

STYLELIFE ACADEMY

Principles for Personal Growth Mission

Guiding Principles for Personal Growth

By DJ

As I embark on this project, I first need to reflect on my own guiding principles.

Some believe the way to teach another to do anything related to social interactions is simply to give them a bunch of tools. Sure, the tools are great and they do work, but if they are accompanied by an emptiness inside, the result is massive self-sabotage and a tendency to move away from yourself rather than towards a deeper self understanding. This can lead to a programming of the unconscious with negative characteristics that can actually reinforce behaviors that people are consciously attempting to move away from.

To me, the notion of expending a lot of effort to learn social relations as a "skillset," whether that means "picking up women," learning to "work a room," or learning how to get through a job interview with flying colors is not as productive to the overall growth of one's life as becoming the type of man who enjoys real connections with other people on all levels. I've worked with countless guys and one thing I've noticed is that many who are simply chasing tail eventually end up disappointed later. So they go out and chase more. When they realize this chase isn't bringing the fulfillment they really want in life, some of them end up becoming frustrated with or angry with women which makes the situation immeasurably worse. I see this as a dangerous cycle for a man and his personal growth. It is a fairly simple process to seduce and have sex with a girl only to lose her quickly, but, I believe, it's a more worthwhile path to become the type of man who is living a creative, successful and happy lifestyle which is, inherently attractive to both women and other men (no, I'm not coming out of the closet)

I am an advocate of looking inward to become the type of man one wants to be rather than using all sorts of gimmicks, tricks, and shortcuts that lead to instant gratification with no long term benefits.

We are creating a program that goes far beyond just teaching men how to interact with women to helping them grow as people which, over time, will evolve into a program of self-discovery. This is a process, rather than a magic pill, and requires a deep investment in yourself and a commitment to process over pill. In other words, you must commit to the *process* of evolution rather than looking for a quick fix in the form of a magic pill, another seminar, or the latest gimmick. The journey is longer but the rewards are immeasurable.

Skills are important, however. Consider the following story:

A man who is getting in fights every weekend decides to enroll in a martial arts program. As he walks in and sits on the mat, the master approaches and says to him in a soft, gentle, almost angelic voice: "You must come to realize the truth that these conflicts you are having with other people are actually conflicts with your own self....as you realize that, the conflicts will dissolve and your life will become more harmonious."

Ultimately, what the master is saying is true. The young student now has three options:

- 1) Simply accept the master's admonition at face value and see his interactions as a negative reflection of his relationship with himself.

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- 2) Leave and go to another school where he can learn to "Kick ass," forgetting the master's admonition in favor of an easier and more seemingly "macho" thing to do.
- 3) Learn the fighting skills as a vehicle towards growth and commit to the process of change through the master's lessons as a means to attain the state of enlightenment poetically described and embodied by the master.

It is this third path to which I have committed my life and to which I will offer whatever I can to others.

Listed below are some of the guiding principles I follow in my journey of self-improvement. But, first, a personal affirmation:

I am a person who is comfortable presenting who I am to the world, confidently.

As part of confidently presenting myself to the world, I believe the following assertions to be true:

1. I believe in finding a middle path of balance.
2. I believe that feelings of chemistry can be created in another person by displaying certain qualities, however "natural" chemistry is deeper, more genuine, longer lasting and much easier.
3. I believe it is important to cultivate a creative, happy, and successful life.
4. I believe we should strive to break the desperate loop of chasing after more and more, never to be fulfilled.
5. I believe in connecting with core values and conveying them to others via story telling. Be picky...choose the women you want in your life based on your values... The power of real choice.
6. I believe in the power and harmony of positive emotions and being connected to self and higher vision.
7. I believe in having genuine compassion and interest in others and living from a space of non-neediness where you can do *for* others genuinely without doing it because you are seeking approval *from* others.
8. I believe in facing and transforming insecurities through looking inward to create more self esteem, authentic confidence, and true personal power.
9. I believe we have a limited number of moments in life and can choose to fill them however we want. Each one is an opportunity to enjoy life and humanity. If we really connect with them, we can have a much richer experience.
10. I believe I am different from the rest and this will be conveyed naturally by being who I am, living my path, and not trying to be different. When necessary, I can use intelligent tactics to set me apart but these do not need to nor should be a part of every interaction I have.
11. I believe that fear is what creates the insecurity that causes people to hide behind a persona or facade. Transform the fear and you transform your life.
12. I believe that true confidence comes from:
 - a. A sense of knowing and accepting who you are and what your values are.
 - b. A humility that allows space for you to constantly grow.
 - c. An ability to accept others for who and where/how they are without judgment.

Finally and perhaps most importantly, I am committed to my personal spiritual practices, a lifelong path, as my means of attainment...

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