

Carl Wesley, M.Ed.

Author - Educator - Speaker - Youth Advocate



Author of *The Standard: What Young Men Need Before the World Teaches Them Wrong* - and founder of The Standard, a character, literacy, and leadership project for young people and the adults who guide them.

"Before the world teaches them wrong, give them a standard."

AT A GLANCE

NAME	Carl Wesley, M.Ed.
TITLES	Author, Educator, Speaker, Youth Advocate
KNOWN FOR	The Standard: What Young Men Need Before the World Teaches Them Wrong
FOUNDER OF	The Standard - a character, literacy, and leadership project
EDUCATION	M.Ed., Curriculum and Instruction; B.S., Psychology
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BIOGRAPHIES

SHORT BIO - 50 WORDS

Carl Wesley, M.Ed., is an educator, author, and youth advocate, and the author of *The Standard: What Young Men Need Before the World Teaches Them Wrong*. He holds a master's in Curriculum and Instruction and a degree in Psychology, and builds resources that help young people develop discipline, accountability, and purpose.

MEDIUM BIO - 120 WORDS

Carl Wesley, M.Ed., is an educator, author, entrepreneur, and youth advocate committed to helping young people develop discipline, confidence, accountability, and a stronger sense of purpose.

He is the author of *The Standard: What Young Men Need Before the World Teaches Them Wrong* - written as a mentor in book form, giving young men guidance many are expected to learn only after costly mistakes, and giving parents, educators, and mentors a resource for starting honest conversations.

Carl holds a Master of Education in Curriculum and Instruction and a bachelor's degree in Psychology. His background spans education, behavior support, youth development, fitness, fashion, art, and entrepreneurship. Through books, comics, educational games, and community partnerships, he is building The Standard into a broader leadership and mentorship movement.

LONG BIO - 250 WORDS

Carl Wesley, M.Ed., is an educator, author, entrepreneur, and youth advocate whose work is rooted in a simple belief: the right lesson, conversation, or mentor can change the direction of a young person's life.

As an educator, Carl has worked closely with young people from a wide range of backgrounds. He has seen intelligence hidden behind humor, potential buried beneath insecurity, and pain expressed through anger or poor decisions. Those experiences led him to write *The Standard: What Young Men Need Before the World Teaches Them Wrong*.

The book is written as a mentor in book form. It gives young men the guidance many are expected to pick up only after making costly mistakes, and it gives parents, educators, coaches, counselors, and mentors a resource for starting honest and meaningful conversations. It is built to be read with a young person, not at them.

Carl's commitment to this work is personal. Many of the young men he grew up with experienced incarceration. Some remain incarcerated; others are no longer here. Their stories are a continuing reminder that talent and potential are not always enough - that young people also need direction, accountability, positive examples, and someone willing to challenge them before the world does.

Carl earned a Master of Education in Curriculum and Instruction and a bachelor's degree in Psychology. His background includes education, behavior support, youth development, fitness, fashion, art, and entrepreneurship.

Through books, comic books, educational games, mentorship resources, and community partnerships, Carl is building The Standard into a leadership and mentorship movement designed to reach young people wherever they are.

SPEAKING & INTERVIEW TOPICS

Why young men learn the hard lessons too late

What changes when the conversation comes before the consequence.

Identity before image

Helping boys separate who they are from who they perform as.

Raising sons without a blueprint

Practical guidance for parents who never got one themselves.

What schools miss about boys who act out

A behavior-support perspective on defiance, de-escalation, and prevention.

Mentorship that actually lands

Why advice fails, and what presence does instead.

Talent isn't enough

The invisible characteristics that decide who makes it.

Building a literacy project from scratch

Books, comics, and games as one ecosystem.

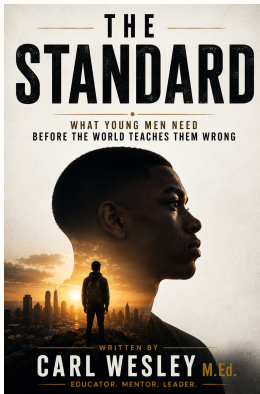
Reaching reluctant readers

Why the comic and coloring book exist.

SUGGESTED QUESTIONS

- 1 What does "before the world teaches them wrong" actually mean?
- 2 What's the most common thing adults get wrong when talking to young men?
- 3 You write that talent and potential aren't always enough. What is enough?
- 4 Why is identity the first standard rather than discipline?
- 5 What do you say to a parent whose son has stopped talking to them?
- 6 How should a teacher handle a boy whose anger shows up as defiance?
- 7 Why turn the material into a comic book and a coloring book?
- 8 What does emotional control look like for a fifteen-year-old, practically?
- 9 What would you tell your younger self?
- 10 What does success look like for The Standard in five years?

THE CATALOG



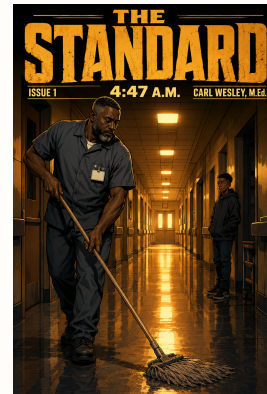
The Standard

Paperback, hardcover, Kindle, and audiobook



The Standard Coloring Book

21 Standards for Young Men



Comic - Issue One

4:47 a.m. - Kindle now; print August 18, 2026

SELECTED QUOTES

"The world is going to teach him something. The only question is whether he learns it from you first."

"If you are a follower, you have no identity."

"Being there matters more than providing."

"My goal isn't to handle the misbehavior well. My goal is to get to it before it begins."

"After is expensive. I've watched what after costs."

BOOKING & PRESS

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