

THE
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PODCAST

EPISODE

#226

**THE KEY TO BOLD
LEADERSHIP AND
TRUE MASCULINITY**

WITH BEDROS KEUILIAN



1 HR

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The Key to Bold Leadership and True Masculinity with Bedros Keuilian

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"My definition of a leader, to me, is very simple: an individual that's got a vision that's so big, so grand, and so impactful that he or she **MUST recruit others who think, feel, and operate the same way in order to accomplish that." - Bedros Keuilian**

Bedros Keuilian joins me on the Muscle Intelligence Podcast to detail his journey in healing trauma, keeping his passionate edge, and embodying his greatest role to date: an intentional, masculine leader. After beginning life in the United States as a refugee from the Soviet Union, Bedros Keuilian went from poverty into self-made entrepreneurship, and cultivated an eight-figure business empire.

You'll learn:

- A framework to rise from expert, to specialist, to authority, to self-made celebrity.
- The **BEST** way to stay driven, ambitious, and passionate (and how to keep your edge).
- What it takes to develop the vision, purpose, and clarity to lead effectively.
- The **TRUE** definition of masculinity (and why cultural norms purposefully destabilize the concept).
- An unexpected place where discipline can backfire, and how to avoid it.

Listening guide:

- 4:00 A recent transition in Bedros' life.
- 7:45 The journey from entrepreneur to leader.
- 13:20 Get out of your own way.
- 23:00 Breaking through glass ceilings.
- 24:00 Passion instead of anger.
- 31:20 How did these lessons turn Bedros into a leader?
- 35:45 A man's rite of passage.
- 39:00 Challenging cultural norms.
- 43:30 Masculinity and intentionality.
- 47:50 Lean into discipline daily.

Find Bedros on [Instagram](#), or get his latest book for free by [clicking here](#).