



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

<>
  <ResourcesCTA title="Principles: Full Pack" downloads=[
    { href: "/downloads/principles-for-my-son.pdf", label: "Principles for My Son (PDF)" },
    { href: "/downloads/principles-for-my-son-cue-card.pdf", label: "Cue Card (Wallet Size)" },
  ] />

  <Rule />

  ## The 12 Standards

  1. **Truth:** Speak plainly. Do not lie, excuse, or equivocate.
  2.  **Order:** Master your time, your space, and your word. Chaos is costly.
  3.  **Labour:** Work with excellence. Do not need to be managed.
  4.  **Altar:** Worship daily. God examines your household first.
  5.  **Courage:** Act with conviction. Fear is control's currency.
  6.  **Brotherhood:** Defend your man. Speak life, not slander.
  7.  **Sovereignty:** Own your outcomes. Blame is weakness.
  8.  **Grace:** Show mercy. Forgive fiercely and quickly.
  9.  **Stewardship:** Rule your money. Do not love debt.
  10. **Tone:** Lead with kindness. Never use sarcasm or contempt.
  11. **Legacy:** Build what lasts. The measure of a man is his son's character.
  12. **Presence:** Be here now. Listen with your eyes.

  <Rule />

  ## The Charge

  The world does not need another talented man; it needs another **principled man**. This is the standard.

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);
```