



**GOLDEN EDGE : ELITE UNIVERSE
GOVERNING PRINCIPLES**

***HERE
BEGINS
GREATNESS
BEGINS
HERE***

COMMITMENT
is the process that grows
DREAMS

HUMILITY
is the soil that grows
GREATNESS

Each member of the GOLDEN EDGE ELITE UNIVERSE is humbly committed to the following principles and ideals.

PRINCIPLE: a fundamental truth or proposition that serves as the foundation for a system of belief or behavior or for a chain of reasoning.

IDEAL: a principle to be aimed at representing one's abstract or hypothetical optimum.

COMMITMENT: the state or quality of being dedicated to a process or set of principles long after the initial excitement motivated one to take the first step. Commitment is a repeated decision to stick with a project, idea, relationship, or goal. Commitment is often inconvenient. Commitment is the difference between dream and fantasy.

HUMILITY: the state or quality of being free of pride and arrogance. Humility is a modest view of one's own importance. Humility is not making life about self. Humility is the true measure of greatness.

PEOPLE & THINGS

- People are to be valued.
- Things are to be used.

CHARACTER & ACTION

- Character is manifest proven by our actions.
- Actions are our character on display.

COMMITMENT & HUMILITY

- Commitment is the key path to finding the purpose and the plan for a life that will scale.
- Humility is the key path to finding the joy and peace for a life that will scale.

INTEGRATION & HEALTH

- Integration (True Integration) leads to optimal health in all systems wherein it exists in its fullest adoption and application.
- Healthy people, families, organizations and businesses view themselves as a system which share a common goal and all actions serve that common goal.

CONTRADICTIONS & HARM

- Contradictions harm people.
- Contradictions harm relationships.
- Contradictions harm the environment.
- Contradictions = Harm

WHY & HOW

- Why is the question you must ask and answer before you move onto How.
- How is the next question you must ask and answer in the fullest sense of the idea before moving onto the what, when, and where.
- What, When and Where will just magically emerge once you have answered the Why and How.



The **GOLDEN EDGE : ELITE UNIVERSE** is based on a single core idea that individuals are responsible for their choices. Individuals are not responsible for other's choices. Individuals are responsible for their choices. This is not something to feel weighed down by but something to feel as a source of encouragement and empowerment.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to connect to the hearts and minds of our readers.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to equip, empower, and encourage the hearts and minds of our readers.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to encourage our readers to commit to personal health in every area of their lives: mental, physical, spiritual, and emotional.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to excite our readers into taking action to create adventures in their lives through making plans and committing to setting outrageous goals for their lives that are worth working toward.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to create a mindset of learning, having fun, and making a difference in one's personal world specifically and the larger world in general.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to create a mindset of love and reconciliation. Personally learning and embracing the ultimate super-objective of life.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to create a mindset of how to view the world and to accept that truth is a progressive process that works toward discovering absolute truth which is fixed and immovable.



GOLDEN EDGE : ELITE UNIVERSE

4

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to reflect the realities of the world and embracing the absolute truth that our battle is not with flesh and blood (other people). Our battle is with our real enemies our own flesh and blood, the world system, and the devil (principalities and powers).

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to create archetypes, who do the right thing because it's the right thing, that our readers can relate to and project themselves into when needing to navigate the day to day realities of life as well as the big moments in life.

The **GOLDEN EDGE : ELITE UNIVERSE** is NOT DESIGNED to be salesy, dogmatic, or preachy.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to help our readers to view our products and services as ongoing reminders of the adventurous life they were created to live.

The **GOLDEN EDGE : ELITE UNIVERSE** is designed to connect ourselves and our readers to the deeper callings in life. To inspire the next generation of dreamers, designers, architects, engineers, and builders. To create a generation of leaders that move the world toward a better reflection of the original image in which we were each created.