

Direct and brutally honest, Rafa Conde debunks the myth of toxic masculinity. Men have become soft and lost their warrior spirit. He shifts the paradigm and enables men to embody the warrior spirit in business and life.

**REDEFINING THE 21st CENTURY MAN:
Principles and Disciplines to Unleash The Warrior Within**
By Rafa Conde

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REDEFINING THE
**21ST CENTURY
MAN**

PRINCIPLES AND DISCIPLINES
TO UNLEASH
THE WARRIOR WITHIN

RAFA CONDE

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INTRODUCTION

First and foremost, I want to thank God for giving me the vision, the resiliency, and the opportunity to write about a subject that has become my life's mission. In my soul I feel I am doing what God intended me to do.

My wife, Rachel, has been the rock of our family. She has endured and supported my journey, many times walking side by side with me. Sleepless nights, sixteen-hour workdays all resting on a vision to create something that will change lives forever.

Her selfless attitude afforded me the time to sit down and put my thoughts into a book format. Two years and five months later, this book was born.

To my mentors and teachers, thank you for the knowledge you have instilled in me. So much of your teaching is contained within this book.

Finally, a big shout-out to the Men of War Society, a brotherhood of amazing men. You inspired me to turn on my afterburners and sprint to the finish line writing this book.

When I sat down to write this book, I had a goal in mind: to outline pragmatic and philosophical principles that would transform a common man into a man of war, a warrior.

Here, I share my philosophy and my interpretation of who the 21st century man is in mind, body, and spirit. How he achieves success, overcomes failures, conducts himself, and lives with purpose. I will cover the fundamental truth of why I view life through the lens of a warrior.

I envisioned the 21st century man as much different than what we are seeing in our society now. To redefine the meaning of a

man is a large undertaking, but I am up for this challenge. What I write in these pages comes from my heart and from a place of hope. A hope that men who read this book will use the principles to become stronger fathers, husbands, leaders, and visionaries, ultimately finding their true purpose.

The 21st-century man can no longer be weak and timid. He cannot be trapped in the chambers of his own mind, and he can no longer live in fake bravado or in the turmoil of fear. He must arise a warrior! A man of war, a man of action, and, ultimately, a warrior king.

Men of war serve for a higher purpose and lead from the front. These men exhibit resiliency and a mental toughness that is very uncommon. They manifest virtues such as courage, honor, and decorum which have been long lost in our society. These men are modern-day warriors.

As I created the Man of War Paragon comprising the disciplines, principles, virtues, strategies, and ideals contained in this book, I realized that living by a code and key principles could change a man forever. The Man of War Paragon is essentially a primer for living life as a man of war. It is used to help guide men within the Men of War Society, a private brotherhood of 21st century men which I founded in 2018.

There have been several books written about masculinity and how to be a “better man.” I did not want this book to be just another “*man book*.” My philosophy of manhood is not just about being a provider and a good husband and father. It goes much deeper than that. It’s about igniting the warrior spirit in a man’s soul and changing his perspective of himself and the world

around him. In essence, it is about finding himself first and foremost, then serving for a higher purpose.

My purpose in writing this book is to redefine the man in today's world and create a code that every man can live by. A framework for life. Not just any code or ethos, but one that embodies the most important virtues and disciplines that have been used for thousands of years by the most elite warrior cultures.

Both Stoic and Zen philosophies are interconnected in the Man of War Paragon. These are the fundamental philosophies of living a warrior life. Zen is interested in cases where logic fails, and questions do not have clear answers and the limitations of the logical mind in attaining enlightenment or a higher level of consciousness. Stoicism, on the other hand, is more interested in how far logic can be taken to solve problems. The deeper I dug into these philosophies, the more their similarities became apparent.

Contained within the pages of this book, you will find interpretations of powerful principles, ideals, and philosophies that have been used successfully by warrior cultures such as the Knights Templar, Spartans, samurai, and several others. It's not enough to hypothesize about these ideals; we must be proactive and manifest them into our daily life. This is how warriors do it.

As you read through the chapters of this book, you will notice that I use the words *21st century man* and *man of war* interchangeably. This is because at his highest levels, the 21st century man is a man of war. An elite version of a man.

While this book is focused on men, it is not limited to men. Women can also integrate many of the principles into their lives with great success.

Let me give you my definition of a man of war. He is modern day warrior who is mentally, physically, and spiritually battle-ready for the combat of life. He exhibits distinct courage in the face of evil. He is a gallant man who lives by an exemplary code of conduct and serves for a higher purpose. As a visionary, he is in relentless pursuit of excellence; victory over himself is the only acceptable outcome. He embraces life yet is keenly aware that it can be taken from him at any moment. Discipline is his freedom and compassion his power. He constantly strives to become a better version of himself so he may be a transcendent protector, husband, father, and leader.

Years ago, the warrior cultures became a lifelong obsession for me. While the samurai fascinated me the most, I soon discovered other warrior cultures such as the Knights Templar and the Spartans. I absorbed book after book in search of secrets, philosophy, strategies, and stories that would propel me to that next level. Warriors were people who defended the weak, showed compassion, and were bad-ass fighters. While many consider the warrior to be obsolete and archaic in this day and age, I completely disagree. It is my argument that while life has changed dramatically over the last few centuries, the code warriors live by, their mindset, philosophy, and strategies can be implemented in today's world. Not just for combat but in fall facets of life.

Warriors of old would constantly prepare themselves for battle. That was their primary objective. They honed their skillset

and mindset daily in preparation for combat. They lived a vigorous way of life that had purpose: to protect their families, their kingdoms, or their empires, and to serve a higher power.

The old world is congruent with the new world in many ways. In ancient times battles were personal, gritty and in your face. You could feel the vibration of the enemy's steel sword clashing with your shield. These may be metaphors for today's world but very similar to the struggles, challenges and twists life throws at you. The impact of the sword is the wrath that life can throw at you unexpectedly. People are people. From a physical standpoint, they have not changed much, but it is another story when we talk about mindset. Our surrounding environment has also changed dramatically. The need to hunt is basically nonexistent; everything is given and received at the push of a button. No one really needs to exert themselves. The downfall of warrior-minded people in our society started when the hunting instincts embedded in our DNA were lost or should I say destroyed.

From a perspective of a warrior-minded man, the world has changed dramatically. A code of conduct that includes honor, bravery, and gallantry might now be considered a quaint and outdated ethics system. Nothing could be further from the truth. As humans we thrive on structure, and ethics is the glue that holds humanity together.

For many, the word *warrior* is synonymous with *cool* or *bad ass*. It's used to describe anyone who's beaten struggles in their lives. The gym rat pushing an extra set, the mom working overtime, the man who beat cancer, etc. Although these people have tremendous resiliency and strong minds, which are

components of the modern-day warrior, those virtues on their own do not make someone a warrior. There are many other components that make up a warrior, as you will learn in this book.

When we discuss the essence of warriorhood, people tend to think immediately of soldiers and cops running toward the sound of gunfire. While mental toughness, discipline, teamwork, and courage are developed through participation in the military and law enforcement, that's not the only way. I am here to tell you that men who have never held a gun in their hands can still pierce the veil and walk into the warrior's domain. There is much more than mental toughness, discipline, and carrying a gun to the modern-day warrior. A modern-day warrior must live by an exemplary code of conduct across all facets of his life. We can throw words like *honor*, *integrity*, *sincerity of heart*, and *mental fortitude* out there all day long, but living within this code is an entirely different prospect. You see, a modern-day warrior must wear different hats at different times. He is not just a combatant, a fighter; he has to learn the ways of everyday life. To be a father, husband, mentor, visionary, and leader.

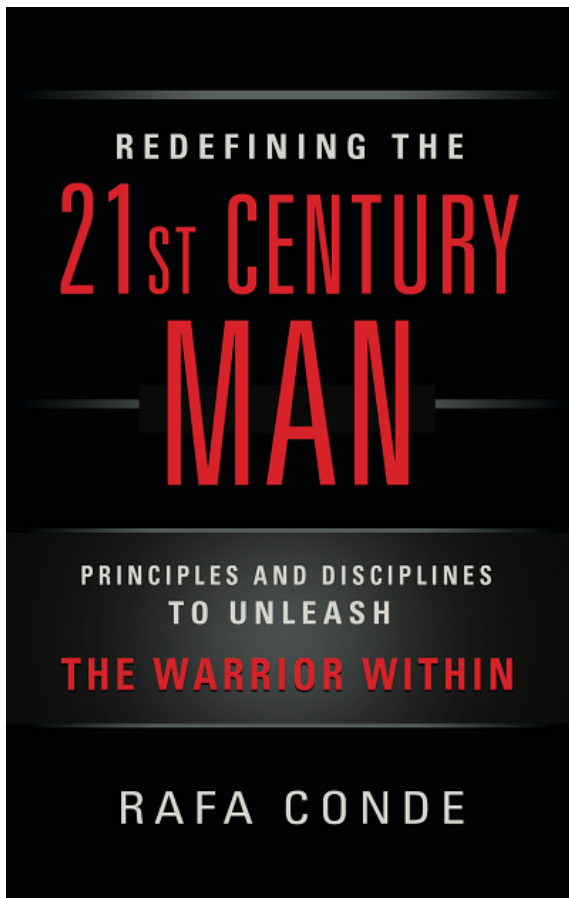
Our society has thrown away the core principles that make up a warrior and traded them for weakness and entitlement. Most of the men sound like whiny little bitches nowadays. They are heartless and spineless. These same men have taken a back seat to leadership and have become puppets of a woke culture.

This is why I wrote this book: to reignite the warrior spirit in our world. I am hoping that you will integrate the principles highlighted in this book into your life. Speaking of highlights, this book is worthless unless you highlight, underline, and dog-ear

Redefining The 21st Century Man

the pages. It should be a reference guide after you read it. Go back to it often. If you want a pretty copy to add to your bookshelf, then purchase another one. That is what I typically do.

My hope is that within these pages you will find a framework to guide you to a life embodying the warrior spirit and redefining the 21st century man. I sincerely believe that if you manifest the principles contained in this book, your life will be changed forever.



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