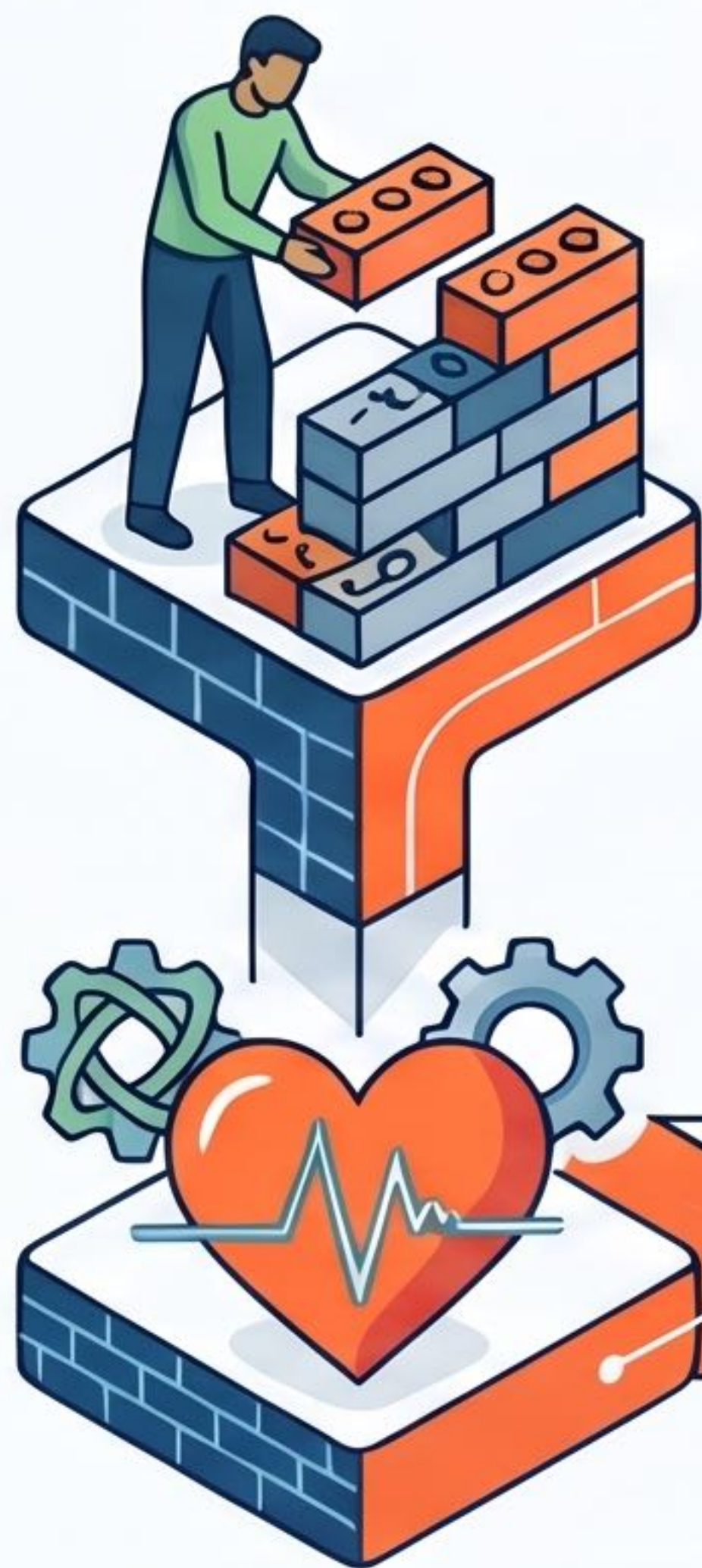


The Words That Move Men: From Preparedness to Exhortation

THE FOUNDATION OF PREPAREDNESS



Preparedness is Built on Bricks

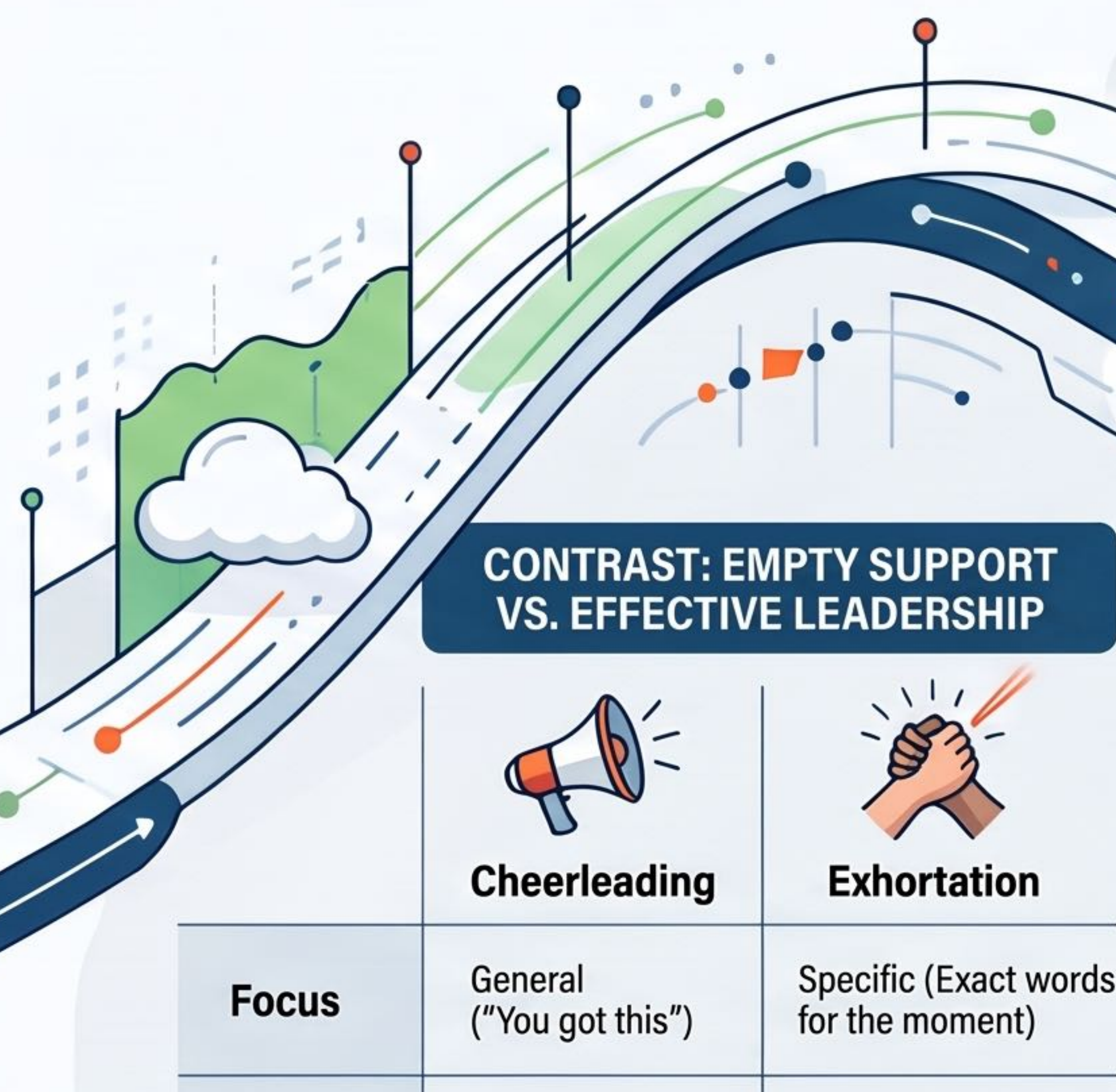
Daily, unglamorous drills are the only way to be ready for unexpected threats.

Love is the Accelerant

We get ready because of the people who need us to fight for them.

Avoiding the "Stall Point"

Most men fail at the halfway point when they feel they are alone.



CONTRAST: EMPTY SUPPORT VS. EFFECTIVE LEADERSHIP

	 Cheerleading	 Exhortation
Focus	General ("You got this")	Specific (Exact words for the moment)
Cost	Free and safe for the speaker	Costs relational capital and standing
Result	Makes the man feel better	Moves the man through the wall

THE ART OF EXHORTATION



Specificity Over Cheerleading

Real exhortation is often six specific words, not a general locker-room speech.

The "Was-Now" Bridge

Share where you were, what happened, and where you are now to build empathy.



Encouragement on Steroids

True leadership rejects excuses and pushes men to breach obstacles they think are unscalable.