate

1. **Reflect** on the questions above (take 15-20 minutes)

2. **Draft** your "I'm building for…" statement

3. **Post** in The Hive community discussion thread

4. **Engage** with at least 3 other members' posts—ask questions, share connections, offer resources

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What Happens Next

Once you've posted your introduction:

- **Look for patterns** — Who else is solving similar problems? Potential collaborators?

- **Identify gaps** — Is there a problem no one is addressing that you could own?

- **Build relationships** — DM members whose missions resonate with yours

- **Refine your message** — Based on feedback, sharpen your problem statement

This exercise is the foundation for everything we'll build together this year. Your clarity on WHO you serve and WHAT problem you solve will guide your goal-setting, networking, and business model.