

# Lifebushido and the Bushido Code

## So What is Lifebushido and the Lifebushido Code?

Lifebushido is a vision and group of ventures started by Steve Kantor in 2006. When Steve ran his previous company, Gnosso Software, the core values were Gnosso, Kaizen, and Bushido. After selling Gnosso in 2004, for temporary reasons, he started to use Lifebushido based on the desire to live life boldly with Bushido. Once the company started in 2006, people liked the name so it stuck. Later, someone came up with the word Ishido to refer to someone working at Lifebushido and that is how we got the Ishido word.

**Bushido means to take action, just do it, be bold, be brave, have courage.**

Lifebushido is also a way of life. **The Bushido code is typified by seven virtues:**

- [Rectitude](#) (*gi?*) - the state or quality of having a constant clear direction and conformity to the rules prescribed for moral conduct; uprightness, virtue.
- [Courage](#) (*yu?*) - the courage to be bold and to believe Anything is Possible. The courage to take action boldly with bushido.
- [Benevolence](#) (*jin?*) - the good will to do good.
- [Respect](#) (*rei?*) - to have a good opinion and positive attitude of consideration for all Ishidos unless proven otherwise by their actions.
- [Honesty](#) (*makoto or 信 shin?*) - to be truthful in all interactions with Ishidos and Clients.
- [Honour](#) (*yo?*) - to have and protect a favorable reputation and dignity in all relationships of yourself and others.
- [Loyalty](#) (*chuu?*) - to be faithful and devoted to the Lifebushido Vision, Lifebushido as a company, and fellow Ishidos and to always act with personal integrity to protect and defend Lifebushido Vision and company.
- [Wisdom](#) (*chi?*) - to seek and possess knowledge and understanding of people and situations to help spread the Lifebushido Vision and help people focus on their unique talents.

## Ishido Pledge

- This pledge is part of the process to become an Ishido.
- If you are not comfortable with some or all of this pledge, then email Steve to discuss at [steve.kantor@gmail.com](mailto:steve.kantor@gmail.com).
- Print either this wikipage or the PDF document. [Lifebushido and the Bushido Code - Sign.pdf](#)
- As a New Hire, you should include this in your completed New Hire Mail Packet. Do NOT fax.
- Ishidos, who have not completed this document, should complete and fax to Steve at 240-751-4247.
- At the bottom of your print out, date, and sign your name.

## Pledge Acknowledgement

- By signing below, I acknowledge:
  - ...I have read the Lifebushido Code and agree to abide by this code of honor while working with Lifebushido and fellow Ishidos.
  - ...I agree to encourage other Ishidos to do the same.
  - ...I agree to seek to remove from Lifebushido any person who does not follow the Lifebushido Code.

X

First Name Last Name

Date - MM/DD/YY