

THE WARRIOR ETHOS

Life Warrior Handbook

BEGIN HERE

A code for the life you live.

The Warrior Ethos is a practice: choose your values, put them into action, and return to them when life gets difficult.

You do not need a title, a perfect record or a particular background to begin. You might be finding your direction, building a business, creating something, or rebuilding after a setback. Start with the choices within your reach.

THE INSPIRATION

Bushido is often translated as the way of the warrior. Samurai values varied across eras and communities; there was no single timeless code followed by everyone. Modern accounts helped shape the idea we recognise today.[1]

This handbook offers Skill Luck Go's modern interpretation, drawing on virtues such as integrity, courage, respect and loyalty. Here, strength means acting responsibly, treating people well and following through. You can be determined, ask for help and change course.

SKILL

Practise what matters.

LUCK

Prepare for opportunity.

GO

Take the next useful step.

HOW TO USE THIS HANDBOOK

Read the five pillars on pages 3-7. Apply them to real situations on page 8, write your own code on page 9, then complete the seven-day challenge and reflection. Write in a printed copy or annotate your PDF.

[1] Historical context: Oleg Benesch, "Bushido, the way of the samurai warrior: between history and myth," Japan House London. The pillars, exercises and challenge here are our contemporary framework.

PILLAR 01 / INTEGRITY

Choose your code.

Let your actions make your values visible.

Integrity begins with the gap between what you say matters and what you actually do. Honesty asks you to tell the truth. Accountability asks you to take responsibility for your part. Honour grows from the way you handle both.

Choose standards you can explain in plain language: keep realistic promises, give credit, speak truthfully, and repair mistakes. A useful code guides small decisions as well as major ones.

WHEN IT GETS REAL

You promised a customer, teammate or friend something you cannot deliver on time. Contact them before they have to chase you. Explain what happened, own your part and propose a realistic next step. Then follow through.

> **A SIMPLE RESPONSE**
>
> **“I said I would do this. I have fallen behind. Here is what I can deliver, and when. Does that work for you?”**

TODAY'S PRACTICE

Choose one unfinished commitment. Complete it today, or contact the person and agree on a realistic new plan.

Where do my actions need to catch up with my words?

Make a promise you can keep. Keep it.

PILLAR 02 / DISCIPLINE

Practise your skill.

Build a routine that still works on an ordinary day.

Skill develops through attention, repetition and feedback. Motivation can help you start; a manageable practice gives you a way to continue. Pick a craft, habit or responsibility that deserves your effort.

Define a small session before you begin. Give it a time and place. Decide what “done” means. Protect the session from one predictable distraction, and review what you learned afterwards.

WHEN IT GETS REAL

You want to start a label, improve your art or learn a new skill, but research keeps replacing practice. Set a 15-minute session: sketch one concept, practise one technique or draft one paragraph. Finish a small piece of work and note one improvement.

> **YOUR MINIMUM PRACTICE**
>
> **After [a regular daily event], I will practise [one skill] for [a realistic amount of time] in [a specific place].**

TODAY'S PRACTICE

Schedule your next three practice sessions. Choose a minimum you can manage and prepare what you need for the first one.

What will I practise, and when will I begin?

Give your ambition a place in your day.

PILLAR 03 / COURAGE

Meet the hard moment.

Notice the pressure. Choose your response.

Courage can look like sharing unfinished work, having an honest conversation, asking for help or trying again after rejection. Self-control gives you room to choose how you act when emotion is strong.

When a setback lands, pause before replying. Name what happened without turning it into a judgement about your whole future. Separate the facts from your assumptions. Choose a step that fits the situation and your capacity.

WHEN IT GETS REAL

Your application, pitch or creative work is rejected. Let yourself feel disappointed. Then look for useful information: was the fit wrong, was something unclear, or does the work need development? Ask for specific feedback where possible, and choose what to revise.

> **THE RESET**
>
> **Pause. What do I know? What am I assuming? What is within my influence? What useful step can I take next?**

TODAY'S PRACTICE

Choose one manageable task you have been avoiding. Make the first step smaller, set a time and begin. If you need support, ask for it.

What does courage look like in my current situation?

Let the next step be small enough to take.

PILLAR 04 / RESPECT

Strength with respect.

Hold your standards. Recognise other people's dignity.

Respect shows in how you listen, disagree and respond when you have an advantage. Compassion asks you to consider what another person may be carrying. Both can exist alongside clear boundaries.

Loyalty deserves thought. Support the people and commitments you value, while keeping your judgement. Speaking up about harmful behaviour can be a responsible act of care. You can say no clearly and treat someone with dignity.

WHEN IT GETS REAL

A friend repeatedly asks for favours that leave you exhausted. Explain what you can offer and what you cannot. Keep the conversation specific: describe the request, your limit and an alternative if one is available.

> **A CLEAR BOUNDARY**
>
> **“I care about this, but I cannot take it on this week. I can help for 20 minutes on Friday.”**

TODAY'S PRACTICE

Practise one act of respect today: listen without interrupting, acknowledge someone's contribution, offer useful help or state a boundary calmly.

Where can I combine care with a clearer boundary?

Be someone others can trust with their dignity.

PILLAR 05 / PURPOSEFUL ACTION

Create your luck. Go.

Prepare well. Make room for opportunity. Act with intent.

You cannot control every outcome. Timing, access and circumstances affect what becomes possible. You can still develop your skills, build relationships and make your work easier to discover.

For Skill Luck Go, creating your luck means preparing for opportunities and taking sensible steps towards them. “Go” is the point where intention becomes action: a thoughtful message, a submitted application or a small test of an idea.

WHEN IT GETS REAL

You want your first creative collaboration. Prepare a few examples of your work, find someone whose work you understand and send a specific proposal. Explain the shared value and suggest a manageable first step. Respect their answer and keep developing your craft.

SKILL	LUCK	GO
What can I improve?	Where can I connect?	What can I do today?

TODAY'S PRACTICE

Choose one opportunity. Prepare something useful, then make one considered move towards it. Set a limit on the time or money you will risk.

What opportunity am I ready to move towards?

Prepare for the opening. Take the step.

PUT IT INTO PRACTICE

Your ethos. Real situations.

Use your code when the easy response and the useful response differ.

01 / WORK: A MISSED DEADLINE

You are behind and tempted to go quiet. **Choose integrity:** communicate early, own your part and agree on a deliverable you can meet. **Ask:** what information does the other person need from me now?

02 / CREATIVITY: FEAR OF SHARING

You keep polishing a project because you fear judgement. **Choose courage and skill:** share a small version with someone who can offer specific feedback. **Ask:** what do I need to learn from this version?

03 / RELATIONSHIPS: A HEATED DISAGREEMENT

You want the last word. **Choose respect and self-control:** pause, listen and describe the issue without attacking the person. If needed, agree to return when calmer. **Ask:** what outcome am I trying to reach?

04 / A SETBACK: BREAKING YOUR ROUTINE

You miss several days and feel like giving up. **Choose discipline and accountability:** review what got in the way, reduce the next session and restart. **Ask:** what adjustment would make this sustainable?

Which situation feels familiar? What will I do differently?

Your code becomes real through your response.

WORKSHEET / YOUR PERSONAL CODE

Write your warrior code.

Choose commitments you can recognise in your own behaviour.

Use your own words. Begin with three values, turn each into an observable action, and include a way to recover when you fall short. Keep your code realistic enough to use on a difficult day.

01 / The three values I want to live by are...

02 / I will show those values by...

03 / When I feel pressure, I will...

04 / When I break a commitment, I will repair it by...

05 / My minimum daily practice will be...

> **Example:** "I value honesty, discipline and care. I will communicate early, practise my craft for 15 minutes and listen before responding. When I miss a commitment, I will acknowledge it and agree on a repair."

SEVEN DAYS / ONE USEFUL ACTION A DAY

Put your code in motion.

Choose a start date. Adapt each action to your circumstances.

01 **CHOOSE**

Write your three core values. Turn one into a promise you can keep today.

Reflect: What action showed that value?

02 **PRACTISE**

Spend 15 focused minutes on one useful skill. Remove one distraction.

Reflect: What did I learn?

03 **FACE**

Take a manageable first step on something you have been avoiding.

Reflect: What made starting easier?

04 **RESPECT**

Listen carefully, acknowledge someone or set a calm, clear boundary.

Reflect: How did I show respect?

05 **PREPARE**

Improve one thing that makes you ready for an opportunity: a sample, skill or plan.

Reflect: What am I better prepared for?

06 **GO**

Make one considered move: share work, send a proposal or test an idea.

Reflect: What response or information did I gain?

07 **REVIEW**

Read your code. Review the week and choose one practice to carry forward.

Reflect: What will I repeat or change?

> Miss a day? Continue with the next action when you can. Use the interruption to learn what needs adjusting.

WORKSHEET / NOTICE YOUR PROGRESS

Track. Reflect. Adjust.

Record what happened, then choose what to carry into next week.

MY START DATE _____

DAY	FOCUS	DONE	ONE THING I NOTICED
01	CHOOSE	☐	
02	PRACTISE	☐	
03	FACE	☐	
04	RESPECT	☐	
05	PREPARE	☐	
06	GO	☐	
07	REVIEW	☐	

What am I proud of from this week?

What got in the way, and what can I adjust?

Which practice will I repeat next week? When and where?

MAKE PROGRESS VISIBLE

Record effort, learning and repair as well as outcomes. A useful week gives you information for the next one.

CARRY IT FORWARD

Wear the ethos. Live your code.

Let the principles travel with you into the choices ahead.

Skill Luck Go brings this handbook together around a simple idea: develop your skill, prepare for opportunity and take purposeful action. The clothing can remind you of that commitment; your choices give it meaning.

MY COMMITMENT

I will practise what matters, act with integrity and treat people with respect. I will meet challenges with courage, seek support when I need it and take responsibility for my next step. When I fall short, I will reflect, repair and begin again.

NAME _____ DATE _____

JOIN THE COMMUNITY

Share one lesson or action from your seven days and tag @skillluckgo. Share only what you feel comfortable making public.

EXPLORE SKILL LUCK GO

Discover the collection and carry a reminder of your code into everyday life.

skillluckgo.shop ↗

CONTINUE READING

For the historical background, read Oleg Benesch's "Bushido, the way of the samurai warrior: between history and myth" at Japan House London. This handbook's practical framework is a modern Skill Luck Go interpretation.

SKILL. LUCK. GO.

THE FOUNDER

“Skill, Luck and Go aren’t just words”

They are the blueprint for momentum.

Built in Sydney by **EJ Mansour**, founder and CEO of **Elias Collective**, home to three distinct streetwear brands, **Skill Luck Go®** was created for those who move with relentless purpose.



“I created Skill Luck Go® because an amazing, fulfilling life comes down to three simple elements: **Skill, Luck, and Go.**

Skill is what you build, earn, and sharpen every day. **Luck** isn’t chance - it’s what you invite by being prepared. And **Go** is pure courage - the force to act, even when you’re not 100% certain.

None of them work alone. Skill without Go stays hidden. Go without Skill burns out. Luck without either walks right past you.

Combine all three, and you become unstoppable in every facet of life.”

That is why Skill Luck Go® is more than apparel. Every piece is built to serve as a daily standard: show up, bring all three, and move forward.

EJ Mansour

CEO & FOUNDER