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The truth is that young men get pulled in every direction by people and society today. Everyone has a different expectation for us as men: be a provider, be tough, be sensitive, don’t cry, go to work, stay home, go hang out with the boys, don’t go hang out with the boys, and so on.

Over and over through the years, I’ve seen the results of these confusing messages. Unfortunately, the kind of ideas that our young men are buying into and the pressure to conform are causing them to follow the path of least resistance.
Things about manhood are accepted as normal without any thought as to whether they should be or whether there might be a better way. Too often we resign ourselves to accepting that things just are the way they are.

To all of that, I say this: being a man is more than leaving our wives husbandless, our children fatherless, our employers passionless, our families hopeless.

You can be more. You were created to be more—and better. The messages of the world are cop-outs; the messages of sexual conquest, of financial achievement, of victory in general. Not only are these messages not fair, but they also fall so short of what you can do—and more important, of who you can be.

In our journey to becoming men, we have to get back to the fundamentals, those basic principles that will allow us to succeed as men. We can be certain there will always be obstacles along the way. However, having those fundamentals to fall back on will help us overcome those obstacles. We are not only able to effect this change, but we must.
Often the path isn’t clear and the keys to manhood aren’t obvious. But at the end of the day, I’m sure of one thing: accumulating stuff and women and titles and money are wrong keys. Fitting in, following the crowd, and being common are not what we’re supposed to do. There’s more in store for us!

MY COLLEGE FOOTBALL COACH, CAL STOLL, OFTEN TOLD US,

“Success is UNCOMMON, therefore not to be enjoyed by the common man. I’m looking for uncommon people.”

A TRUE MAN IS ONE WHO IS UNCOMMON.
In a common world, becoming an uncommon man begins by cultivating uncommon character.
develop
your core
Character and its growth don’t come from rules but from the small actions of responsibility that occur day after day.
character

What are the values that guide the decisions you make? Is the fact that you are moving up more important to you than the way you move up? Does it matter if you follow the rules or break them, just as long as you come out on top? Are you someone who says, “Since everyone is doing it, if I want to have a legitimate chance to compete, I have to do it too”?

I realize this is not necessarily the common approach today, but what you do is not as important as how you do it. Those are the words that keep coming back to me when I am tempted to choose what is expedient over what is right. People who bend the rules to get ahead usually get caught in the long run . . . and always know how they made it to the top as frauds.

The other problem is that, at some point, somebody who does care how the game is played—a boss, a board of directors—may find out. For me as an employer, how you do your job has always been more important than what you do. Can you be counted on to do things the right way, or will you cut corners and hope it turns out all right? Your character will determine the answer.
Character begins with the little things in life. We must show that we can be trusted with each and every thing, no matter how trivial it may seem. Over time, we create ourselves and build our character through the little acts we do.

Character is tested, revealed, and further developed by the decisions we make in the most challenging times. We have to know what is right, and we have to choose to do it. That is how character is developed—by facing those decisions and choosing the right way over and over until it becomes second nature. It’s just how you do things.

Outwardly, character reflects an inner life committed to honor and uncompromising integrity.

My mom would say constantly, “Your word is your bond.”

That has become my standard for life. In the end, character is a blend of inner courage, wisdom, and a sense of duty to yourself, to others, and to something greater than you.
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