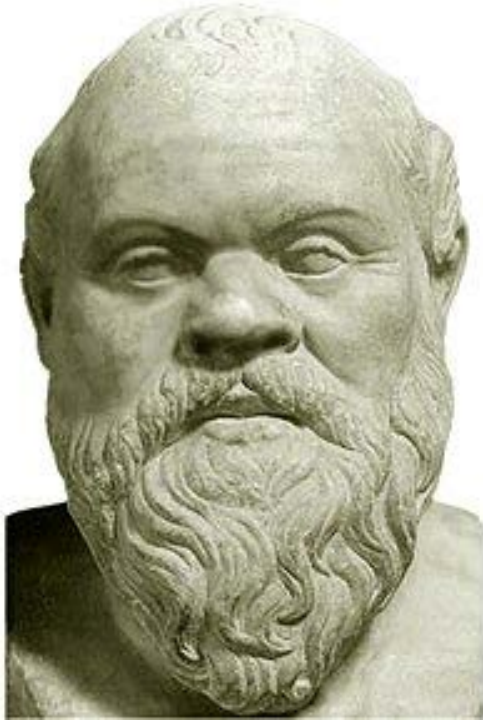


A woman with dark hair, wearing a black one-shoulder dress and gold bangles, stands on the right side of the frame. She is looking towards the left. The background is a large, light-colored stone wall with a grid-like pattern of rectangular blocks. The word "ALKISTIS" is carved into the wall in a serif font. The lighting is warm, suggesting a sunset or sunrise, with long shadows cast on the wall.

ALKISTIS

THE STOIC CEO:
THE 3 GOLDEN PRINCIPLES OF GREEK PHILOSOPHY FOR
TRANSFORMING FRUSTRATION, ANGER & ANXIETY INTO
CALM, CONFIDENT SELF-LEADERSHIP
Arab-Hellenic Economic Forum



***“No man can lead others,
who cannot lead himself.”***

Socrates

5th Century B.C.



What is Self-Leadership?



Having a developed sense of...

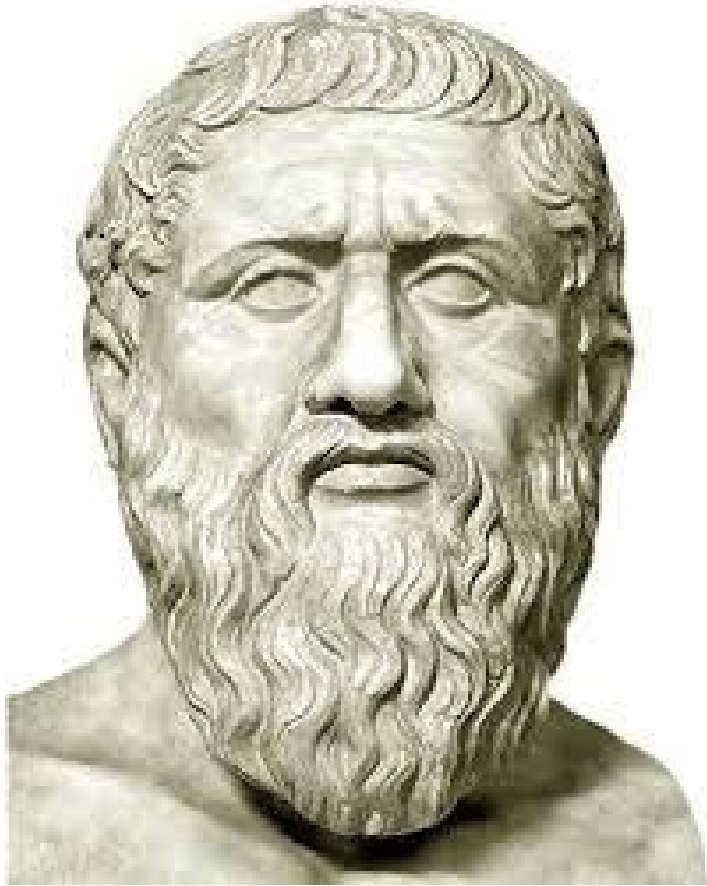
- **Who** you are,
- **What** you want
- **Why** you want it...

As well as the ability to...

- **Decide** on a strategy
- **Influence** yourself & others.

A composite image featuring a classical marble bust of the Greek god Poseidon on the right side. The bust shows a man with a full, curly beard and hair, looking slightly to the left. The background is a dramatic, high-contrast image of a turbulent sea with dark, churning water and white, frothy waves crashing under a dark, stormy sky. The overall mood is powerful and mythological.

HOMER's ODYSSEY



***“The first & greatest victory
is to conquer yourself.”***

Plato

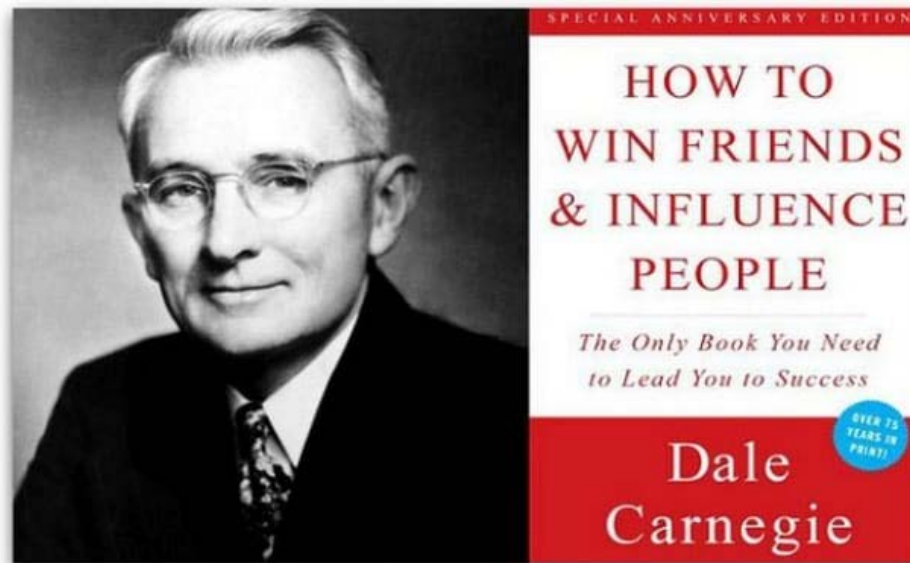
427-327 B.C.



3 Golden Principles



Professional
Training

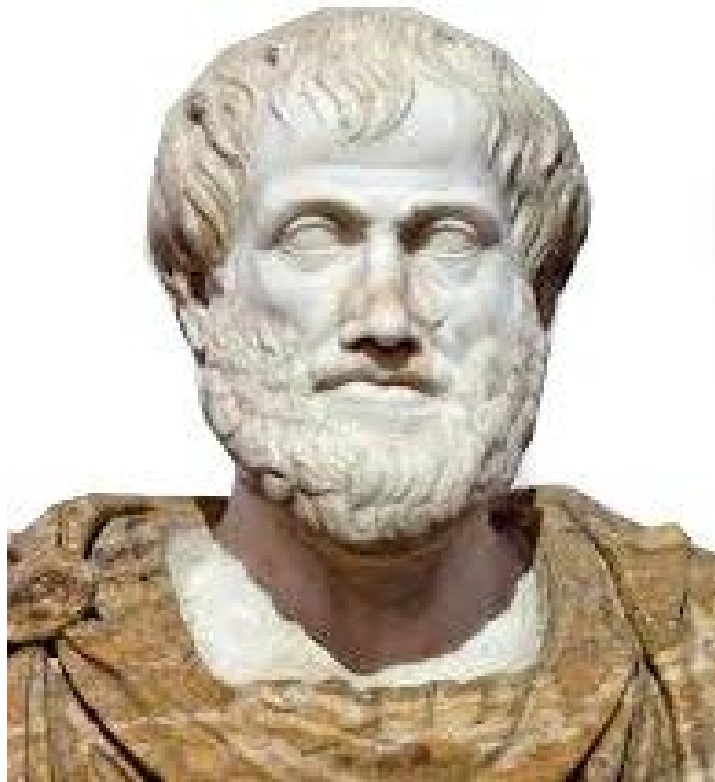


**“The ideas I stand for are not mine.
I borrowed them from Socrates....”**

Dale Carnegie



A GPS inspired by the Greek philosophers.



ETHOS
Your Ethical Self with Integrity, Honesty,
Credibility & Good Reputation



PATHOS
Your passion &
feelings, hopes
& fears.

LOGOS
The logic & facts
Behind your
decisions.



Aristotle's Rhetorical Triangle

Ethos, refers to the **credibility & integrity** of the speaker.

Is the speaker being truthful? Do they know their subject well?
Do they 'walk their talk'?

Pathos, refers to their **E.I. & use of imagination**.

Can they connect with them emotionally? Can they inspire them?

Logos, refers to their **logic & reason**.

Does the speaker make sense? Does he provide evidence?

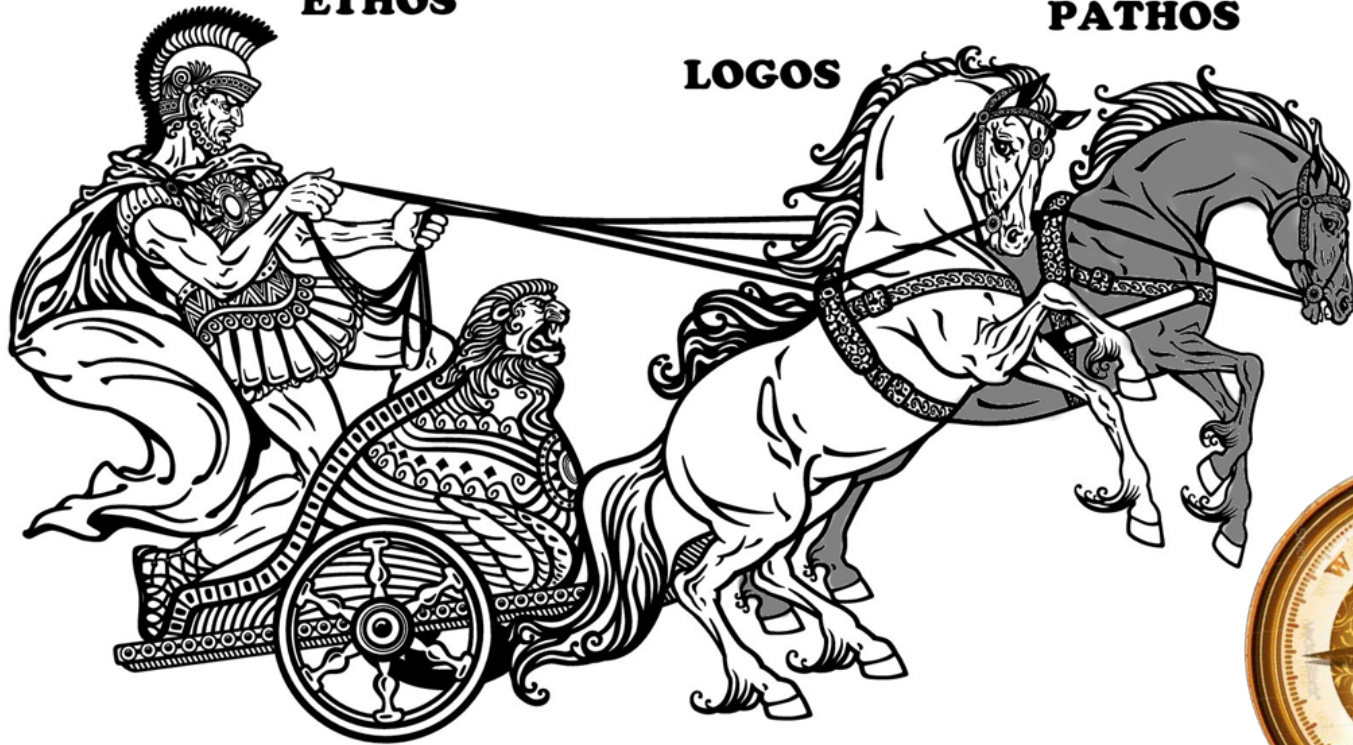
As taught at top universities like Harvard, Stanford & MIT.



ETHOS

PATHOS

LOGOS





Ethos is our own **Virtue** & Honor.

It's the main edict of all religions & philosophies of the world

It gives us strength & purpose. Without it we have no compass to guide our life.

More importantly...

It is our only way to true happiness & fulfillment (Eudaimonia)

No one likes a bad person.

So why would you want to be
one?

You'd **hate yourself.**
That's not the way to happiness.





Ethos is the 1st **Filter** we should pass our decisions through.

- Am I being truthful and fair to myself and others?
- What are my core values?
- What matters the most to me?
- How is this decision in line with my life purpose?

You don't have to be **perfect**, only to strive to be as **excellent** as you can.



PATHOS, refers to your emotions.

- How do you feel about the decision ?
- What does your heart say?
- What are your hopes?
- What do you fear most?

Examine your emotions for clues.

Manage your fears with stoic calm



LOGOS, refers to applying **logic & reason**

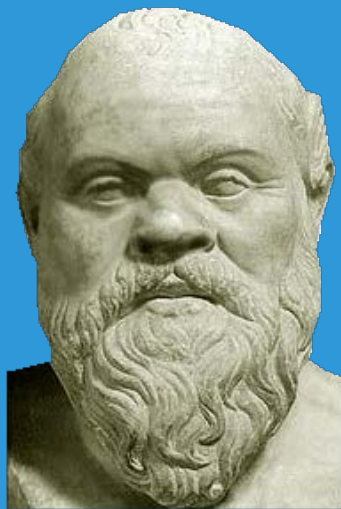
- What are the facts?
- What do the numbers say?
- What is your strategy?
- How useful is your decision?
- How timely is it?
- Is your end goal clear?



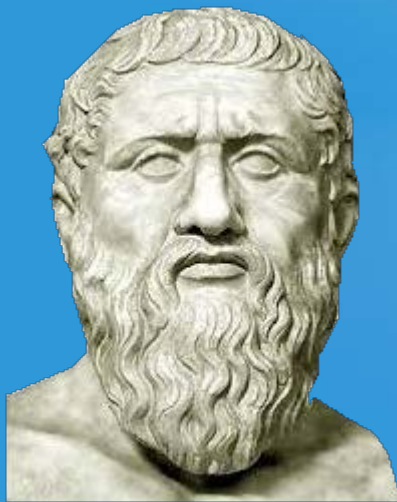
This **realization** that Aristotle's method for leading others could be also be applied to **leading one's self**, transformed my life.

The Warrior's Shield





Socrates



Plato



Aristotle

Live with **Ethos** - Manage your **Pathos** - Apply your **Logos**



Eudaimonia

Greek: εὐδαιμονία

A state of
flourishing, thriving
& happiness

AVAILABLE ON
AMAZON.COM

