The BASE Framework

By Chad Bringman

What BASE Actually Is

Every result you produce — at work, at home, in your body, in your relationships — runs through the same chain:

BASE → Thoughts → Actions → Results

Your BASE is the foundation underneath your thinking. It filters how you interpret what's happening, what you decide to do about it, and what you actually produce. Most development programs focus on actions and results. BASE goes underneath — to the level where thoughts are shaped before they become behavior.

This isn't about fixing what's broken. It's an operating system for seeing clearly, aligning what matters, and growing from wherever you already are.

The Triangle

BASE is a triangle with three sides.

Knowledge — not just what you know, but what you know relative to what's actually expected of you. That includes understanding what your stakeholders truly need, where you're headed and whether that aligns with where your organization is going, whether you have the functional skills required, and what existing resources you haven't picked up yet.

Values — stated vs demonstrated. What you say matters versus what your behavior proves actually matters.

> *"Show me your calendar and your checkbook, and I'll show you what you really value."*

Self-Concept — ego and reality combined into one picture of who you are. Not ego fighting reality. Ego and reality together. Three components: Self-Image (how you perceive your own performance), Self-Esteem (your confidence relative to your goals), Self-Determination (are you on the path you chose, or the path you fell into?).

The Three Gaps

The three sides create three gaps between them. The gaps are what we measure.

Accountability Gap (Self-Concept ↔ Knowledge) — Does how you see yourself align with what you actually know and what stakeholders expect of you?

Character Gap (Self-Concept ↔ Values) — Are your stated values and demonstrated values the same thing? Not morally. Factually.

Discipline Gap (Knowledge ↔ Values) — Are you consistently reinforcing what you know with what you value — over time, as a pattern?

One Foundation, All Settings

You don't have a separate work foundation and a home foundation. One person, one filter. Your desired outcome spans six domains: Career & Professional, Family & Social, Financial, Physical Health & Wellness, Spiritual & Emotional, and Personal Growth & Education. Misalignment in one shows up in others.

The same triangle works at every level — individual, team, organization. At the group level, self-concept becomes culture. Same structure, same gaps. The stakes just get higher.

GPS, Not a Map

BASE is a measurement system. It doesn't tell you where to go. It tells you where you are relative to where you want to be. Continuously. The system holds the mirror. You decide what to do about what you see.

Small misalignment — one degree off course — compounds over time. BASE catches the drift early. In the foundation.

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*This is an introduction to the BASE Methodology. The full framework is developed in **BASE: Results in Life and Work — by Design** by Chad Bringman.*

Learn more at chadbringman.com