

PRAUS

STRENGTH SURRENDERED

A leadership philosophy that develops stronger leaders — the capacity to carry more, the character to be trusted with it, and teams capable of carrying more together. Built by a leader shaped by agriculture, business, and the arena.

THE CHALLENGE

The world needs stronger leaders. Strong leaders who can be trusted.

The same three people make every hard decision. Accountability conversations get postponed until they become crises. Your best leaders are burning out because delegation feels riskier than doing it themselves. PRAUS develops strong leaders, healthier teams, and greater capacity — without making burnout the price of growth.

WHAT IS PRAUS?

An ancient word. A timeless principle.

PRAUS is an ancient Greek word commonly translated as meek or gentle — strength that has learned how it should be used, what it should serve, and when it must yield.

- **Power** with direction.
- **Strength** with discipline.
- **Authority** with responsibility.
- **Conviction** without ego.

THE LEADER

Can your strength be trusted?

PRAUS builds real strength first. Then it develops the character to steward it — because ungoverned by purpose, strength becomes a shadow.

- Control → **Drive**
- Ego → **Confidence**
- Micromanagement → **Empowerment**
- Isolation → **Collaboration**

THE PRAUS FRAMEWORK

Five principles. One developmental progression.

01

SURRENDER

Who holds the reins? I lead from purpose rather than ego.

02

SELF-MASTERY

Can I lead myself? I govern my reactions, habits, and choices.

03

STEWARDSHIP

What's entrusted to me? I take responsibility for my people and results.

04

STAND FIRM

What will I stand for? I hold the line when pressure comes.

05

STRATEGY

What will I do about it? I turn conviction into intentional action.

WAYS TO WORK TOGETHER

Keynotes

A powerful introduction to PRAUS for conferences and company events.

Workshops

Interactive sessions that turn principles into practical team habits.

Leadership Development

Ongoing programs that build lasting leadership behavior change.

Executive Coaching

One-on-one coaching built around what you're actually carrying.

"You can't talk your way into this trust. You earn it through character, consistency, and a willingness to do what's right — even when it's hard."

— JON ANDERSON, THE COWBOY COACH