

Building Men (and Women) for Others

Here is a summary of **Joe Ehrmann's** passion and mission:

Ehrmann's focus stems from his belief that our society does a horrible job of teaching boys how to be men and that virtually every problem we face can somehow be traced back to this failure. That is why he has developed a program called ***Building Men (and Women) for Others***. The whole purpose is to totally redefine what it means to be a man.

The first step is to tear down what Ehrmann says are the standard criteria ~ athletic ability, sexual conquest and economic success ~ that are constantly held up in our culture as measurements of manhood.

"Those are the three lies that make up what I call 'false masculinity'. The problem is that it sets men up for tremendous failures in our lives. Because it gives us this concept that what we need to do as men is to compare what we have and compete with others for what they have.

"As a young boy, I'm going to compare my athletic ability to yours and compete for whatever attention that brings. When I get older, I'm going to compare my girlfriend to yours and compete for whatever status I can acquire by being with the prettiest or the coolest or the best girl I can get. Ultimately, as adults, we compare bank accounts and job titles, houses and cars, and we compete for the amount of security and power that those represent.

"We compare, we compete. That's all we ever do. It leaves most men feeling isolated and alone. And it destroys any concept of community."

Ehrmann's solution ~ "*strategic masculinity*" ~ is based on only two things: relationships and having a cause beyond yourself.

"Masculinity, first and foremost, ought to be defined in terms of relationships. It ought to be taught in terms of the capacity to love and to be loved. It comes down to this: What kind of father are you? What kind of husband are you? What kind of coach or teammate are you? What kind of son are you? What kind of friend are you? Success comes in terms of relationships.

"And then all of us ought to have some kind of cause, some kind of purpose in our lives that's bigger than our own individual hopes, dreams, wants and desires. At the end of our life, we ought to be able to look back over it from our deathbed and know that somehow the world is a better place because we lived, we loved, we were other-centered, other-focused."