



A REBUILDING JOURNEY™ FIELD GUIDE

# *The* 4D™ Model

*From a purpose you sense to a step you take*

*For the person  
who knows  
there is more,  
and is tired of  
only knowing.*

A portrait of Dorcus Juliet, a Black woman with long braids, wearing a maroon top and a necklace, standing with her arms crossed. She is positioned in front of a large, glowing golden circle with a grid of smaller golden circles and lines, resembling a celestial or orbital diagram.

## DORCUS JULIET

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# The 4D Model™

*From a purpose you sense to a step you take*

For the person who knows there is more, and is tired of only knowing.

FOR YOUR ALIGNMENT

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#### A NOTE BEFORE YOU BEGIN

Dear friend,

If this guide reached you through your Identity Reading, your lowest score was **Alignment**. If it reached you through the Rebuilding Journey™ map, you are in the **Rise stage**. You probably sense what you were made for. You may have sensed it for years. What hurts is the distance between what you believe about your life and how your days are actually spent.

That distance is not a character flaw. It is a gap and a gap can be measured. What can be measured can be closed.

**The 4D Model™** is the path I use to close it: **Discover, Develop, Define, Deploy**. It is also the thread that runs through the TPDC Thrive Book Club and my programmes. In this guide you will name what you carry, grow what it needs, write it plainly, and take it into the world within seven days.

Not someday. Seven days.

With belief in your becoming,

***Dorcus Juliet***

Transformational Coach & Identity Strategist · Founder, TPDC Thrive

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## HOW TO USE THIS GUIDE

# Before you begin

40 minutes to read, one D a day, then deploy within seven days

## How to work through it

- Read the whole guide once. Keep your calendar open: this guide will ask you to look at it honestly.
- Work on one D a day for four days. Then deploy within seven days of starting.
- Write your answers down. A purpose you only think about stays a feeling. A purpose you write down can be planned.
- In 90 days, retake the Identity Clarity Audit™ and compare your Alignment score.

## This guide is for you if

- You have a dream, a book, a business, a ministry or a career move you keep postponing.
- You call it preparation, and part of you knows it is fear.
- Your calendar is full of other people's priorities.
- You are tired of being described as "full of potential."

*This guide is a coaching tool for reflection and growth. It is not therapy, and it does not replace care from a counsellor, psychologist or doctor. If painful memories come up as you work, pause and speak to a qualified professional. Support contacts are on the last pages.*

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#### THE DOOR

## The folder on your laptop

There is a folder on your laptop. Maybe it is called *Book*. Maybe *Business plan 2023*. Maybe *Someday*. Every few months you open it, read what you wrote, feel the old fire and close it again.

Meanwhile your week fills itself. Meetings, school runs, the side income, church duties, a cousin's wedding committee. All good things. None of them *the* thing.

People keep telling you that you have so much potential. Lately the word sounds less like a compliment and more like a diagnosis.

#### A HARD TRUTH

*Potential is the name we give to purpose that has not been deployed yet. It does not keep forever.*

#### THE NAME

## What is really happening

When purpose is sensed but not lived, three patterns usually show up:

| Productive Paralysis                                                 | Permission Debt                                                                   | Identity Drift                                                                                           |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| You are busy every day, and still not moving the thing that matters. | You are waiting for someone to tell you that you are allowed, ready or qualified. | Little by little, you become the person your calendar describes, and not the person you were made to be. |

### The 4D Model™ and The Rebuilding Journey™

The Rebuilding Journey™ (Heal, Discover, Define, Rise) is how you come home to yourself. The 4D Model™ is what you build from home: it turns who you are into what you give. If you are in deep pain or a recent loss, begin with healing. This guide will keep.



#### THE WORD

## Made on purpose, for a purpose

*For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do.*

EPHESIANS 2:10 (NIV)

You are not an accident with ambitions. The good works were prepared before you arrived. Your part is to find them and walk in them.

*Then the LORD replied: "Write down the revelation and make it plain on tablets so that a herald may run with it."*

HABAKKUK 2:2 (NIV)

When Habakkuk received a vision, the first instruction was practical: write it down and make it plain, so someone can run with it. A vision you cannot say plainly is hard to live. A vision written plainly can be scheduled.

Myles Munroe often said that the richest place on earth is the cemetery, full of books never written, songs never sung and businesses never started. This guide is about not leaving yours there.

*If faith is not part of your story, read this page as wisdom about writing your vision down. The work that follows is the same.*

#### THE WIRING

## What research shows about moving from sensing to doing

| Who                                | What they found                                                                                                                                                                                                                             |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Herminia Ibarra                    | Studying professionals who reinvented their careers, Ibarra found that people rarely think their way into a new identity. They act their way into it, through small experiments, new connections and making sense of the story as they go.  |
| Gabriele Oettingen                 | Positive fantasies on their own can drain the energy to act. Contrasting your wish with the main obstacle in the way, and then planning around it (her WOOP method: Wish, Outcome, Obstacle, Plan), is linked with stronger follow-through. |
| Peter Gollwitzer & Paschal Sheeran | Across 94 studies, "when-then" plans ("When it is Tuesday at 7 a.m., I will write for 30 minutes") had a medium-to-large effect on reaching goals.                                                                                          |
| Brian Tracy                        | Eat That Frog: do your most important, most avoided task first, before anything else. The task you most want to delay is usually the one that changes the most.                                                                             |
| Jipange Sunday with Dr. Job Mogire | Your seed is your time, your energy and your money. Each week you either eat it or invest it, and time cannot be earned back. Write the vision first, then name the gap.                                                                    |

*Research describes patterns and associations, not guarantees. You remain the expert on your own life.*



#### THE FRAMEWORK

## The 4D Model™ in four moves

Take one D a day. Discover and Develop look inward. Define and Deploy look outward. All four are needed: insight without action stays a feeling, and action without insight burns out.

|   | Step            | What it means                                                             |
|---|-----------------|---------------------------------------------------------------------------|
| D | <b>Discover</b> | Name what you carry: your gifts, burdens, story and pull.                 |
| D | <b>Develop</b>  | Grow what your purpose needs: skill, character and capacity.              |
| D | <b>Define</b>   | Write it plainly: the vision, the gap, your calendar and your boundaries. |
| D | <b>Deploy</b>   | Take it into the world within seven days.                                 |



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# D Discover

## STEP 1 OF 4

***Name what you carry.***

Purpose is rarely found in one dramatic moment. It is usually noticed in patterns: what comes easily to you, what grieves you, what you have survived, and what people already come to you for. Myles Munroe taught that your potential reflects who you are. Start there.

### ASK YOURSELF

1. What problem have you been solving for free for years?
2. Which part of your story are you still hiding that could be someone else's map?
3. What angers you in a way that will not let you rest? A burden often points to an assignment.
4. If you knew no one would laugh, what would you admit you want to build?

### YOUR ANSWERS

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TRY THIS

## The Discovery Grid

Fill all four boxes before you look for the pattern.

### Gifts

What comes easily to me that others find hard

### Burdens

What grieves or angers me in the world

### Story

What I survived that someone else is living through now

### Pull

What people already ask me for

WHAT THESE FOUR BOXES HAVE IN COMMON

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**WATCH FOR** Waiting for one perfect calling. You may have several. Start with the one your four boxes agree on.



# D Develop

## STEP 2 OF 4

***Grow what your purpose needs.***

Even Jesus grew. Luke 2:52 says he "grew in wisdom and stature, and in favour with God and man." Development is not a delay. It is the part of the journey where your capacity catches up with your calling: skills to learn, character to strengthen, wounds to tend and seed to invest.

### ASK YOURSELF

5. What skill does your purpose need that you have been too proud or too afraid to learn?
6. Where did your time, energy and money go last week? How much did you eat, and how much did you invest?
7. What wound keeps reopening every time you try to grow?

### YOUR ANSWERS

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### TRY THIS

## The Seed Check

Look at last week honestly. Mark each seed Eaten or Invested, then choose one shift.

| My seed | Where it went last week | Eaten or invested? | One shift for next week |
|---------|-------------------------|--------------------|-------------------------|
| Time    |                         |                    |                         |
| Energy  |                         |                    |                         |
| Money   |                         |                    |                         |

### TRY THIS

## The Gap Ladder

Name up to three gaps between who you are today and who your purpose needs. Give each one practice and a way to see it growing.

| The gap (skill, character or capacity) | One practice                           | How I will know it is growing        |
|----------------------------------------|----------------------------------------|--------------------------------------|
| <i>Example: Speaking without notes</i> | <i>Record one 3-minute talk a week</i> | <i>I can finish without stopping</i> |
|                                        |                                        |                                      |
|                                        |                                        |                                      |
|                                        |                                        |                                      |

**WATCH FOR** Developing forever. If you have done three courses on the same thing, you are not developing. You are hiding.



# D Define

## STEP 3 OF 4

***Write it plainly.***

Habakkuk was told to make the vision plain. Psychology agrees. Gabriele Oettingen found that dreaming alone can drain the energy to act, while naming the obstacle and planning around it strengthens follow-through. Define is where you write the vision, name the gap, and look at your calendar honestly.

### ASK YOURSELF

8. If someone read only your calendar, what would they say you were made for?
9. What is the real obstacle: time, money, skill, or the fear of being seen trying?
10. Who do you need to disappoint so that you stop disappointing yourself?

### YOUR ANSWERS

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**TRY THIS**

## My Vision, Written Plainly

One sentence. If you cannot say it in one sentence, keep cutting.

I AM CALLED TO... FOR... SO THAT...

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**TRY THIS**

## The Calendar Truth

List the main blocks of time in your last seven days. Mark each one T (toward my purpose) or A (away from it).

| Block of time | Hours | T or A |
|---------------|-------|--------|
|               |       |        |
|               |       |        |
|               |       |        |
|               |       |        |
|               |       |        |
|               |       |        |
|               |       |        |

TOTAL HOURS TOWARD MY PURPOSE · TOTAL HOURS AWAY

---



### TRY THIS

## Name the Gap (WOOP)

Wish, Outcome, Obstacle, Plan. Be honest about the obstacle inside you.

| Step                                     | Mine |
|------------------------------------------|------|
| Wish: what I want to build               |      |
| Outcome: the best result                 |      |
| Obstacle: what inside me gets in the way |      |
| Plan: If [obstacle], then I will...      |      |

MY THREE NOS: TO SAY YES TO MY PURPOSE, I WILL SAY NO TO...

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**WATCH FOR** A vision too big to start. If it cannot be put in your calendar, it has not been defined yet.

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# D Deploy

## STEP 4 OF 4

*Take it into the world within seven days.*

Herminia Ibarra found that people act their way into new identities. Deploy is your first act. It does not have to be big. It has to be public enough to be real: a class, a post, a pitch, a first chapter shared, a conversation with someone already doing what you want to do. Brian Tracy's advice applies: eat the frog. Do the step you most want to avoid first, before midday, before anything else.

*Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms.*

1 PETER 4:10 (NIV)

## ASK YOURSELF

11. What are you calling "preparation" that is really fear?
12. Who is waiting on the other side of your courage?
13. What would you do this week if you stopped needing it to be perfect?

## YOUR ANSWERS

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### TRY THIS

## My Seven-Day Deployment

Choose one: teach something, share a piece of your story, make an offer, ask for a meeting, publish a first draft, or hold the first session. Then make it specific.

### MY DEPLOYMENT

WHEN [DAY AND TIME], I WILL...

THE PERSON WHO WILL HOLD ME TO IT

HOW I WILL KNOW IT IS DONE

DONE ON (DATE)

**WATCH FOR** Announcing instead of deploying. A post about the business you are going to start is not the deployment. The first offer is.

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#### KEEP THIS PAGE

## The 4D Model™ at a glance

Screenshot this page. Read it every Monday before you plan your week.

### **D Discover**

What problem have I been solving for free for years?

### **D Develop**

Did I eat my seed last week, or invest it?

### **D Define**

What does my calendar say I was made for?

### **D Deploy**

What will I put into the world before Sunday?

*The deployment rule: within seven days, public enough to be real, small enough to finish.*

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#### THE PROOF

## What this looks like in a life

*A composite, drawn from patterns I see in coaching. Names and details are changed.*

Mutua is an accountant, 38. For ten years he has taught personal finance to friends over lunch. Every January he planned to start a money class for young professionals. Every year his calendar filled with audits, family events and his church's finance committee.

His Discovery Grid said the same thing in all four boxes: money, young people, and the debt he climbed out of in his twenties. His Calendar Truth showed four hours toward his purpose in a seventy-hour week.

His deployment was small: a free one-hour WhatsApp class for twelve people on a Thursday evening. Nine came. Three asked when the next one would be. He now runs one every month.

#### FROM MY OWN GROUND

In December 2024 I founded TPDC Thrive from a mabati house, the sixth shelter in fourteen months. On 29 December 2024, I held our first webinar. I did not wait for a better house.

Since then the Becoming More Experience™ has run twice, with twenty plus participants, and my first book, Identity Drift: Take Yourself Back, is being written chapter by chapter..

*Dorcus Juliet*



## THE RETURN

# Your 4D Model™ declaration

*I am not an accident with ambitions.  
I will name what I carry.  
I will grow what my purpose needs.  
I will write it plainly and give it time in my week.  
I will deploy before I feel ready.  
My potential will not be buried with me.*

Signed \_\_\_\_\_ Date \_\_\_\_\_

## Your seven days

| Day   | Focus    | Do this (about 15 minutes)                                                   | Done                     |
|-------|----------|------------------------------------------------------------------------------|--------------------------|
| Day 1 | Discover | Complete the Discovery Grid.                                                 | <input type="checkbox"/> |
| Day 2 | Develop  | Complete the Seed Check and the Gap Ladder.                                  | <input type="checkbox"/> |
| Day 3 | Define   | Write your vision plainly and do the Calendar Truth.                         | <input type="checkbox"/> |
| Day 4 | Define   | Complete WOOP and choose your three Nos.                                     | <input type="checkbox"/> |
| Day 5 | Deploy   | Plan your deployment and tell the person who will hold you to it.            | <input type="checkbox"/> |
| Day 6 | Deploy   | Deploy. Eat the frog before midday.                                          | <input type="checkbox"/> |
| Day 7 | Return   | Write what happened, what you learned, and the date of your next deployment. | <input type="checkbox"/> |

**Come back in 90 days.** Retake the Identity Clarity Audit™ and compare your Alignment score and your Identity Shape.



## THE MAP

# Where this guide sits

This guide belongs to The Rebuilding Journey™, my map of return after a defining life transition: four stages, Heal, Discover, Define and Rise. The map does not grade where you are standing. It names it. Each stage has its own free guide, and each guide also answers one pillar of the Identity Clarity Audit™.

| Season     | It sounds like                                         | Your free guide                                                                                                                       | Audit pillar |
|------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 1 Heal     | "Something is wrong and I cannot name it."             | R.O.O.T.S.™ Release, Orient, Own, Tether, Step. Separate the beliefs you inherited from the ones you choose.                          | Foundation   |
| 2 Discover | "I keep noticing things about myself I had forgotten." | Identity Drift: The Unfinished Chapter<br>An excerpt from the forthcoming book, with a worksheet for naming the thread of your story. | Story        |
| 3 Define   | "I know what is true about me; now I have to live it." | The H.A.L.T.™ Check-In Halt, Audit, Let Go, Trajectory. Release what was never yours and choose one direction for 90 days.            | Drive        |
| 4 Rise     | "The life I built has started producing on its own."   | The 4D Model™ (this guide) Discover, Develop, Define, Deploy. From a purpose you sense to a step you can take.                        | Alignment    |

*The 4D Model™ shares two words with the map, Discover and Define. In this guide they describe your purpose. On the map they describe your stage.*

See the whole map and locate yourself on it: [dorcusjuliet.com/rebuilding-journey](https://dorcusjuliet.com/rebuilding-journey)



#### YOUR NEXT STEP

## When you want someone beside you

*This guide can help you name your purpose. It cannot hold your hand on the morning you are afraid to begin.*

A Deep Dive™ is where a purpose you sense becomes one defined step. In ninety minutes, one to one, we look at your Identity Reading, your Discovery Grid and your Calendar Truth, and we name what is really standing in the gap. You leave with your Clarity Mirror, a written reflection of what we uncovered, and one agreed Power Move: your next deployment, with a date.

**90 minutes** One to one with Dorcus, online

**Your Clarity Mirror** A written reflection of what we uncover, yours to keep

**One Power Move** A single agreed action for your next season

**KES 2,500 · USD 20** One session



**WhatsApp the word NAME to +254 734 878148**

Scan the code, or send NAME on WhatsApp. Bring this guide with you.

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#### PASS IT ON

## Who came to mind as you read this?

Someone you love may be carrying more than they show. Send them the Identity Clarity Audit™. It takes seven minutes, it is free, and their Identity Reading is private to them.



[dorcusjuliet.com/theidentityclarityaudit](https://dorcusjuliet.com/theidentityclarityaudit)

*You may share this guide whole and free of charge, with credit to Dorcus Juliet. Please do not sell it or change it.*

## If you need more support



Coaching is for growth. If you are in crisis, if you feel unsafe, or if you are thinking about harming yourself, please reach out to someone now. You do not have to carry this alone.

| Where                                        | Contact                                           |
|----------------------------------------------|---------------------------------------------------|
| Emergency in Kenya                           | 999 or 112                                        |
| Kenya Red Cross, free mental health helpline | 1199                                              |
| Befrienders Kenya (call, SMS or WhatsApp)    | +254 722 178 177                                  |
| Outside Kenya                                | findahelpline.com lists free helplines by country |

#### ABOUT THE AUTHOR

Dorcus Juliet is a Transformational Coach and Identity Strategist based in Nairobi, Kenya. She helps capable men and women rebuild their identity, heal deeply and grow with clarity.

She is the founder of TPDC Thrive, a community movement for personal development founded in December 2024, and the creator of The Rebuilding Journey™ and the Becoming More Experience™. She holds a BDS Training of Trainers certification and is ranked among the top 1–2% of LinkedIn creators in Kenya by Favikon.

She is a co-author of When to Walk Away: The Power of Knowing When to Let Go (ZionPearl, 2026) and the author of the forthcoming Identity Drift: Take Yourself Back.

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