

# Standards Brief: Standards That Endure

Abraham of London - 13 Oct 2025



import \* as React from "react"; import ResourcesCTA from "@components/ResourcesCTA"; import { Rule } from "@components/utlis";

```
<>
  <ResourcesCTA title="Standards Pack" downloads=[
    { href: "/downloads/standards-brief.pdf", label: "Standards Brief (PDF)" },
    { href: "/downloads/leaders-cue-card-two-up.pdf", label: "Cue Card (Wallet Size)" },
  ] />
```

```
<Rule />
```

## ## The 5 Standards That Endure

### \*\*1. Sovereignty\*\*

```
<blockquote>
  Own your outcomes. Blame is weakness. The fight is won or lost in your internal
</blockquote>
```

### \*\*2. Discipline\*\*

Master your time, your space, and your word. Chaos is costly. Non-negotiable daily rhythm.

### \*\*3. Truth\*\*

Speak plainly. Do not lie, excuse, or equivocate. Truth with tenderness is the only form of courage.

### \*\*4. Presence\*\*

Be here now. Listen with your eyes, not just your ears. If you must be present, be present *on purpose*.

### \*\*5. Legacy\*\*

Build what lasts. The measure of a man is his son's character, not his quarterly results.

```
<Rule />
```

## ## The Charge

The world does not reward principles; it rewards performance. But performance without principles does not endure. Choose end

```
</>
```

);