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Rod E. Keays explores man's role in changing world

"The Naturally Good Man" analyzes transition for men from sole provider to something more

VICTORIA, British Columbia – According to author Rod E. Keays, man's role in today's world is transitioning. His new book, "The Naturally Good Man: And the Ten Thousand Blades of Life" ([published by Trafford Publishing](#)) is a compassionate exploration of the lives of men, highlighting this role shift, how it came about and where it might be going.

As a young boy, Keays and his friends wondered, among other things, why men were so violent and destructive, why women, children and the environment were treated so disrespectfully, and most of all, why men were so isolated from their feelings.

"I had to grow up a lot to finish this book, and in that process a lot of hard questions had to be faced," Keays explains. "The inspiration to finish this book grew out of my own need to mature."

"The Naturally Good Man" is a history of the male purpose wherein Keays explores the creation and maintenance of Western masculinity in its current form by institutions and cultural forces. The book thoroughly analyzes man's struggle to create wealth and provide protection to women and children, a cultural force quickly becoming a thing of the past, Keays asserts.

"My intention is to help men understand their once sole purpose of providing protection and wealth is in transition," Keays writes. "My book attempts to predict what the shift will lead to and what new challenges we will have to face. It lays out the work for men to do."

"The Naturally Good Man"

By Rod E. Keays

Softcover | 6 x 9 in | 280 pages | ISBN 9781466984097

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Available at Amazon and Barnes & Noble

About the Author

Rod E. Keays has led community-building retreats at the Well Site Retreat Society for men and boys in the mountains of Vancouver Island for the past 15 years. He is also cofounder of the Victoria Men's Center and the Well Foundation for Men's Health. He lives in Victoria, British Columbia.

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