
THE ELITEMAN ETHOS

12 ESSENTIAL PRINCIPLES TO
LEADING YOUR LIFE POWERFULLY



BRIAN CHRISTIAN JENKINS

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Leading your life Powerfully and living the life of an Elite Man doesn't take time, it only takes courage to step up and answer the call. It takes honesty to know that you are the only person stopping you from leveling up. Truly leading your life in the various roles you play requires confidence, direction and an clear understanding of who you are.



This guidebook, "**The EliteMan Ethos**", offers 12 principles to adopting and living with an elite mentality; raising your personal standard. When these foundational principles are integrated and embodied, your confidence becomes **unshakable**, the vision of yourself becomes **inspiring**, and you enjoy a **fulfilled** life. The objective is progress, not perfection. To get the most out of these principles, you'll need to commit to exploring and redefining these principles and what they mean to you, over a lifetime.

Are you ready to commit?



LIVE WITH INTEGRITY

Be honest others and yourself. Do this especially when nobody is around because you'll always have to live with yourself and have to look at yourself in the mirror. If you can't trust yourself or your own word, nobody will. **Be reliable.** Take a stand for yourself even when everybody else let's you down. **Do it because you know it's right** for you, not because you might get recognition.



BE CONGRUENT IN CHARACTER

Say what you mean. Mean what you say. Do what you said you would do. **Your dreams and vision should match your actions and behavior.** You cannot talk yourself into a powerful life without believing in yourself. Nor can you achieve something by force and enjoy peace of mind. **Living a congruent life is to live a free life.**



FEEL YOUR VISION

Know it so well that all 5 **senses activate**, convincing you that you have already achieved what you desire. A clear and detailed vision gives you direction and **confidence in uncertain times**, and when challenging decisions need to be made. Your vision should excite you and **navigate you** through the storms and rough waters.



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PROTECT YOUR HEALTH & WELLNESS

You can only go as far as your body and health will allow you to go. Your body and mind are **amazing mechanical works of art**. Treat them as such. Respect them. Consume only what **nourishes and strengthens** both body and mind. Keep them strong, as neglecting them will transform them into weaknesses that will work against you.



BEFRIEND YOUR EMOTIONS

Don't fear your emotions, including those that can lead to violence and aggression, such as, frustration, irritation, fear, insecurity. Rather, **get curious**. Use the gift of curiosity to understand the origin of these emotions and listen to what they are **telling you about yourself**. Allow yourself to **experience the full range of emotions**, such as bliss, happiness, joy and love.



HONOR YOUR ROLE

You are massive and simultaneously you are miniscule. You are the ocean and **you are a grain of sand**. You play an essential role in the big picture. Don't be so selfish as to make your struggle about you; resigning to a lower version of you. Let your challenges **remind you of your journey** and the impact your unique presence has on the world. **Get to know yourself...well.**



DEEPEN YOUR INTIMACY

Nothing of great interest was found on the surface, waiting to be collected effortlessly. Your queen (wife or girlfriend) **craves** that you go on a lifelong **expedition of her soul**, to the depths of her being. To discover parts of her that have not been revealed or she knew to exist. Do not obsess on the shiny surface or get deterred by the chaos that is her emotions. **Be energized** by the challenge of knowing the unknown.



LIVE WITH PURPOSE

Not to be confused with knowing your purpose. Living with purpose **only** requires that you **trust yourself and your instincts**, and act on them. Avoid making those decisions that you feel you **should** make. When you make decisions that are aligned with what you WANT and that make you happy, you are **living with purpose**. This will lead you to your purpose - if it's not known already - and a fulfilled life.



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CHOOSE YOUR TRIBE CAREFULLY

The people around you will **lift you up** to reach new heights or they'll pull you down to stay small and comfortable. Whether you're lifted up or pulled down, **the choice is yours**. Chose YOU over THEM. If they're lifting you up, they'll never ask you to make that choice. Honoring your role in the big picture means that **you must expand** and fill the space with your greatness. They'll be inspired or crushed. That's their choice.

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STAY CURIOUS AND PLAYFUL

Your life is serious, but don't take yourself too seriously. **Be confident** in your education and experience, but don't stop curating your truth. Keep that little boy inside of you entertained and engaged, as he will **spark your creativity** and keep you feeling young. He'll remind you to ask more questions and give less answers. He'll remind you to **enjoy the journey** and avoid becoming dull seeking the destination.

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SEE YOURSELF IN OTHERS

Be a fearless warrior ready to go around, over or even through someone who's standing in your path; and **be compassionate** to why they are in your path. Whether it's your wife, brother, business partner or the cashier at the coffee shop, your resolve will be tested and you will feel attacked. You're capable of striking a "deadly" blow, but **responding with love** is seeing them beyond their "resistance" and observing yourself in their fears, insecurities and frustrations.

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PRACTICE GRATITUDE, OFTEN

Your **thirst for greatness** will drive you to reach new heights, be evermore innovative, stretch you beyond your limits and **redefine your potential**. Be grateful. Let your obsession propel you forward, without becoming a slave to your obsession. **Be grateful**. Make it a practice to recognize your progress at every milestone. **Celebrate yourself often**. Don't settle, but do be grateful.



www.BrianChristianJenkins.com



@bChristianJenkins



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