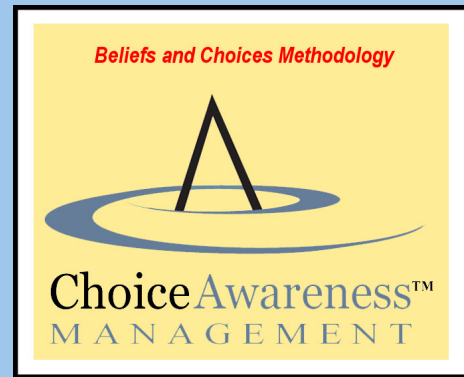


20-90-30: CAM Framework Foundation - Beliefs Creation

CAM Topic: “Personal Disciplines”



CAM Framework Foundation Universal Principles for Individuals and Business



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1. Product Background

This Choice Awareness Management product was created based upon years of practical program and project experiences working with customers and clients while engaging and enrolling dynamic staffs, teams and groups across multiple disciplines and domains.

They included implementations of various broad consulting engagements most commonly involving senior leadership, multiple project sponsors and related stakeholder community requirements for intermediate to complex business processes and enterprise based application(s) software solutions, either custom created or heavily modified.

Fundamental success criteria involved continuous interactive communications with these groups with inquiry, presentation, facilitation, negotiation and agreement for step-by-step advancement toward milestone results acceptance.



2. Beliefs Based Beginning Approach

Perspective

Answering
Uncommon
Questions
will
Give Insight



People pay hundreds, if not thousands of dollars a year to have **experts** tell them what they are doing **wrong and right**: usually the former is more acceptable to us!!!

Yet, many people already have some idea of what might be occurring: and some do not have a clue. Either situation is perfectly OK.

Our question is "**Does this sound familiar?**" Yes is the feedback we hear frequently.

Not surprisingly, many people connect with this **wrong** concept easily - our culture promotes this many times. However, we intend to concentrate your attention to the **right** of it, so it becomes a favorable practice which you perpetuate with regularity.

From our and others experiences, we **usually don't believe our own evidence**: it is clear and quite often right in front of us.

So, please don't be surprised when you see the evidence revealed or uncovered - be grateful and humble for it's delivery to you.

(**Wisdom Sidebar**) Be cautious though, since sometimes, it is false evidence because our beliefs about it are founded and/or based in unreasonable ideas, usually created when we were very young.

Importantly, we are going to ask you lots of questions - get ready and answer out-loud while you explore what's here for you.



A Few Guiding Principles

What you are about to experience is based upon years of gathering empirical and antidotal evidence from people and having them provide their feedback on what they considered important about the subject - in our case today it's about **Using Universal Principles in a On Purpose life.**

While it is not so important what other people think, it is **very important** what you **think and believe about your ideas** that really matters!!!

If you are like most people, we don't typically put yourself into an inquiry of great depth or substance and with any frequency, or define the important things that matter to us. This will start the process for you...

You will find the ideas here may trigger all kinds of things for you - this is exactly what you want to have happen.

Keep in mind the following **three principles** as you proceed:

- 1. Be Open**
- 2. Be Willing**
- 3. Expect Positive Things to Show-Up**

While each of these principles may be self-explanatory for some of you, it may not be for others, so **please read our perspective and meanings** to gain more understanding as we intend it for you.

Be Open

By our way of operating, we mean for you to be and **continue to be approachable for something new or old**: you may not have heard it for a while or it is completely new. Set your skepticism aside for the moments you are with us, listen closely to what you will be hearing and experiencing.

Consider this powerful quote before you begin:



“There is a principle which is a bar against all information, which is proof against all arguments and which cannot fail to keep a man in everlasting ignorance – that principle is *contempt prior to investigation*”.

William Paley

Be Willing

We mean for you to be ***consenting and disposed to being ready for something***. Volunteer yourself to this. In our case(s) and experience(s), much can occur and show up when people strive to maintain this state. Without it, very little can or will arrive. In seeking possibility, this could and will become a belief for you.

Expect Positive Things to Show Up

It is likely that you have conditioned yourself with expectations about training and education, such that you already have pre-conceived notions about any webinar. We ask you to drop all those, whether favorable or unfavorable.

In our experience, coupling this concept with being **open** and **willing** has the tendency to free yourself and make you available. ***Strive to keep yourself present during the webinar***, rid yourself of any past or future distractions, and remain focused upon what is in front of you.

Hold Judgments

Do not be judgmental about anything you hear because this action compares what you are hearing to your existing beliefs: some of which may be false, inhibiting, limiting and/or useless. As a simple analogy, in general aviation, ***this means be present*** in the cockpit and fly the airplane.



Wisdom Sidebar) Take note to evaluate what you hear in detail later and their usefulness within the context of designing/redesigning your purpose with what works and what doesn't for you. You can only know and realize this as you design, develop, implement and measure your effectiveness. *Failure is only feedback* when something isn't yet working, e.g. which you would have measured and scored below 8.0 on the CAM Awareness Scale. Feedback is information used only to improve, reject, redesign or modify until you gain the results you want.

3. Introduction to Selections

Choice Awareness has designed a *few powerful and easy* models for you to help you understand about what selections actually mean in our lives.

Our intention is that you get meaning instantly from our models and you remain open to new perspectives about selections.

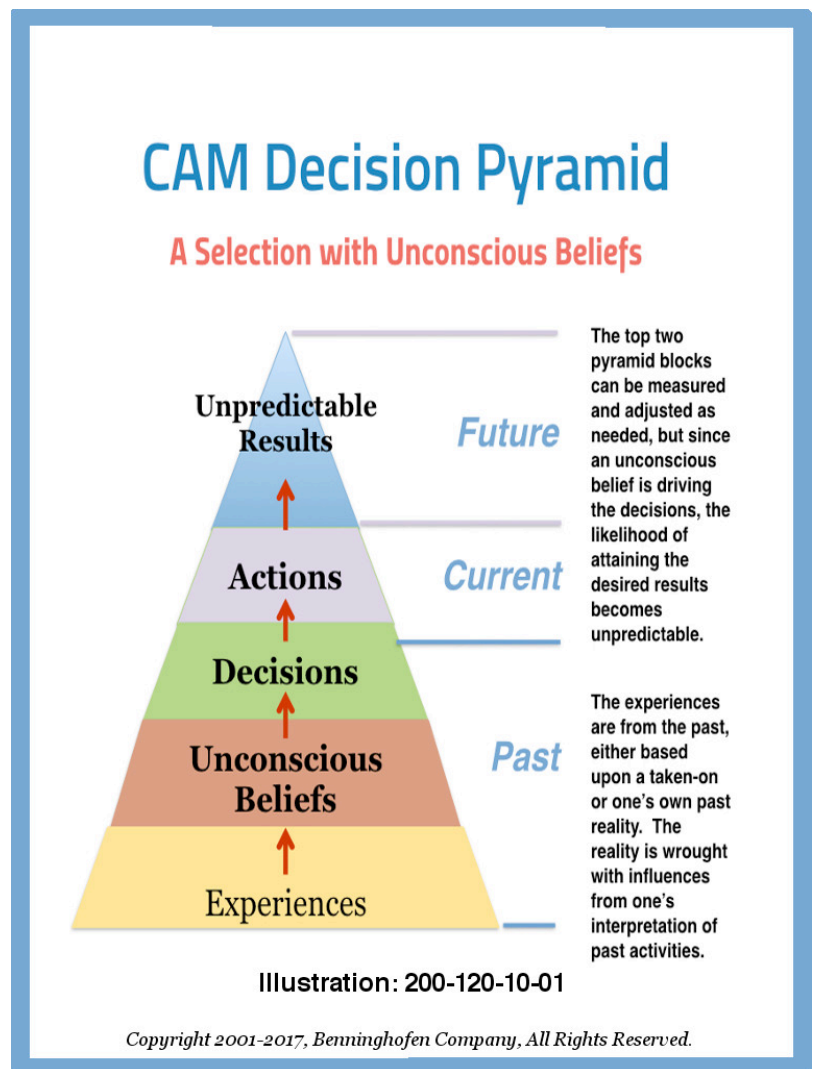
Consider This

If you inspect a definition of "Select" (i.e. courtesy of dictionary.com), you will discover there are two ideas of the verb, which appear very similar:

to choose in preference to another or others; pick out, or
to make a choice; pick.

We however, suggest that selections are made either by a **decision** or a **choice**; we believe there are distinct difference between the two words.

The first illustration depicts how believe we make decisions; and this is our idea of what a graphic Decision Pyramid should like.





The second and third illustrations depict how we make choices; using a Choices Pyramid and a Tootsie Roll Presentation of the [Beliefs and Choices Methodology \(BCM\)](#) to help you with new perspectives.

Background

Our **Decision Pyramid** close by depicts how we typically make decisions in our lives.

The distinguishing point of this imagery, is that you should read from bottom to top. In this way, then, our experiences drive our unconscious beliefs, which drive our decisions and actions to produce unpredictable results.

However, with **our decisions, we usually don't design our beliefs**. Because of this, we have no way of knowing what results we actually want: thus they become unpredictable.

Since, we most often are unaware of our beliefs (i.e. unconscious), we tend to make our decisions in a rote manner - habitual (e.g. we prefer to reference habits as a rote process, while we believe that [practices](#) should be designed purposefully). These unconscious beliefs have been taken on from others experiences along with our own. They may or may not be based in reality.

(Wisdom Sidebar) We invite you to consider that our reference to reality is meant for you to understand that a particular reality represents your interpretation of an experience. Your interpretations are filtered through your beliefs, whether effective or not, and recognized or not.

In addition, when the experience seems similar, this rote selection/decision process takes over, even when the nuances of the situation differ: they present themselves to us or we perceive them as similar, yet they are not.

The image also depicts how are experiences, unconscious beliefs and part of our decision are usually based in the past - sometimes a portion of the present (i.e. the present portion of the decision is still not connected to a conscious belief).



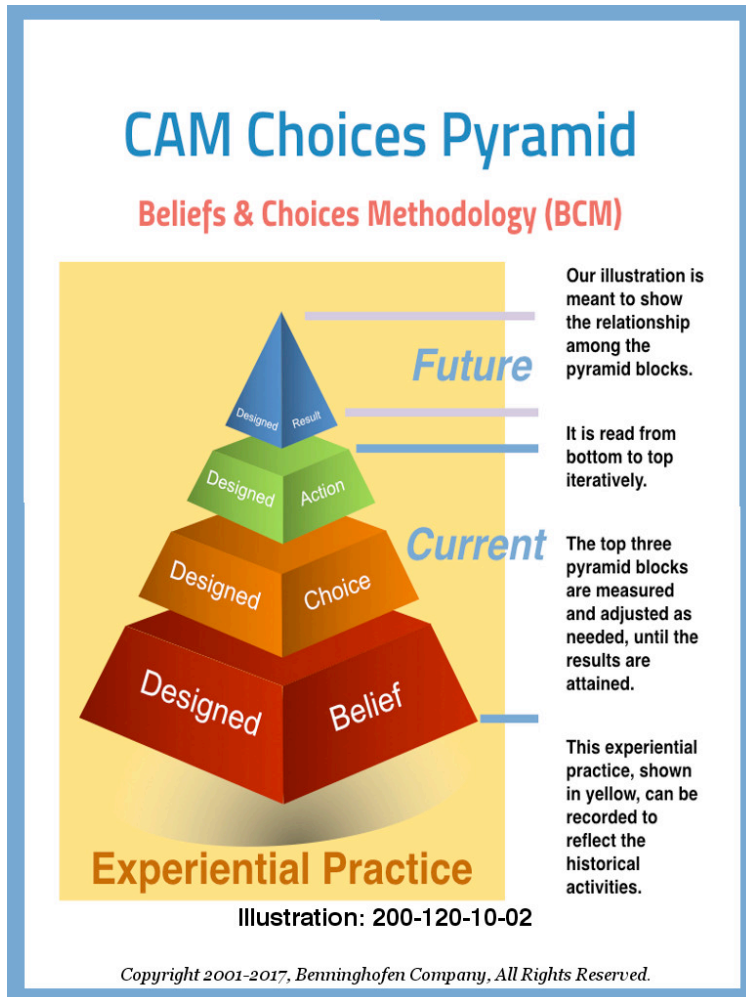
This is because we are basing our decisions most often upon past experiences - historical in nature accessed via our memories, which are interpretations of the experience. The actions we take are based in the present and the results are based in the future.

It is easy to think of a few decisions which match this pattern. Again, we invite you to inspect some of your recent decisions which produced unpredictable results. You will begin to see how this model closely matches real-life and why this method is ineffective. The Choices Pyramid offers a new solution toward predicting attainable results with high efficacy.

Our Choices Pyramid

The second image is called the **CAM Choices Pyramid** because it explains how our **Beliefs and Choices Methodology (BCM)** operates.

We first define a belief and the associated result (i.e. outcome) that we want while describing the outcome in some value form: quantity, amount, or end-state. The result must be measurable. Then we proceed to describe the paired choices and actions required to produce the outcome.



One of the distinctions of our pyramid is the image was created as a 3D (i.e. close by) illustration to depict the rich and comprehensive nature of defining all these components.

Another distinction from the Decision Pyramid vs. the Choice Pyramid is that it contains only a current and future state; no past is involved. In this BCM practice, one defines the belief, the choice and the paired actions from a current perspective. The future portion is the end-state which the belief will produce.

One could say that this is a predictive model and one that is evidence-based because you refine your choices and actions toward attaining the result. The key is that

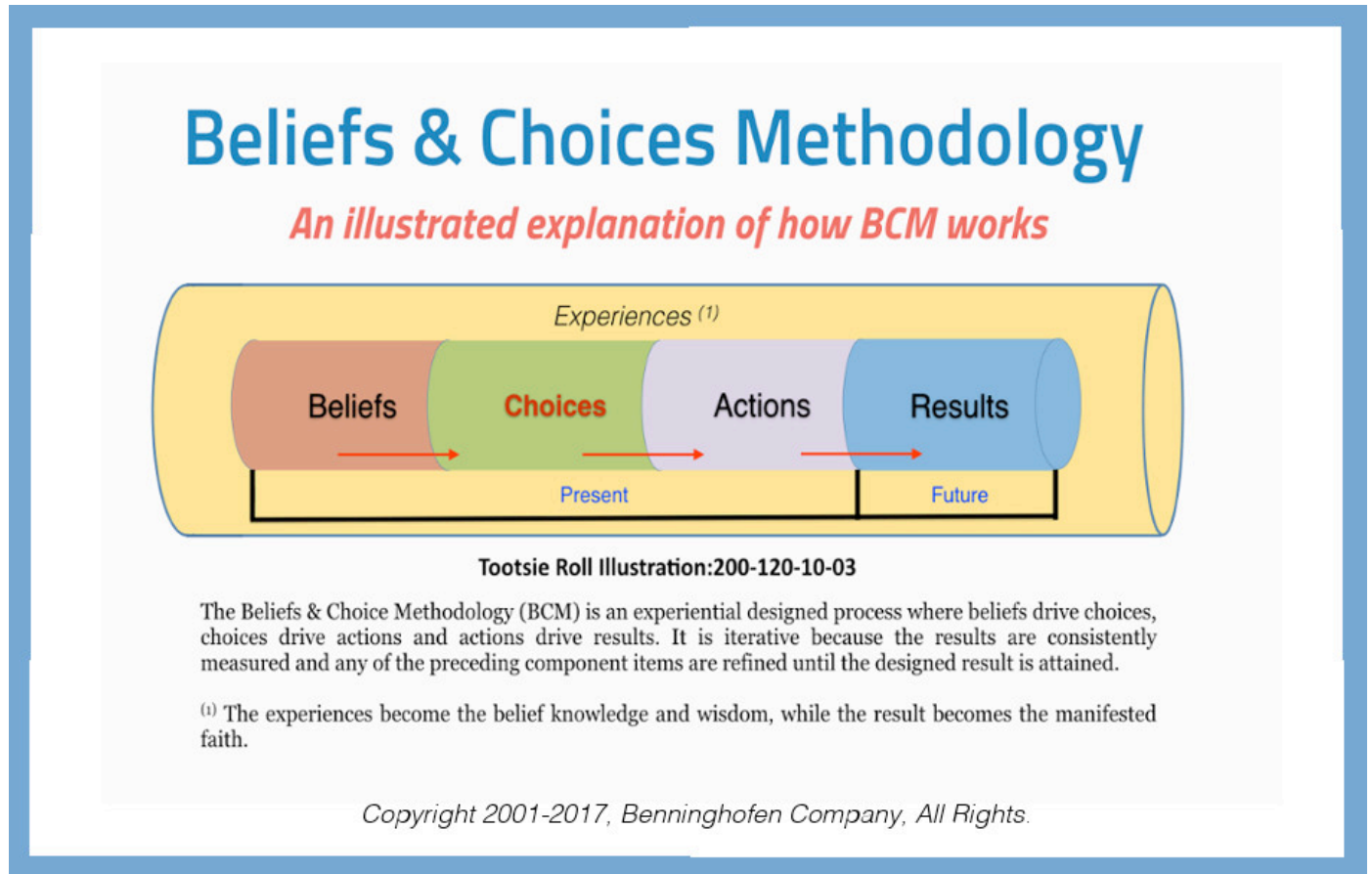
this model will create a predictable future.

As an example, let's say that your belief is designed to have your business identify and engage one hundred new customers or clients. The choices you design would have your business set your target market, define your service/product for that market, and the paired actions would have you execute business development practices to attain the outcome. You would measure each choice and action toward that end.

After measuring, you will adjust the choices and paired actions, to ensure the results attains at least an 8.0 or better on the [CAM Awareness Scale](#).

A different BCM Perspective

In this third illustration, we depict the BCM in a "**Tootsie Roll Model**": it is another perspective, we believe will also prove helpful to you.



Take a few moments to concentrate your reading, understanding and efforts in two distinct parts of your life by considering how you go about handling:

Today: On a daily basis **remain present in the moment(s)** guided by your beliefs, making choices and taking actions, then



Tomorrow: Glance to the future momentarily (*weekly or monthly*) to ensure your compass is pointing in the right direction.

(Wisdom Sidebar) We have found that by consistently remaining present in this fashion, we honor living On-Purpose and gain a fruitful, productive and engaging life - you will too!!!

Purposeful Intention

Our emphasis is **paired CHOICES and ACTIONS** as a central theme with Awareness as the delivered Outcome.

We know from our and others experiences that you can improve and manage your life via your systemic beliefs by:

1. **Using precise language** throughout your design activities; this is where you can bring meaning to each component,
2. **Designing them to match** what you wish to accomplish coupled with how you go about doing it,
3. **Creating clearly articulated choices and associated actions**, then connecting them, while
4. **Receiving the results** you define for yourself.

These four points may at first appear to be claims by someone (us) in which you don't have any knowledge or any experience with before today.

However, we ask you to stick with us for a few moments of your time, to gain an appreciation of how important our ideas can be for you.



Our Overall Relationship Design Criteria

Choice Awareness does not desire, wish, and/or otherwise plan on creating a dependent relationship with you. We want to be viewed as being part of your support system, available and there when you need us: only then.

We have created and designed products and services that assist and help you to create your own communication model for yourself that concentrates upon your developing your own beliefs, choices, actions and results, which are healthy, instructive, directive and productive for you and your teams.

We want you to share what you have learned for yourself with others: all your important relationships. If it happens that you are doing this for your business, you learn to share what you have learned with all your colleagues and your important relationships.

In addition, we expect no harm to come to you from your creations: only goodness - see [our principles](#) for more understanding.

We are guided by the concept of self-sufficiency and reliance. We wish you to become reliant upon your best intuition and especially all the fortifying relationships within your community that you perpetually create, sustain and enrich. Each of those relationships have great power to help you and you them.

Long Term Sustaining Health

We support our Choice Pyramid with many educational products and services, all designed to have you improve communications in your personal and business lives'. Please look at our workshops to gain an understanding about how to accomplish implementation of your choices system:

1. [Personal Disciplines](#) - an introduction to our beliefs methodologies
2. [Beliefs](#) drive your Choices



3. **Choices** drive your Actions
4. Actions drive your Results

We will teach you how to design, establish and pursue the life to which you aspire.

Choice Awareness helps fuel what's next for you with targeted and effective beliefs, choices, actions and results allowing it all to occur for you.

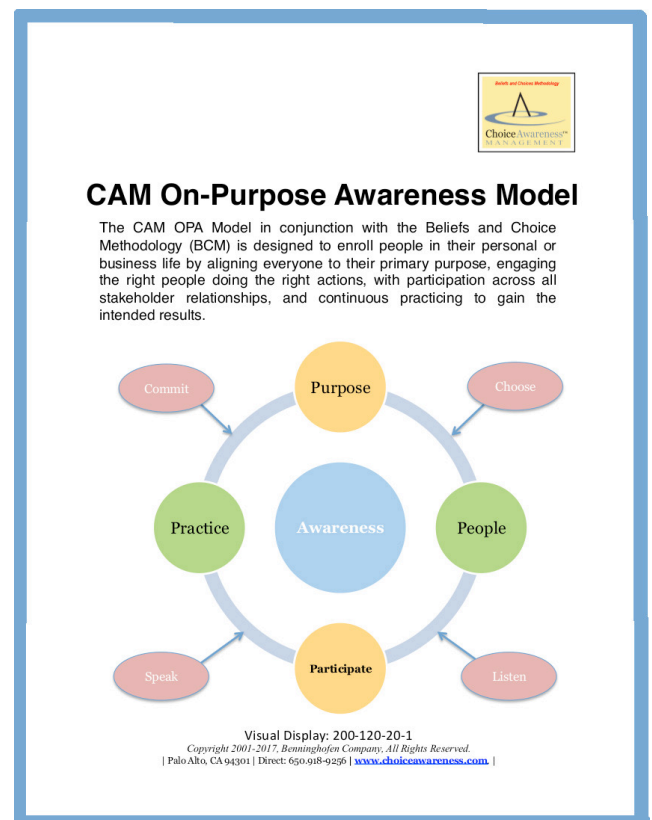
To support your efforts, we have created a sample set of champion beliefs - see our [company culture overview](#) for an introduction of what's possible..

4. This Is important to you

Each of our products help you produce results for yourself and your teams. In our experience, setting some beliefs in place before you begin will serve you well, coupled with understanding the what and the reasons why, can help justify the journey.

Top Three Reason to Move Forward:

1. Nothing of significance occurs until you are willing and ready to accept and embrace **awareness within yourself**. insights can come present then. Our [CAM On Purpose Awareness Model](#) is intended to activate this for you.
2. **You are responsible** for your own understanding and of how you participate in the world: this involves your choices, the associated actions and results you attain, along with your acknowledgement and deep insights of your experiences.
3. **Beliefs drive everything about us**, many times with little insight of the significant impacts: we operate from inside our beliefs, e.g. literally thousands of them. They define us and direct all of our thinking, speaking, writing, deciding, acting, etc. Gaining awareness of how your





beliefs work for you will allow the opportunity and possibility of you changing them and receiving different results.

5. Learning Opportunity

Choice Awareness Management delivers educational [products](#) and [services](#) for everyone. We help people learn, discover and implement new ways of doing things more effectively based upon the beliefs systems which support their objectives in their own life and business. We help lift language, behaviors, participation and process by effecting the way people design their beliefs, make choices, take actions and receive results.

Our [vision](#) for everyone is "*Changing Awareness One Choice at a Time*".

We love to work with individuals, professionals and business people.

Call us now on our direct line, leave us a voice message on (650) 425-3099 with any questions and we will respond quickly: we want to understand what's going on for you. Our first conversation is completely confidential and free. Also, send us an email via our [Contact Us](#) link or connect with our social media Web-Links: see the bottom of every page on our [website](#).

6. CAM Framework Foundation

Our [CAM Framework Foundation™](#) has been designed as a series of concepts and definitions that when combined, will help you create a set of fundamental building blocks to assist you in a principled and personalized way of living and acting on life rather than re-acting to events, other people, situations and/or circumstances.

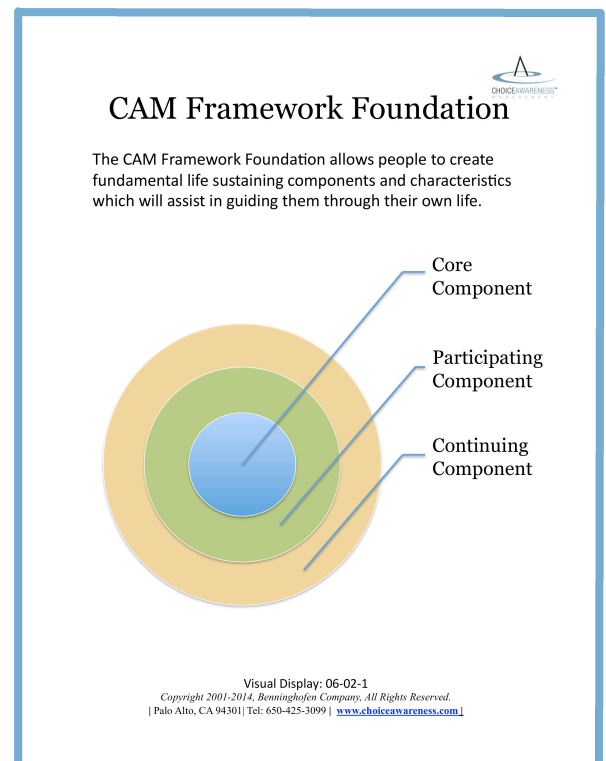


The CAM Framework Foundation concepts are based upon time-tested principles, uncommon sense, plus many other characteristics, which help incorporate your interests and desires to attain your own aspirations - allowing and encouraging you to actively participate and contribute to your own and others lives'.

The methodology has three main components to the design concept as follows:

1. Core Component
2. Participating Component
3. Continuing Component

When combined, all three components produce a unique way of fueling parts of your Choices system, engaging beliefs and allowing consistent participation in one's life.





There are three separate tables that are to be included in this document as universal principles.

1. AA/OA Step Principles

Alcoholics Anonymous¹ the book was originally published in April 1939 and it contains the twelve steps as defined and written by William Griffith Wilson, known as Bill W., in December 1938. Each step has an associated board principle, which is included in the tables below.

The AA program is known first as a spiritual program of recovery, and also encompasses as an integral part of their recovery process, their twelve steps and twelve traditions which was later published.

Many twelve-step recovery programs, such as Overeaters Anonymous (OA) have received AA permission to use these steps and traditions. The step/tradition books of these two programs make use of the principles cited here.

However, AA specifically does not subscribe to any particular set of principles, some of which have been displayed without permission at AA meetings by various meeting members. Again, AA does not publish principles, yet rely exclusively upon the writings in their 12 Steps and 12 Traditions. We have included their twelve step principles which have been defined by various sponsors over the years, as they understand them, along with current accepted normal dictionary definitions: a starting point for individuals to begin defining their own choices system.

As beliefs, we will help you define a unique set of choices, actions and results to match your designed belief(s).



12 Step Principle Summary

Step	AA/OA Principle
1	Honesty
2	Hope
3	Faith
4	Courage
5	Integrity
6	Willingness
7	Humility
8	Self-Discipline
9	Love for Others
10	Perseverance
11	Spiritual Awareness
12	Service

AA/OA Principle Table

Item	12 Step Principles	Their Meanings
1	Honesty	<p>Main Entry: hon·es·ty Pronunciation: \ˈɑ-nəs-tē\ Function: <i>noun</i> Inflected Form(s): <i>plural hon·es·ties</i> Date: 14th century</p> <p>1 obsolete : chastity 2 a : fairness and straightforwardness of conduct b : adherence to the facts : sincerity 3 : any of a genus (<i>Lunaria</i>) of European herbs of the mustard family with toothed leaves and flat disk-shaped siliques</p> <p>synonyms honesty, honor, integrity, probity mean uprightiness of character or action. honesty implies a refusal to lie, steal, or deceive in any way. honor suggests an active or anxious regard for the standards of one's profession, calling, or position. integrity implies trustworthiness and incorruptibility to a degree that one is incapable of being false to a trust, responsibility, or pledge. probity implies tried and proven honesty or integrity.</p> <p>Main Entry: ˈhon·est Pronunciation: \ˈɑ-nɛst\ Function: <i>adjective</i> Etymology: Middle English, from Anglo-French, from Latin <i>honestus</i> honorable, from <i>honos</i>, <i>honor</i> honor Date: 14th century</p> <p>1 a : free from fraud or deception : legitimate, truthful <an honest plea> b : genuine, real <making honest stops at stop signs — <i>Christian Science Monitor</i>> c : humble, plain <good honest food>...MORE</p>



Item	12 Step Principles	Their Meanings
2	Hope	<p>Main Entry: 1hope Pronunciation: \ˈhōp\ Function: <i>verb</i> Inflected Form(s): hoped; hop-ing Etymology: Middle English, from Old English <i>hopian</i>; akin to Middle High German <i>hoffen</i> to hope Date: before 12th century <i>intransitive verb 1</i> : to cherish a desire with anticipation <hopes for a promotion> 2 archaic : trust <i>transitive verb 1</i> : to desire with expectation of obtainment 2 : to expect with confidence : trust synonyms see expect — hop-er <i>noun</i> — hope against hope : to hope without any basis for expecting fulfillment</p>



Item	12 Step Principles	Their Meanings
3	Faith	<p>Main Entry: 1faith Pronunciation: \ˈfāth\ Function: <i>noun</i> Inflected Form(s): <i>plural faiths</i> \ˈfāths, <i>sometimes</i> ˈfāthz\ Etymology: Middle English <i>feith</i>, from Anglo-French <i>feid</i>, <i>fei</i>, from Latin <i>fides</i>; akin to Latin <i>fidere</i> to trust — more at bide Date: 13th century</p> <p>1 a : allegiance to duty or a person : loyalty <i>b (1)</i> : fidelity to one's promises <i>(2)</i> : sincerity of intentions 2 a (1) : belief and trust in and loyalty to God <i>(2)</i> : belief in the traditional doctrines of a religion <i>b (1)</i> : firm belief in something for which there is no proof <i>(2)</i> : complete trust 3 : something that is believed especially with strong conviction; <i>especially</i> : a system of religious beliefs <the Protestant faith></p> <p>synonyms see belief</p> <p>— on faith : without question <took everything he said <i>on faith</i>></p>



Item	12 Step Principles	Their Meanings
4	Courage	<p>Main Entry: cour·age</p> <p>Pronunciation: \ˈkər-ij, ˈkə-rɪj\</p> <p>Function: <i>noun</i></p> <p>Etymology: Middle English <i>corage</i>, from Anglo-French <i>curage</i>, from <i>quer</i>, <i>coer</i> heart, from Latin <i>cor</i> — more at heart</p> <p>Date: 14th century</p> <p>: mental or moral strength to venture, persevere, and withstand danger, fear, or difficulty</p> <p>synonyms courage, mettle, spirit, resolution, tenacity mean mental or moral strength to resist opposition, danger, or hardship. courage implies firmness of mind and will in the face of danger or extreme difficulty <the <i>courage</i> to support unpopular causes>. mettle suggests an ingrained capacity for meeting strain or difficulty with fortitude and resilience <a challenge that will test your <i>mettle</i>>. spirit also suggests a quality of temperament enabling one to hold one's own or keep up one's morale when opposed or threatened <her <i>spirit</i> was unbroken by failure>. resolution stresses firm determination to achieve one's ends <the <i>resolution</i> of pioneer women>. tenacity adds to resolution implications of stubborn persistence and unwillingness to admit defeat <held to their beliefs with great <i>tenacity</i>>.</p>



Item	12 Step Principles	Their Meanings
5	Integrity	<p>Main Entry: in·teg·ri·ty Pronunciation: \in-'te-grə-tē\ Function: <i>noun</i> Etymology: Middle English <i>integrite</i>, from Middle French & Latin; Middle French <i>integrité</i>, from Latin <i>integritat-</i>, <i>integritas</i>, from <i>integr-</i>, <i>integer</i> entire Date: 14th century</p> <p>1 : firm adherence to a code of especially moral or artistic values : incorruptibility 2 : an unimpaired condition : soundness 3 : the quality or state of being complete or undivided : completeness synonyms see honesty</p>
6	Willingness	<p>Main Entry: will·ing Pronunciation: \wi-liŋ\ Function: <i>adjective</i> Date: 14th century</p> <p>1 : inclined or favorably disposed in mind : ready <willing and eager to help> 2 : prompt to act or respond <lending a willing hand> 3 : done, borne, or accepted by choice or without reluctance <a willing sacrifice> 4 : of or relating to the will or power of choosing : volitional synonyms see voluntary — will·ing·ly \-liŋ-lē\ <i>adverb</i> — will·ing·ness <i>noun</i></p>



Item	12 Step Principles	Their Meanings
7	Humility	<p>Main Entry: hum·ble Pronunciation: \ˈhəm-bəl <i>also chiefly Southern</i> ˈəm- \ Function: <i>adjective</i> Inflected Form(s): hum·bler \-b(ə-)ləɹ\; hum·blest \-b(ə-)ləst\ Etymology: Middle English, from Anglo-French, from Latin <i>humilis</i> low, humble, from <i>humus</i> earth; akin to Greek <i>chthōn</i> earth, <i>chamai</i> on the ground Date: 13th century</p> <p>1 : not proud or haughty : not arrogant or assertive 2 : reflecting, expressing, or offered in a spirit of deference or submission <a humble apology> 3 a : ranking low in a hierarchy or scale : insignificant, unpretentious b : not costly or luxurious <a humble contraption> — hum·ble·ness \-bəl-nəs\ <i>noun</i> — hum·bly \-blē\ <i>adverb</i></p> <p>Main Entry: hu·mil·i·ty Pronunciation: \hyü-ˈmi-lə-tē, yü-\ Function: <i>noun</i> Date: 14th century : the quality or state of being humble</p>



Item	12 Step Principles	Their Meanings
8	Self-Discipline	Main Entry: self-dis-ci-pline Pronunciation: \-'di-sə-plən\ Function: <i>noun</i> Date: 1838 : correction or regulation of oneself for the sake of improvement

Item	12 Step Principles	Their Meanings
9	Love for Others	<p>Main Entry: love Pronunciation: \lɒv\ Function: <i>noun</i> Etymology: Middle English, from Old English <i>lufu</i>; akin to Old High German <i>luba</i> love, Old English <i>lēof</i> dear, Latin <i>lubēre</i>, <i>libēre</i> to please Date: before 12th century</p> <p>1 a (1) : strong affection for another arising out of kinship or personal ties <maternal love for a child> (2) : attraction based on sexual desire : affection and tenderness felt by lovers (3) : affection based on admiration, benevolence, or common interests <love for his old schoolmates> b : an assurance of love <give her my love> 2 : warm attachment, enthusiasm, or devotion <love of the sea> 3 a : the object of attachment, devotion, or admiration <baseball was his first love> b (1) : a beloved person : darling —often used as a term of endearment (2) British —used as an informal term of address 4 a : unselfish loyal and benevolent concern for the good of another: as (1) : the fatherly concern of God for humankind (2) : brotherly concern for others b : a person's adoration of God 5 : a god or personification of love 6 : an amorous episode : love affair 7 : the sexual embrace : copulation 8 : a score of zero (as in tennis) more</p>



Item	12 Step Principles	Their Meanings
10	Perseverance	<p>Main Entry: per·se·ver·ance Pronunciation: \ˌpər-sə-ˈvɪr-ən(t)s\ Function: <i>noun</i> Date: 14th century : the action or condition or an instance of persevering : steadfastness</p> <p>Main Entry: per·se·vere Pronunciation: \ˌpər-sə-ˈvɪr\ Function: <i>intransitive verb</i> Inflected Form(s): per·se·vered; per·se·ver·ing Etymology: Middle English, from Anglo-French <i>perseverer</i>, from Latin <i>perseverare</i>, from <i>per-</i> through + <i>severus</i> severe Date: 14th century : to persist in a state, enterprise, or undertaking in spite of counterinfluences, opposition, or discouragement — per·se·ver·ing·ly <i>adverb</i></p>



Item	12 Step Principles	Their Meanings
11	Spiritual Awareness	<p>Main Entry: 1spir·i·tu·al</p> <p>Pronunciation: \ˈspir-i-chə-wəl, -i-chəl, -ich-wəl\</p> <p>Function: <i>adjective</i></p> <p>Etymology: Middle English, from Anglo-French & Late Latin; Anglo-French <i>espiritual</i>, <i>spiritual</i>, from Late Latin <i>spiritualis</i>, from Latin, of breathing, of wind, from <i>spiritus</i></p> <p>Date: 14th century</p> <p>1 : of, relating to, consisting of, or affecting the spirit : incorporeal <spiritual needs></p> <p>2 a : of or relating to sacred matters <spiritual songs> b : ecclesiastical rather than lay or temporal <spiritual authority> <lords spiritual></p> <p>3 : concerned with religious values</p> <p>4 : related or joined in spirit <our spiritual home> <his spiritual heir></p> <p>5 a : of or relating to supernatural beings or phenomena b : of, relating to, or involving spiritualism : spiritualistic</p> <p>— spir·i·tu·al·ly <i>adverb</i></p> <p>— spir·i·tu·al·ness <i>noun</i></p>

Item	12 Step Principles	Their Meanings
12	Service	<p>Main Entry: 1ser-vice Pronunciation: \ˈsər-vəs\ Function: <i>noun</i> Etymology: Middle English, from Anglo-French <i>servise</i>, from Latin <i>servitium</i> condition of a slave, body of slaves, from <i>servus</i> slave Date: 13th century</p> <p>1 a : the occupation or function of serving <in active service> b : employment as a servant <entered his service></p> <p>2 a : the work performed by one that serves <good service> b : help, use, benefit <glad to be of service> c : contribution to the welfare of others d : disposal for use <I'm entirely at your service></p> <p>3 a : a form followed in worship or in a religious ceremony <the burial service> b : a meeting for worship —often used in plural <held evening services></p> <p>4 : the act of serving: as a : a helpful act <did him a service> b : useful labor that does not produce a tangible commodity —usually used in plural <charge for professional services> c : serve</p> <p>5 : a set of articles for a particular use <a silver tea service></p> <p>.....more</p>

2. Moral Virtues

These principles relate to moral excellence, goodness, conduct and ethical principles. William Bennett wrote his “Book of Virtues” in 1993 where he defined ten separate virtues: five have been detailed below. His book, written for American families, contains stories poems, essays and other writings to help children achieve

moral literacy. The purpose of his book was to show parents, teachers, students, and children how to recognize virtues, and how they work.

See the "A" List of the j.

a. Moral Virtues Table

Item	5 Moral Virtues	Their Meanings
1	Compassion	<p>–noun</p> <p>1. a feeling of deep sympathy and sorrow for another who is stricken by misfortune, accompanied by a strong desire to alleviate the suffering.</p> <p>–verb (used with object)</p> <p>2. Archaic . to compassionate.</p> <p><u>Use compassion in a Sentence</u></p> <p><u>See images of compassion</u></p> <p><u>Search compassion on the Web</u></p> <hr/> <p>Origin:</p> <p>1300–50; ME (< AF) < LL <i>compassiōn-</i> (s. of <i>compassiō</i>). See com-, passion</p> <p>– Related forms</p> <p><i>com·pas·sion·less</i>, adjective</p> <p><i>un·com·pas·sion</i>, noun</p> <p><i>un·com·pas·sioned</i>, adjective</p> <p>– Synonyms</p> <p>1. commiseration, mercy, tenderness, heart, clemency. See sympathy.</p> <p>– Antonyms</p> <p>1. mercilessness, indifference.</p>
2	Moral Responsibility	<p>http://en.wikipedia.org/wiki/Moral_responsibility</p>



Item	5 Moral Virtues	Their Meanings
3	Friendship	<p>–noun</p> <ol style="list-style-type: none"> 1. the state of being a friend; association as friends: to value a person's friendship. 2. a friendly relation or intimacy. 3. friendly feeling or disposition. <p><u>Use friendship in a Sentence</u></p> <p><u>See images of friendship</u></p> <p><u>Search friendship on the Web</u></p> <hr/> <p>Origin: bef. 900; ME; OE frēondscipe. See friend, -ship</p> <p>—Related forms pre·friend·ship, noun</p> <p>—Synonyms 2. harmony, accord, understanding, rapport.</p>



Item	5 Moral Virtues	Their Meanings
4	Work	<p>noun, adjective, verb, worked or (Archaic except for 35, 37, 40) wrought; working.</p> <p>–noun</p> <ol style="list-style-type: none"> 1. exertion or effort directed to produce or accomplish something; labor; toil. 2. something on which exertion or labor is expended; a task or undertaking: The students finished their work in class. 3. productive or operative activity. 4. employment, as in some form of industry, esp. as a means of earning one's livelihood: to look for work. 5. one's place of employment: Don't phone him at work. 6. materials, things, etc., on which one is working or is to work. 7. the result of exertion, labor, or activity; a deed or performance. 8. a product of exertion, labor, or activity: musical works. 9. an engineering structure, as a building or bridge. 10. a building, wall, trench, or the like, constructed or made as a means of fortification. <p>...more</p>

Item	5 Moral Virtues	Their Meanings
5	Loyalty	<p>–noun, plural -ties.</p> <ol style="list-style-type: none"> 1. the state or quality of being loyal; faithfulness to commitments or obligations. 2. faithful adherence to a sovereign, government, leader, cause, etc. 3. an example or instance of faithfulness, adherence, or the like: a man with fierce loyalties. <p><u>Use loyalty in a Sentence</u></p> <p><u>See images of loyalty</u></p> <p><u>Search loyalty on the Web</u></p> <hr/> <p>Origin: 1350–1400; ME loialte < MF. See loyal, -ty²</p> <p>—Related forms non·loy·al·ty, noun, plural -ties. o·ver·loy·al·ty, noun, plural -ties. un·loy·al·ty, noun, plural -ties.</p> <p>—Synonyms 2. fealty, devotion, constancy. Loyalty, allegiance, fidelity all imply a sense of duty or of devoted attachment to something or someone. Loyalty connotes sentiment and the feeling of devotion that one holds for one's country, creed, family, friends, etc. Allegiance applies particularly to a citizen's duty to his or her country, or, by extension, one's obligation to support a party, cause, leader, etc. Fidelity implies unwavering devotion and allegiance to a person, principle, etc...more.</p>



3. Catholic Principles

This section is in-progress: more to come...



8. References

Materials are provided for those customers and clients who wish to delve deeper into subjects that have been included in this document.

1. Published References

This section contains references used within this document. Where applicable there are associated Internet links for more details. Summarized is the primary theme of each article and/or book. The references are intended as support of the specific subject or topic and noted with current opinion and/or scholarly authority.

This document makes generalized references to [Wikipedia: The Free Encyclopedia](#) with links shown in footnotes at the bottom of pages where cited:

¹ Alcoholic Anonymous World Services. Inc.:
Alcoholics Anonymous and A.A. are registered trademarks. See any publication of AA World Service, Inc. P.O. Box 459, New York, NY 10163 (212) 870-3400. We are seeking scholarly authority from AA on this citing reference with a voice message call to World Service intellectual property rights individual on July 22, 2010. Feedback from this authority: the principles are a personal interpretation from the AA Twelve Steps and Twelve Traditions which does not profess a standard set of principles published as such.



9. Take Notes for your Ideas & Questions

We have provide some space for you to record your ideas and questions about our **CAM Universal Principles** into your Personal and Business life in this section. Make your notes for yourself, then connect with us for your feedback on-line if you wish.

1. My Insights:

These are the important INSIGHTS that you have gained by reviewing this material:

1. _____
2. _____
3. _____
4. _____

2. My Questions:

As a result of scoring myself, these other QUESTIONS have come up for me:

1. _____
2. _____
3. _____
4. _____

3. My Ideas:

As a result of scoring myself, these other IDEAS have come up for me:

1. _____
2. _____
3. _____



4. _____

4. My Commitments:

These are the COMMITMENTS that you are willing to make to have success in attaining the goals:

1. Promise: _____

2. Promise: _____

3. Promise: _____

4. Promise: _____

5. Promise: _____

6. Promise: _____

7. Promise: _____

8. Promise: _____

5. My Random Thoughts

As a result of all my insights, questions, ideas and commitments, these RANDOM THOUGHTS have come up for me: we request that you please share them with us too.

