

THE 6 PACK OF CHAMPION VIRTUES.

HARNESSING THE POWER OF
POSITIVE MASCULINITY.

BY CRAIG WILKINSON

TRUE MASCULINITY IS A GREAT GIFT TO THE WORLD AND ALL WHO LIVE IN IT.

Yet we live in a world in which the definition and role of masculinity has become confused and often distorted.

Men throughout the world are crying out for an understanding of what it means to be a man. **The Six Pack of Champion Virtues** answers that cry. It provides keys for life-giving, nation-building masculinity. It shows how every man, no matter his background, socio-economic group, size, strength or sexual orientation can be a great man and a great gift to society.

THIS IS THE MOST IMPORTANT 6 PACK **A MAN CAN EVER HAVE.**

Every man has what it takes to be **a good man.**

Every man has what it takes to be **a gift to the world.**

This will show **every man how.**

#NO EXCUSE

www.noexcusesa.com

A WORD FROM THE SPONSOR

On International Men's Day 2017, Carling Black Label launched the **#NOEXCUSE** campaign to end gender-based violence (GBV). We chose that day deliberately because at its essence **#NOEXCUSE** is about men taking action to prevent GBV from ever happening, so that one day we will have no victims and no criminals. Achieving this mission will take time, effort and the collective action of the men of South Africa as they stand against the greatest societal ill of our time.

It's in this spirit that we partnered with **Craig Wilkinson** and **Father A Nation** to bring a programme to life called '**#NOEXCUSE Champions for Change**': a comprehensive, on-the-ground intervention to promote positive masculinity in our communities. We did this because the prevention of GBV starts with eradicating toxic masculinity from our society and because we passionately share Father A Nation's belief that *"if we can heal men, we can heal society"*.

In the first 18 months after its inception, over 30 000 people - mostly men - have been impacted by this programme across South Africa. Through the **#NOEXCUSE Champions for Change** programme we encountered the hunger of men throughout the nation to be better men; to be positive contributors to society and active, engaged role models to our sons and daughters. We decided to answer their cry and capture the essence of thousands of conversations we've had with men in this **6 Pack of Champion Virtues** that lays out six simple ways we can be the men our families, communities and country need us to be: the men who our children will remember with love; the men our partners will respect in the same way we should respect them.

Perhaps life's most important 6 Pack for any man!

GRANT PEREIRA
BRAND DIRECTOR: **CARLING BLACK LABEL**
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CONTENTS

<i>Introduction</i>	3
VIRTUE 1: CHAMPION MEN USE THEIR STRENGTH FOR GOOD	5
Brother, you are strong	6
Three ways a man can use his strength	7
The internal compass	9
VIRTUE 2: CHAMPION MEN NURTURE THEIR FIELDS	11
Brother, you are needed	12
Four key elements in a man's field	13
Fulfilling responsibilities	15
VIRTUE 3: CHAMPION MEN DEFINE THEMSELVES BY CHARACTER	19
Brother, you are man enough	20
Five keys to being a man of character	21
VIRTUE 4: CHAMPION MEN BUILD A BAND OF BROTHERS	27
Brother, you are not alone	28
Four keys for building a Band of Brothers	30
VIRTUE 5: CHAMPION MEN MENTOR THE NEXT GENERATION	33
Brother, you can shape the future	34
Modelling the way for the next generation	35
Good men raise good men	36
VIRTUE 6: CHAMPION MEN MAKE THE WORLD A BETTER PLACE	39
Brother, you can make the world a better place	40
Give more than you take	41
Find and live your purpose	42
CHAMPIONS TAKE ACTION	44
Commit to the Champion Virtues	46
Champion Virtues Assessment	47
Champion Virtues Action Chart	49
The Champion Virtues Pledge	50

CHAMPIONS FOR CHANGE.

Building and promoting positive masculinity is the biggest and most important step we can take towards a society free of violence against women and children.

The need for a clear understanding of what it means to be a man has never been greater. Approximately half of humanity is male and if we want to build a peaceful, prosperous humane world we need to understand and harness the power of positive masculinity. **True masculinity is a great gift to humanity.** Yet when men grow up without fathers, mentors and role models to show them what it means to be a man, masculine strength can become a danger instead of a gift.

The best gift men can give women, children, society and the next generation is to be strong, loyal, dutiful, virtuous men. The 6 Pack of Champion Virtues unpacks what that means and shows how. It provides the keys that will enable every man to be a Champion Man – using his strength to love, serve, build, protect and provide.



IMAGINE A SOCIETY IN WHICH MEN TAKE COLLECTIVE RESPONSIBILITY

for the safety of the women, children and other men in their community; in which men don't stand for racism, prejudice, corruption or abuse of power in any way, but speak up and act against anything and everything that breaks down society and the world we live in.



IMAGINE MEN BANDING TOGETHER,

driving conversations about positive masculinity, dedicated to making the world a safer, kinder, better place for all.



IMAGINE IF INSTEAD OF HAVING GANGS OF MEN

doing crime and drugs, we had gangs of men doing great deeds to build society. Groups of men committed to using their strength well and who live by a code of honour that says, "no-one will be or feel unsafe in my presence".



IMAGINE A SOCIETY IN WHICH THE NORM FOR MASCULINITY IS TO LOVE,

serve, protect and to use strength, power and privilege well!

**WE CAN BUILD SUCH A SOCIETY.
AND WE WILL.
ONE CHAMPION MAN AT A TIME.**

1 CHAMPION MEN **USE** THEIR STRENGTH WELL

BROTHER, YOU ARE STRONG.

Use your strength and use it well! You were made to make a difference, not be a bystander. Never be silent when there's someone who needs you to speak up; never stand back when there's someone who needs you to step up. Never be aggressive either. Make sure every person feels safe in your presence. Use your strength to bring good and not harm. Practise self-control. Never take what's not yours to take. Wants are not needs. There will be things you want but that are not yours to have and that's okay; let them go. Be brave. Remember that courage is not the absence of fear but feeling the fear and doing what needs to be done in spite of it. Life is tough and bad things happen. Keep going, no matter what. Keep doing good. Keep making the right decisions. Do everything in your power to stop bad things happening to other people. Let love be your guide.

CHAMPION MEN KNOW THAT WHAT MAKES A MAN
**IS NOT HOW MUCH STRENGTH
HE HAS BUT WHAT HE
DOES WITH HIS STRENGTH.**

How a man uses his strength determines what kind of man he is.

Power is a good thing! But it can also be a bad thing if it is misused. Political power can be used to build a nation or destroy it. Physical power can be used to protect or harm. Economic power can be used to build schools and educate people, but it can also be used to buy weapons and kill people.

There are three ways a man can use his strength:

1. HE CAN

FAIL TO USE IT

Men who fail to use their strength are passive. Instead of using their strength for good they don't use it at all. A passive man doesn't speak up, stand up or take action when someone needs him to. That someone can be his child who needs him to be a father, his wife who needs him to be a good husband, a friend who needs his support or a stranger who needs his help.

Passive men do nothing to stop abuse or injustice even when it is in their power to do something. As a wise man once said, *"All it takes for evil to prevail is for good men to do nothing"*. Passive men often waste their strength, time and money by escaping into all kinds of negative habits and behaviours like drinking too much alcohol, taking drugs,

gambling or sleeping around. The great Martin Luther King summed up the danger of being a passive man when he said, *“We will have to repent in this generation not merely for the hateful words and actions of the bad people but for the appalling silence of the good people”*.

A passive man is like an electricity power station that is shut down and disconnected from the city that it is designed to light up. There is great potential but no action.

Passive men let everyone down. They let themselves down by not living up to their potential, they let their loved ones down by not giving them their best and they let society down by allowing what’s wrong to continue.

2. HE CAN USE IT

FOR HARM

Men who use their strength for harm are aggressive men who choose to break down instead of build up. They turn the gift of masculinity into a curse. They use whatever power they have to dominate and control. Their families fear them instead of love them. They use people instead of caring for them. They take from others instead of giving to them. Aggressive men always want to be in control. They can never say “I’m sorry” or admit that they were wrong. They take more than they give.

Aggressive men abuse the privileged positions they occupy. They abuse the privilege of being in an intimate relationship by mistreating their partner. They abuse the privilege of political or economic power by using it for their own gain. Aggressive men dishonour the gift of masculinity by being destructive and selfish.

3. HE CAN USE IT

FOR GOOD

Men who use their strength for good are builders of family, community and nation. They love, serve, protect and provide. They stand for what is right and stand against what is wrong. They speak up when they see injustice or abuse of any kind. They use

their voice, strength, influence and resources to stand against anything that threatens women, children and society and to stand for anything that builds society. People feel and are emotionally, physically and spiritually safe in their presence.

Champion Men use their strength for good. They never fail to use their strength when it's needed and they never use their strength for harm. By using their strength well Champion Men build the future for all. They know that power is given to serve and they do so gladly. They never violate the rights, dignity and wishes of other people but treat everyone with equal respect.

Champion Men have an internal compass which shows them how to use their strength.

This compass is a set of values that directs them through life and helps them make the right choices. Men who don't have this internal compass are open to every influence that comes their way – good or bad. Take the example of a professional athlete who needs to be in peak physical condition. When he is offered a piece of cake filled with sugar and fat it's easy for him to say no because he values his fitness and physical condition more highly than the brief pleasure a piece of cake will give him. He lives by a set of values that makes eating decisions easy. Or the married man who is committed to his family. When an opportunity comes for him to stray into the arms of another woman, the decision to say no is easy because he values his family more highly than the fleeting pleasure of an affair.

Champion Men are dangerous – never to women, children or society but to whatever threatens women, children or society. They have courage and self-control. Courage to do the things that are hard to do but need to be done. And self-control to not do the things they know are wrong.

Champion Men are true warriors and overcomers – not of women or of other men, but of themselves. They take full control of their strength to live good lives that bring good to the world.

**MEN WHO USE
THEIR STRENGTH
FOR GOOD
ARE BUILDERS
OF FAMILY,
COMMUNITY
AND NATION.**



2 CHAMPION
MEN
NURTURE
THEIR
FIELDS

BROTHER, YOU ARE NEEDED

Your life matters. You have an important role to play. And to do that you need to step up and take responsibility for every aspect of your life. Know that the bad things that happened to you growing up were not your fault. Someone else held the pen that was writing your life story. But the pen is now in your hands and it's up to you to write a good story! You have the power to build a good life. Take control of your own life and live it well. Take care of yourself and the people in your life. Every day be where you need to be and do the things you need to do. Never blame. When you do, you give up your power to whoever or whatever you are blaming. Get rid of any habits that don't serve you and your loved ones. Whatever you do, do it with excellence. Spend your time, money and energy on the things and the people that matter.

CHAMPION MEN TAKE RESPONSIBILITY FOR THEIR LIVES AND EVERYTHING IN THEM.

Every man has a territory. Let's call it a field. In this field is everything a man is responsible for in his life. A Champion Man nurtures, protects and assures the healthy condition of his field and everything in it. A man's field may be as small as a piece of pavement or as large as a listed company, but every man has one.

In a man's field are always four key elements that need to be taken care of:

1. HIMSELF

A Champion Man takes care of himself because he knows that his life matters and that the better he looks after himself, the better he will be able to look after the people in his life. He strives to be healthy in mind, body and soul. He chooses carefully what he reads, watches, eats, how he spends his time and who he hangs out with. He never stops learning, growing and developing himself to be the best he can be.

2. PEOPLE

A Champion Man cares for the people in his life. He builds them up with his words and his actions. He does everything in his power to make sure they are safe and cared for emotionally, physically and spiritually. He knows that he doesn't own or control the

people in his life – no man ever has that right – but that he has been entrusted with the privilege of caring for them and he does so with all his heart, strength and resources.

3. THINGS

A Champion Man takes care of the material things in his life. He is a good steward of all the material goods that have been entrusted to him. He manages his money well, spending it wisely on the things that matter. Whatever material goods are in his care – whether owned, rented or borrowed – he keeps in excellent condition.

4. ROLES AND DUTIES

Every man has a number of different roles to play and with each of these roles comes duties and responsibilities. It starts with the role that every man has to be a good citizen of the country. Then come all the other roles a man can have: father, son, husband, boyfriend, student, employee, employer, etc. Champion Men take their roles, duties and responsibilities seriously and perform them to the best of their ability.

The exciting truth is that the better you take care of your field, the more likely your field is to grow.

By taking full responsibility for your life and everyone and everything in it and doing whatever you need to do to nurture your field well, your sphere of influence and ability to make a difference will expand.

Success comes from doing so well with what you have, that what you have grows.

Be trustworthy with the small things and you will be trusted with larger things. Think of a farmer with a small field that supports some crops and a few cattle. The more he waters, fertilises, weeds and cares for his field and everything in it, the more his cattle will produce and his crops will grow. If he keeps doing it well he will soon have enough livestock and produce to sell and enough money to buy a bigger field. But if he doesn't nurture his field his cattle won't produce, his crops won't grow and he and his family will go hungry.

Rights and responsibilities are two sides of the same coin. We are privileged to live in a country that has one of the best constitutions in the world. It enshrines the rights of every citizen to life, equality, freedom, security and dignity. **But we can only enjoy our rights to the extent that other people fulfill their responsibilities. One person cannot enjoy dignity if another person doesn't fulfill their responsibility to treat them with dignity.** A woman cannot enjoy the freedom promised by the constitution if she is forced to live in fear because a man fails to fulfill his most basic responsibility to treat her with respect and care. Others can only enjoy their rights if we fulfill our responsibilities.

CHAMPION MEN FULFILL THEIR RESPONSIBILITIES.

Roman emperor and philosopher, Marcus Aurelius, summed it up when he said, *"A man must stand erect, not be kept erect by others"*.

Here are eight things that can **keep men from fulfilling their responsibilities**:

<p>1. BLAMING. Men who blame give their power away to whoever or whatever they are blaming. Instead of focusing on what they can change, they spend their time and energy on things they can do nothing about.</p>	<p>THE SOLUTION: Stop blaming and TAKE ACTION.</p>
<p>2. COMPLAINING. Complaining doesn't get anyone anywhere unless it's accompanied by positive action. It's like revving a car in neutral – it makes a lot of noise, uses a lot of petrol but the car goes nowhere.</p>	<p>THE SOLUTION: Stop complaining and TAKE ACTION.</p>
<p>3. LACK OF PURPOSE. Every man needs to have a reason to get up in the morning. He needs something that gives his life meaning. Men who don't have a sense of purpose end up just surviving and not thriving.</p>	<p>THE SOLUTION: Find your passion and purpose and TAKE ACTION.</p>

<p>4. FEAR. Fear paralyses. It saps energy and keeps us from going forward. There are many common fears that men have: fear of failure, fear of making a fool of yourself and fear of standing out from the crowd are just a few.</p>	<p>THE SOLUTION: Look your fears directly in the eyes and TAKE ACTION.</p>
<p>5. LAZINESS. Taking responsibility requires energy, action and perseverance. It's far easier to do nothing and fill your life with pleasure-seeking escapes. But the long-term consequences are very costly – one day you may look back with great sadness and regret over a wasted life.</p>	<p>THE SOLUTION: Get up off your backside and TAKE ACTION.</p>
<p>6. LACK OF SELF-WORTH. Men who don't believe they can build a great life or don't believe they are worthy of success often don't even try. They give up before they start.</p>	<p>THE SOLUTION: Stop believing the lie that you are unworthy and TAKE ACTION.</p>
<p>7. LACK OF KNOWLEDGE. Un-fathered, un-mentored men often have not been taught and given the tools and knowledge to know how to make something meaningful of their lives.</p>	<p>THE SOLUTION: Equip yourself for success. Read, listen to podcasts, find a mentor, learn as much as you can, look at the lives of successful men and find out what they did to get it right. Above all, TAKE ACTION.</p>
<p>8. A SENSE OF ENTITLEMENT. Men who believe the world owes them something spend their lives waiting for things to happen instead of making them happen. The truth is that life owes us nothing.</p>	<p>THE SOLUTION: TAKE ACTION and make it happen.</p>

Taking responsibility is the starting point for a life of meaning.

You will never find meaning at the bottom of a bottle or at the end of an unmade bed or hanging out with people who are not doing anything with their lives. You will only ever find meaning by embracing responsibility and doing whatever is in front of you with passion and excellence.

The great leader Winston Churchill put it well when he said,

“A man does what he must – in spite of personal consequences, in spite of obstacles and dangers and pressures – and that is the basis of all human morality”.

**SOMEONE ELSE
HELD THE PEN
THAT WAS
WRITING YOUR
LIFE STORY.**

**BUT THE PEN
IS NOW IN YOUR
HANDS AND
IT'S UP TO YOU
TO WRITE A
GOOD STORY.**



3 CHAMPION
MEN
DEFINE
THEMSELVES
BY
CHARACTER

BROTHER, YOU ARE MAN ENOUGH.

You have what it takes to be a man and to be a good man.

No matter what anyone has said or done to you in the past,
no matter how much or little you have, you are a man.

You don't have to prove your manhood by pursuing sex,
power or money. No-one else and nothing else makes
you a man, only you do. You don't have to play the man,
act the man, look the man – you are the man.

Don't get caught up in the trap of defining yourself by your
image or your possessions. Your value is inside you and
it is shown by the life you lead. Show the world every day that
you are a man of value and worth by the actions you take.

Be true to yourself and others. Live with integrity.

Let the person you show to the world be the
person you truly are.

CHAMPION MEN DEFINE AND VALUE THEMSELVES BY THE STRENGTH OF THEIR CHARACTER, NOT THEIR IMAGE AND POSSESSIONS.

As a **Champion Man** you are defined by your character – and guess who determines your character? You do! The great news is that character is like a muscle, by exercising it you can grow and develop it.

Here are five keys to being a man of character:

1. DEFINE AND VALUE YOURSELF BY WHAT'S ON THE INSIDE NOT THE OUTSIDE

It's not what a man owns that makes him a man but what he does with what he owns. What really matters is not the size of a man's bank balance or the strength of his biceps but the size of his heart and the strength of his character.

Media and society fill us with lies about what it means to be a man.

Here are the four biggest lies that most men grow up with:

1. **SEX** – the more women you sleep with the more of a man you are.
2. **POWER** – the more power you have the more of a man you are.
3. **MONEY** – the more money you have the more of a man you are.
4. **BIG BOYS DON'T CRY** – real men never show weakness; they are always tough and together.

None of this is true! Here is the truth that Champion Men live by:

1. **SEX** – men who control their desires and remain faithful to one partner are strong, powerful, real men.

2. **POWER** – real men choose love over power. Serving is greater than controlling or dominating.

3. **MONEY** – money doesn't make a man. The poorest man can leave behind the richest legacy.

4. **BIG BOYS DON'T CRY** – vulnerability is strength. It's easy to hide your challenges and struggles, but it takes courage and strength to reveal them and ask for help.

Champion Men know that true masculinity is not measured by:

- » **HOW GOOD YOU LOOK OR WELL-DRESSED YOU ARE.** A pig in a silk suit is still a pig.

- » **THE WORDS YOU SAY.** It's not what you say but what you do that counts.

- » **WHAT YOU OWN.** Money, cars and possessions don't make or define a man.

- » **HOW MUCH YOU KNOW.** Uneducated men can be very wise and educated men very foolish. It's how you use your knowledge that matters.

- » **HOW MUCH POWER YOU HAVE.** It's what you do with your power that counts, not how much power you have.

- » **THE POSITION YOU OCCUPY.** Many great men occupy humble positions and many bad men occupy high positions.

Nothing and no-one can define who you are unless you let them. **Nothing and no-one can determine your worth unless you let them.** No woman has the power to define you or determine your worth unless you give it to her. No man has the power to define you or determine your worth unless you give it to him.

Your circumstances don't dictate who you are or your worth. Your actions and attitude do.

Not having a job doesn't make you less of a man. **Not having money** doesn't make you less of a man. **Not having a wife or girlfriend** doesn't make you less of a man. **What's in your heart** is more important than what's in your wallet or who's in your bed.

Inspirational author Orison Marden wrote, *"This is the test of your manhood: How much is there left in you after you have lost everything outside of yourself?"*

**NOTHING AND
NO-ONE CAN
DEFINE WHO YOU
ARE UNLESS YOU
LET THEM.**

2. KEEP YOUR WORD AND FULFILL YOUR COMMITMENTS

Champion Men do what they say they will do. They keep their word even when it hurts.

We live in a world in which fewer and fewer people stick to their word. **They say they'll do something, but they don't.** They say they'll be somewhere, but they don't arrive.

Men of character always do what they say, even when it's tough. Character is not always easy or convenient. Sometimes it's hard to follow through on your commitments. There are times when it takes sacrifice to do the right thing. For example, if you tell a friend you're going to an event they invited you to and then something much better comes up, it's very tempting to make up some excuse and tell your friend you can't make it. But the right thing to do is to say no to the second event and fulfill your commitment to your friend.

One of the world's most famous psychologists, Carl Jung, put it plainly, ***"You are what you do, not what you say you'll do."***

3. BE TRUE TO YOUR VALUES

Champion Men live their lives by the values they hold inside. They are true to their beliefs and principles, no matter what the circumstances.

You can tell what a man values by how he spends his time and his money. If he spends more time in the tavern than with his family, then he values drinking with his friends more than his family. Simple. **Champion Men demonstrate to the world what they value by the actions they take daily.** The way they conduct themselves, treat other people, where and how they spend their time, money and energy matches their values.

A man of character doesn't compromise. He refuses to take or pay a bribe. Even if he loses out on a big deal he would rather be true to his principles than compromise himself. There is great honour in this.

4. BE THE SAME PERSON TO THE WORLD

AS YOU ARE INSIDE

Men of character don't wear masks – the image they present to the world is who they really are. They strive to be true to themselves and refuse to present an image that is not true. They know that true masculinity is not determined by what people think of them but by the number of people whose lives they have improved.

5. EXERCISE SELF-CONTROL

Men of character are in control of themselves. They are not slaves to their emotions and desires.

**There are two things every man has 100% control over:
his actions and his attitude.**

No-one can make you do anything. Everything you do, you choose to do. No-one can make you do bad things; you choose to do them. You have the power to determine your actions and your attitude. Champion Men know this and choose daily to have a good attitude and take the right actions.

Character is what you do when no one is watching.

Character is how you behave when you win and when you lose, when you have plenty and when you have nothing. It is what you do when you are under pressure, when times are good and when times are bad. Men of character build great lives by daily choosing to do what's right, not what's easy or convenient.

**WHAT'S IN
YOUR HEART
IS MORE
IMPORTANT
THAN WHAT'S
IN YOUR
WALLET OR
WHO'S IN
YOUR BED.**



4 CHAMPION MEN **BUILD** A BAND OF BROTHERS

BROTHER, YOU ARE NOT ALONE.

No man is designed to walk this road alone. All over the world men are facing the same challenges that you are. Connect with other men, share with them. Lead the way in being a brother to other men and give them permission to be your brother. Not just someone to hang out with but someone who truly knows you, sees you and cares enough to be honest with you. Find men who will honour you for the unique gifts and talents you bring to the world. Be the man who honours other men for who they are. Find men who will be brave enough and honest enough to tell you when you are out of line. Be that brother who speaks into other men's lives. Find men who you can be vulnerable with, who will stand with you in your struggles and help you to overcome. Be that brother to other men. Build a Band of Brothers who will stand shoulder to shoulder with you in the journey of life.

CHAMPION MEN EMBRACE BROTHERHOOD AND **BUILD STRONG, HEALTHY, ACCOUNTABLE RELATIONSHIPS WITH OTHER MEN.**

**We are born into community and we live in community.
We need each other.**

Women know this but men often struggle with it. So often, we men try to go it alone, struggling to ask for help because we want to prove to the world that we've got what it takes. But in the process many men fall apart inside.

No war has ever been won alone, no soccer match has ever been won by a single player. We succeed in life with a team around us supporting, encouraging, correcting, sharing, teaching, coaching and listening.

Research shows that most men are lonely. They don't lack company, but they lack connection. We easily share a beer with other men but struggle to share our hearts.

We readily tell stories about our feats and accomplishments, but rarely do we share the true stories of our lives. **The truth is we will never become the men we are called to be unless we learn the art of friendship and intentionally cultivate deep, meaningful, supportive relationships with other men.** As men we will never rise to become our best selves or fulfill our purpose if all we have in common with other men is entertainment or pleasure. Men need friends with whom they share a common spirit, a mutual devotion to each other's best, and a sacrificial commitment to protect, encourage and defend.

Champion Men build and live their lives in authentic relationship with other Champion Men.

Here are four keys for building a Band of Brothers:

1. HONOUR EACH OTHER

We need to see the good in other men and tell them what we see. This means recognising, acknowledging and validating the unique skills, abilities, talents and gifts in other men. When we do this, we honour each other and build each other up. As men we need to learn to speak positively into other men's lives. Men are quick to tease each other and rip each other off and there's a place for that, but we struggle to verbalise the good we see in each other. **Champion Men see the good and noble qualities in their brothers and tell their brothers what they see.**

2. SHARPEN EACH OTHER

One of the greatest gifts we can give each other is to be a mirror to each other. In every friendship there needs to be space for correcting each other and pointing out blind spots. Blind spots are weaknesses we have but that we don't see. We all have them and we will never grow beyond them until someone points them out. In this way Champion Men coach and sharpen each other.

We need to be willing to have the difficult conversations; willing to hear things about ourselves that are not easy to hear and say things to each other that are difficult to say.

By doing this we will grow each other and become better men because of each other.

3. SHARE EACH OTHER'S VULNERABILITIES

This is perhaps the hardest one of all! Men generally don't like being vulnerable – we hate showing any form of weakness. But vulnerability is not weakness; quite the opposite – it is strength.

Men commit suicide on average five times more than women and one of the reasons is that we don't share our burdens; we carry them alone.

We bottle up our struggles and when life gets too painful, we end it. It doesn't have to be that way. By sharing our struggles, we give other men permission to help and together we overcome.

4. STAND FOR EACH OTHER

True friends serve each other. We don't withdraw when a friend is in need and hope someone else steps up. We get involved and do what we can. True friends take the hits for one another. It is cowardly to walk closely with a man and enjoy the benefits of his friendship but then abandon him when he is going through a hard time.


True friendships leave scars. Most men won't pay this price. It is what men in friendships do. They face life together – the good, the bad and the ugly.

Champion brothers are never jealous. When they see a brother succeed, they rejoice with him. They inspire each other to be their best selves.

Be intentional about building a Band of Brothers. Find men who you can honour, sharpen, be vulnerable with and stand together with in building a great life. Take the first step in honouring someone by looking for the things you like, admire, respect and appreciate in them and telling them what you see. Then ask them to do the same for you. Get a few men together and start sharing more deeply with them the challenges you are facing. Invite them to share their stories. You will be amazed by what happens when men do that.

Suddenly our burdens become lighter and hope rises. Take it a step further and get a group of men together to take positive action in your community. Start by talking and sharing, then move on to taking action together to improve your own and others' lives.

**FIND MEN WHO
YOU CAN HONOUR,
SHARPEN, BE
VULNERABLE
WITH AND STAND
TOGETHER WITH
IN BUILDING A
GREAT LIFE.**



5 **CHAMPION
MEN
MENTOR
THE NEXT
GENERATION**

BROTHER, YOU CAN SHAPE THE FUTURE.

By teaching, coaching and modelling life for the next generation, you can influence the future of the world. It is every man's duty and privilege to leave a legacy by investing in people.

Live your life as though you matter, as though someone is watching — because your life does matter and someone is watching. Be the kind of man you would like your daughter to marry one day. Be the kind of man you want your son to become. You have the power to break generational cycles of destruction.

Find older men to mentor you and find younger men who you can mentor. Teach young men to use their strength well to love, serve and protect. Show them how to be community and nation builders. Don't tolerate any words or behaviour that threatens the safety or dignity of anyone else. Be a great father, mentor and role model. Our future depends on it.

CHAMPION MEN MODEL THE WAY FOR THE NEXT GENERATION.

They actively and intentionally engage in teaching younger men and women to lead good lives. They live their lives with the knowledge that they are being watched and **make sure the life they are living is worth being emulated.**

Boys learn how to be men from older men. It takes men to build men. Boys learn about manhood and masculinity by watching how men behave. They look to their fathers or older men to model to them what it means to be a man.

NO BOY IS BORN BAD. BOYS WANT TO

GROW UP TO BE TRUE MEN BUT THEY OFTEN

END UP COPYING THE VICIES OF MEN

RATHER THAN THEIR VIRTUES.

They see men acting tough, abusing substances, lying and cheating to get ahead and being unfaithful to their partners and they think that is true manhood. So they copy that bad behaviour thinking they are making themselves more like men. Because of what they see older men do, boys often mistake bad for good, such as seeing abuse as strength.

In the absence of fathers, mentors and male role models, boys look to media and their peers for guidance about masculinity, and the messages they get about what it means to be a man are often distorted.

Actor Denzel Washington said a powerful thing: ***“If the father is not in the home, the boy will find a father in the streets. If the streets raise you, then the judge becomes your mother and prison becomes your home.”***

In an ideal world, every man would learn what it means to be a man as part of an engaged body of good men.

These good men would be his role models and mentors. He would be initiated, honoured, challenged, trained, corrected, and equipped for life by these men. But we don't live in an ideal world and most men grow up without a company of good men to teach them what it means to be a good man. **Champion Men step into this gap.** They become fathers to more than just their own sons and daughters; they become mentors and role models to the next generation.

Good men raise good men.

There's a difference between teaching men and making men. It's possible to teach men about masculinity with words, books, and classes, but good men are made when older men model and impart to them the ways of true masculinity. Masculinity is imparted by masculinity. Teaching the theory about what it takes to be a man leads to head knowledge, not a deep understanding of the heart, which is where true masculinity lies.

*“In times past there were rituals of passage that conducted a boy into manhood, where other men passed along the wisdom and responsibilities that needed to be shared. But today we have no rituals. **We are not conducted into manhood; we simply find ourselves there.**”* – Kent Nerburn

Good men actively and intentionally get involved in forming, mentoring and teaching younger men. As men we will impart to the next generation whether we like it or not, whether we know it or not. What we impart is up to us – it can be good or bad,

constructive or destructive. Love breeds love, abuse breeds abuse. **Wounded men often raise wounded boys who in turn wound themselves and others.** Good men raise boys who become good men who raise good boys. It can either be a vicious cycle of devastation or a virtuous cycle of positive development.

If we as men fail to mentor and model the way for the next generation the results can be catastrophic. There's an African proverb that offers profound wisdom, "If the young are not initiated into the village, they will burn it down just to feel its warmth."

Champion Men pass on blessing, not pain. They break cycles of abuse. They make sure that whatever bad has gone before them stops with them. **The current generation of men form the foundation on which the future generation of men stand and build.** Champion Men make sure that this foundation is solid.

"Men are designed to live with a sense of connection to their ancestors. They want to feel they are living out a commission from their fathers. Whether they realise it or not, they want to be sent into the future, to know the importance in their lives that comes from heritage, tradition, and a generational purpose. In short, they want to belong to their ancestors in ways that liberate them and give their lives deeper meaning." – Stephen Mansfield.

Champion Men also show girls and younger women that true masculinity is a place of safety where women are valued, protected and treated as equal partners in co-creating a beautiful world.

NOT ONLY DO THEY TEACH YOUNGER MEN

HOW TO BEHAVE, BUT THEY TEACH


YOUNGER WOMEN WHAT TO ACCEPT

AND NOT TO ACCEPT FROM MEN.

By modelling good masculinity fathers teach their daughters how valuable they and all women are and to **not tolerate anything that makes them feel disrespected or 'less than'.**

FOR MEN WHO GREW UP WITHOUT A FATHER HERE IS SOME
LIFE CHANGING ADVICE:

**“BE THE MAN
YOU WISH YOUR
FATHER WAS,
AND YOU WON’T
HAVE TO KEEP
SAYING, ‘BUT MY
FATHER WASN’T
AROUND’.”**



6 CHAMPION
MEN
MAKE THE
WORLD
A BETTER
PLACE

BROTHER, YOU CAN MAKE THE WORLD A BETTER PLACE.

There's a reason you were born at this time and in this place! You have a purpose and that purpose is good. You have the power to improve the lives of everyone who knows you – your family, friends, employer, employees, colleagues and community members. Make a commitment to add value in every area of your life. Be a blessing to the world and to everyone you meet. Use your strength well, take responsibility, define yourself by your character instead of image or possessions, build a Band of Brothers and get actively engaged in building the next generation. If you do you will help create a beautiful world in which our mothers, sisters and daughters are safe and free. And you will be remembered as a great man who made a difference.

CHAMPION MEN ADD VALUE TO THE WORLD.

THEY MAKE SURE THE WORLD IS A BETTER PLACE BECAUSE THEY ARE IN IT.

Here are two keys to help you make the world a better place:

1. GIVE MORE THAN YOU TAKE

There are two types of people in the world: takers and givers. Takers remove value from the world instead of adding value to it. They are always looking for what they can get. They are happy to receive whatever you are willing to give but when it comes to giving of themselves they are nowhere to be found. They are the kind of people who visit you and leave your fridge empty and your house in a mess.

Champion Men are the opposite – they are givers. They are more concerned about what they can give than what they can get. They don't just live for themselves but add value wherever they go. They believe that it is better to give than to receive. This is true *ubuntu* and it is something Champion Men practise daily.

If every man was a giver we would live in a safe and prosperous world.

Martin Luther King made it very clear when he said, ***“Every man must decide whether he will walk in the light of creative giving or in the darkness of destructive selfishness”***. The world is crying out for men who will give of themselves, their time and their resources to build families, society, people and the future.

2. FIND AND LIVE YOUR PURPOSE

There is no-one on earth quite like you. You have a unique set of gifts, talents and passions. And there is a reason for that – you have a purpose to fulfill in life. Our gifts are given to us to bless the world and make it a better place. Finding your purpose can be a long journey but it is a journey worth taking because you have something special and beautiful to give the world.

The clue to finding your purpose lies in three things:

- » What you are **passionate** about
- » What **means a lot** to you
- » What you are **good at** doing

Dig deep and find your purpose. Then work hard to fulfill your purpose and be the gift to the world that you were born to be. That is what Champion Men do!

CHAMPION MEN ADD VALUE TO EVERY ROLE AND RELATIONSHIP.

CHAMPION FATHERS LOVE AND EQUIP THEIR CHILDREN **FOR SUCCESS AND HAPPINESS.**

CHAMPION CITIZENS BUILD THEIR **COMMUNITIES AND COUNTRY.**

CHAMPION BROTHERS SUPPORT AND **ENCOURAGE THEIR FRIENDS.**

CHAMPION HUSBANDS **HONOUR AND PROTECT THEIR WIVES.**

CHAMPION POLITICIANS SELFLESSLY SERVE THE **PEOPLE THEY REPRESENT.**

CHAMPION BUSINESSMEN IMPROVE THE LIVES OF THEIR **STAFF AND CUSTOMERS.**

CHAMPION EMPLOYEES GIVE THEIR **BEST TO THEIR EMPLOYERS.**

Champion Men value all people equally and treat others the way they would like to be treated themselves. They treat every woman as they would like their own daughter, sister, mother or wife to be treated. They treat every man as they would like their own son, father or brother to be treated.

Ask yourself how you are making the world a better place.

- » **AS A HUSBAND OR BOYFRIEND**, is your partner happy, flourishing and fully empowered by you? Does your partner feel emotionally safe, secure, loved and cherished?
- » **AS A FATHER**, are your children happy, whole and free? Are you emotionally available to them? Do you know them, see them, spend time with them, affirm them, teach them, provide for them, give them your best?
- » **AS A SON**, do you make your parents proud? Do you treat them with kindness and respect? Do you spend time with them if you can, and speak to them often?
- » **AS AN EMPLOYEE**, are you trustworthy and hardworking? Are you honest and reliable? Do you give your best in the time you are at work?
- » **AS A CITIZEN**, are you a community builder? Do you make your neighbourhood a safer, cleaner, better place? Do you abide by the law and treat others as you would like them to treat you?
- » **AS A MAN**, do people feel safe in your presence? Do they feel encouraged and supported by you?

AS A CHAMPION MAN MAKE A COMMITMENT TO:

BRING ORDER WHERE THERE IS CHAOS
BRING PEACE WHERE THERE IS CONFLICT
BRING SAFETY WHERE THERE IS FEAR
BRING JOY WHERE THERE IS SADNESS
BRING HOPE WHERE THERE IS NO HOPE
BRING COMFORT WHERE THERE IS PAIN
BRING LOVE WHERE THERE IS HATRED
BRING FORGIVENESS WHERE THERE IS ANGER

**“WHEN
YOU’RE GOOD
TO OTHERS,
YOU’RE
BEST TO
YOURSELF.”**

- BENJAMIN FRANKLIN

CHAMPIONS IN ACTION

COMMIT TO THE CHAMPION VIRTUES.

Brothers it's up to us to make this world a safer, better place.

It's not up to the government or the police force or business, **it's up to us.**

All of us. And by reading this far you are clearly a man who wants to make a difference. This section will show you how!

THE CHAMPION VIRTUES ARE THE FOUNDATION OF TRUE MASCULINITY.

They are values in action. They are love, respect, goodness and kindness made tangible. They are equality translated into reality. They are what will build our future.

It's not the police or justice system that will make women and children safe; it's the virtue of the men they live and work with. It's not the excellence of our political system that will build a great nation; it's the virtue of the politicians who run the system. No matter how good our schools are, if the teachers and administrators in the school lack virtue, the learners will not get a good education. No matter how much security we put up around our homes, if the men inside the homes are not virtuous the people living there will not be safe. It's not the vows a man makes when he marries a woman that build a safe and happy home; it's the virtue of the man making the vows. More important than the policies and procedures our companies put in place is the virtue of the people implementing the policies. **No amount of policing will help keep a woman safe who is living with a man without virtue.**

It takes more power to give than to receive, more skill to build than to break down, more intelligence to create than to destroy, more courage to share your feelings than to hide them, more strength to control yourself than to do whatever you feel like doing.

Being a virtuous man doesn't mean you need to stop being strong and competitive, it means you use your strength and competitiveness with love.

The greatest men are men with **virtue**.

They are the men who are remembered long after they leave this world, who leave a legacy, whose mothers speak of them with pride and joy. **These are the champions of our world. And you can be that champion!**

CHAMPION MEN:

CHOOSE TO BUILD, **NEVER DESTROY**

CHOOSE LOVE **OVER POWER**

CHOOSE TO SERVE AND **NOT CONTROL**

CHOOSE TO GIVE MORE **THAN THEY RECEIVE**

CHOOSE TO BUILD FRIENDS, **NOT MAKE ENEMIES**

CHOOSE CHARACTER **OVER CONVENIENCE**

CHOOSE PURPOSE **OVER COMPLACENCY**

THERE'S A GREAT SAYING THAT GOES, "MAYBE YOU ARE THE LEADER YOU'VE BEEN WAITING FOR".

Commit to the Champion Virtues by taking these two life and nation changing actions:

1. START WITH **YOURSELF**

Get an idea of how your life matches up to the Six Champion virtues by completing the Champion Virtues Assessment below.

Be honest with yourself as you respond to the 18 statements in the assessment and ask for the input of friends and family to make sure you get an accurate picture of where you are. This will help you see where you need to need to change and improve to really start living the Champion Virtues.

Champion Virtues Assessment

Give yourself a score on each of the below statements:

1 = Not True | 2 = Sometimes True | 3 = Mostly True | 4 = Always True

CHAMPION VIRTUE	SELF-ASSESSMENT STATEMENT	SCORE 1-4
USE YOUR STRENGTH FOR GOOD	1. I have never harmed a woman or child with my words or actions and would never consider it	
	2. I always take action when bad is being spoken or done	
	3. My actions are always guided by love	
NURTURE YOUR FIELDS	4. I look after my physical, mental and spiritual health	
	5. I take good care of all the people in my life	
	6. I don't blame or complain, I take full responsibility for my life	
DEFINE YOURSELF BY CHARACTER	7. I don't judge myself or others by image or possessions	
	8. I am always able to control my anger and desires	
	9. I always keep my word no matter what	
BUILD A BAND OF BROTHERS	10. I honour the brothers in my life with my words and actions	
	11. I am not afraid to share my struggles and vulnerabilities with my close friends	
	12. I stand by my friends no matter how tough it gets	
MENTOR THE NEXT GENERATION	13. I am the kind of man I'd like my daughter to marry one day	
	14. I am a good father (if applicable), mentor and role model	
	15. I have mentors in my life who inspire me to do good	
MAKE THE WORLD A BETTER PLACE	16. I give more than I take in my life and relationships	
	17. I am doing everything in my power to build a life of meaning and purpose	
	18. I treat every person with respect and make them feel good about themselves	

The goal is to get as many 4's as you can. **If you got a rating of 1 or 2 for any of the statements, then those are areas you need to work hard on.** Commit to changing your life so that you will be able to get a 4 for every statement.

2. FORM A BAND OF BROTHERS

Find a few good men who would like to take the champion journey with you. You may start off with just two or three men or as many as ten, but get together and get started. Once you have identified the men you would like to include in your Band of Brothers, set aside a few hours to work through these four steps. Put your phones on silent and make sure you will not be disturbed during this sacred time.

STEP ONE: MAKE A COMMITMENT TO EACH OTHER THAT WHATEVER IS SHARED IN THIS GROUP WILL STAY IN THIS GROUP. Promise each other that you will listen with respect and will not judge anyone or anything that is said. It is crucial that you are able to trust each other fully – you are going on a very important journey together and your support of each other physically and emotionally is the foundation of that journey.

STEP TWO: TAKE TURNS TO HONOUR EACH OTHER. Give every man in the group an opportunity to be honoured by the other men in the group. Do this by thinking of the good things that you see in that person, things that you like, admire and respect. Then tell that brother what you see. This will be a huge encouragement to each of the men and will be the starting point of forming a group of men who will do great things together.

STEP THREE: GIVE EACH MAN IN THE GROUP 15 MINUTES TO SHARE HIS LIFE STORY WITH THE REST OF THE GROUP. Encourage honesty, openness and vulnerability. Encourage each man to share his emotional journey growing up, the things he struggled with, the things that hurt him, inspired him, discouraged him and taught him. You may find that the men will start with experiences that are not too emotional and that's okay, but as the group grows in trust, encourage each other to be more open and vulnerable. It's easy to share the victories and the good things but it's very important to share the deep struggles of the heart and soul.

STEP FOUR: STAND TOGETHER AND ASK EACH MAN IN THE GROUP TO MAKE A COMMITMENT to living the six Champion Virtues by reading the Champion Virtue Pledge at the end of this booklet out loud. Commit to helping each other to do this. This will mean both encouraging each other when you get it right and calling each other out when you get it wrong.

This initial meeting is just the start of your journey as a Band of Brothers. Get together after this regularly, at least once a week, to discuss the Champion Virtues and how you are doing. Get into the habit of honouring each other, sharing your struggles with each other, holding each other accountable and supporting each other. Make it an ongoing habit until it becomes a natural thing for all of you to do.

NOW TAKE THE NEXT BIG STEP AS A BAND OF BROTHERS: find or create a project in your community where you can combine your strength and resources and commit to making a difference. It may be cleaning up an area, making a local school safer, helping elderly people, mentoring younger men ... the list is endless. Be creative, identify a need and take action. You can combine the ‘taking action’ project with your ongoing discussion about how you are each doing in living out the Champion Virtues.

Champion Virtues Action Chart

Here is a reminder of some of the actions you can take to get started. There are many more so don't stop with these.

CHAMPION VIRTUE	CHAMPION ACTIONS
1. USE YOUR STRENGTH FOR GOOD	<ul style="list-style-type: none"> » Make a commitment to never be passive or aggressive » Get rid of any destructive habits » Make sure that people feel and are safe in your presence » Always take action when you see bad being spoken or done
2. NURTURE YOUR FIELDS	<ul style="list-style-type: none"> » Keep yourself in good health – mind, body and heart » Care for the people and things in your life » Take responsibility for every area of your life » Stop blaming and complaining – take your power back
3. DEFINE YOURSELF BY CHARACTER	<ul style="list-style-type: none"> » Don't judge yourself by image or possessions » Be true to your values – never compromise » Keep your word even when it hurts » Exercise self-control
4. BUILD A BAND OF BROTHERS	<ul style="list-style-type: none"> » Honour the men in your life » Be a great brother to other men » Be open and vulnerable to close brothers » Allow others to speak into your life
5. MENTOR THE NEXT GENERATION	<ul style="list-style-type: none"> » Model a good life » Teach and coach younger men to be good men » Find good mentors for your life » Be a great father, mentor and role model
6. MAKE THE WORLD A BETTER PLACE	<ul style="list-style-type: none"> » Make a decision to give more than you take » Add value in every situation and relationship » Treat every person with respect and dignity » Find your purpose and live it

AS A CHAMPION MAN

I, 

COMMIT TO LIVING **BY THESE 6 VIRTUES:**

USE MY STRENGTH FOR GOOD

NURTURE MY FIELDS

DEFINE MYSELF BY CHARACTER

BUILD A BAND OF BROTHERS

MENTOR THE NEXT GENERATION

MAKE THE WORLD A BETTER PLACE

SIGNED: 

WITNESSED: 

DATE: 