

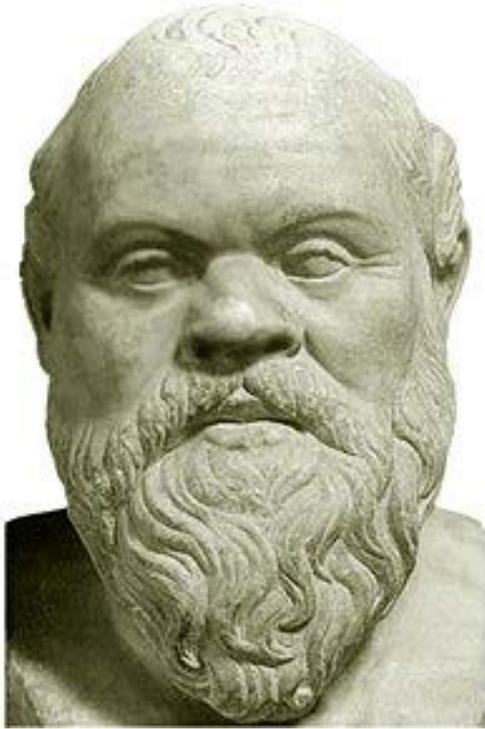
A woman in a black dress stands in profile on the right side of the frame, looking towards the left. She is positioned in front of a large, textured stone wall. The wall is composed of rectangular blocks and features a repeating pattern of stylized, carved figures or symbols. The word "ALKISTIS" is inscribed in a serif font on the wall, centered horizontally and positioned above the main text. The lighting is warm and directional, coming from the right, casting soft shadows and highlighting the textures of the stone and the woman's dress. The overall atmosphere is classical and elegant.

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?

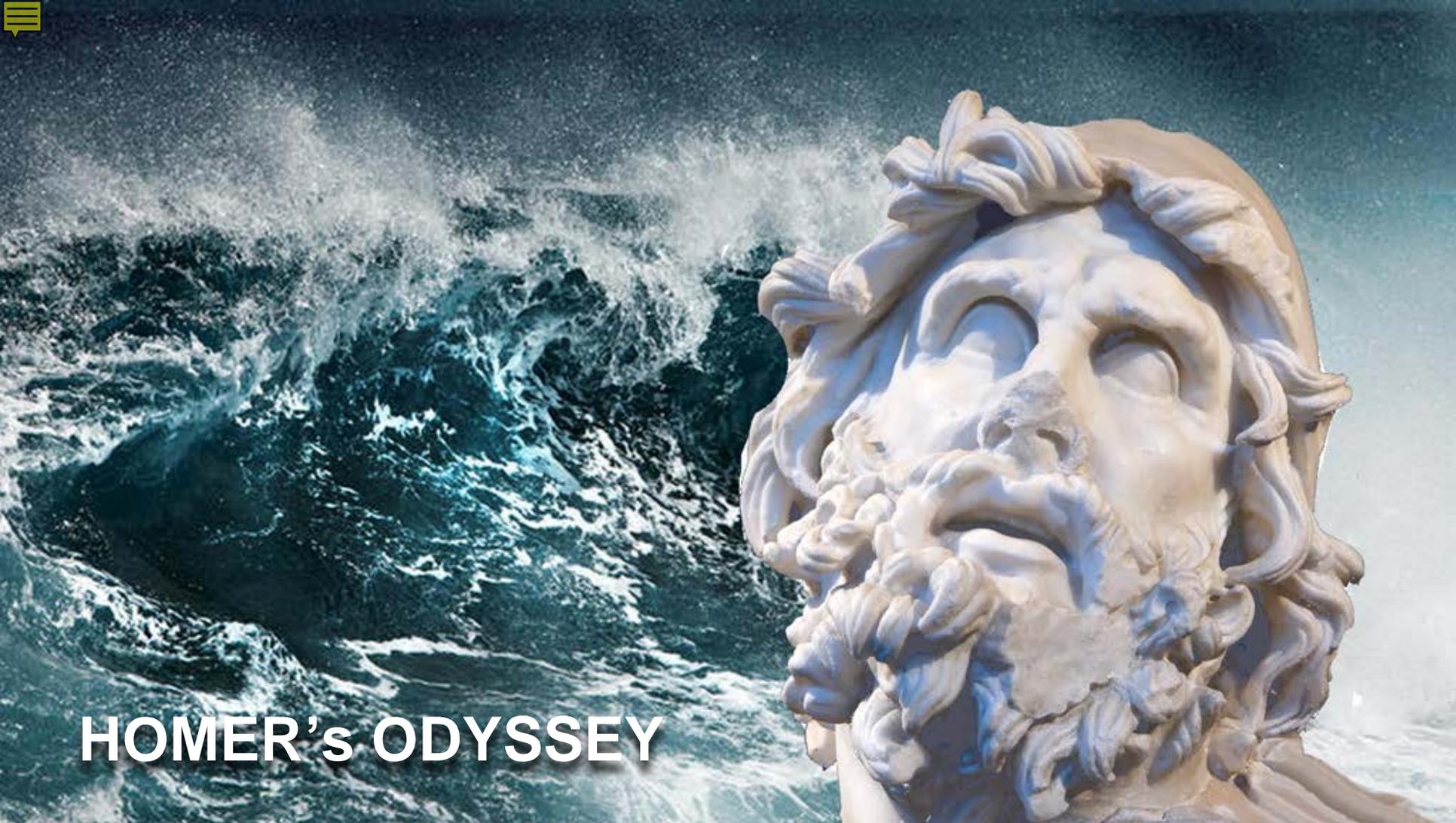


Having a developed sense of...

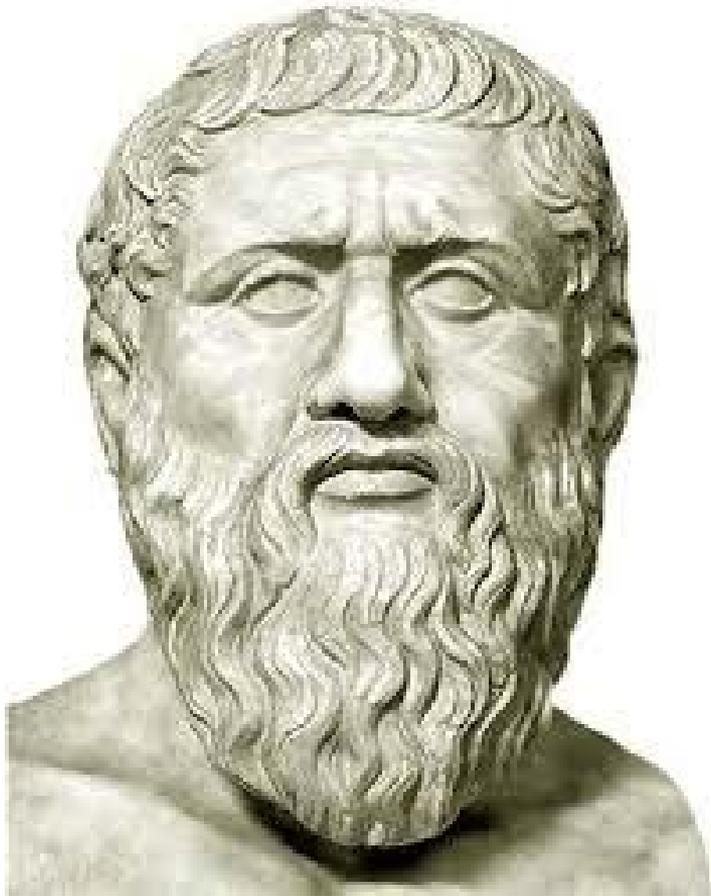
- **Who** you are,
- **What** you want
- **Why** you want it...

As well as the ability to...

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



# HOMER'S ODYSSEY



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

*Plato*

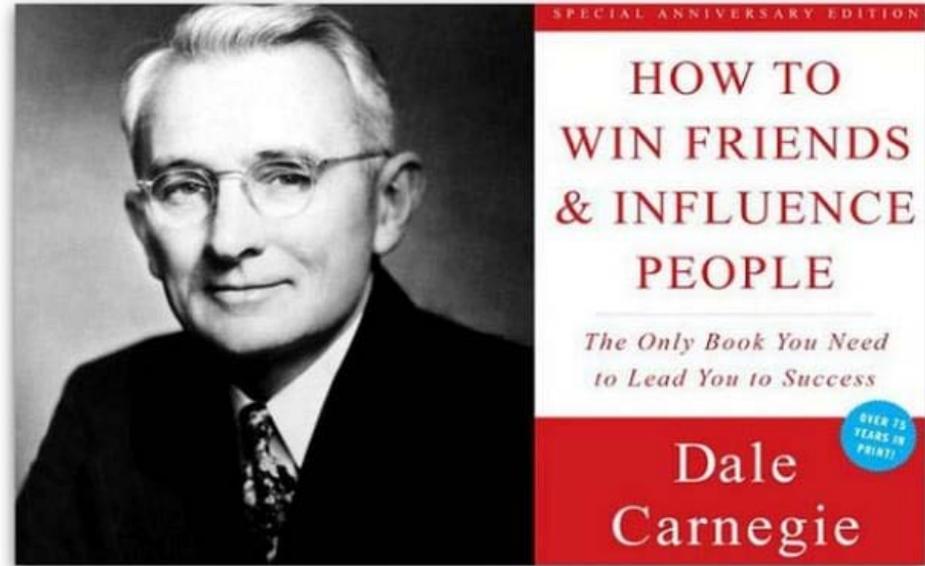
*427-327 B.C.*



## 3 Golden Principles

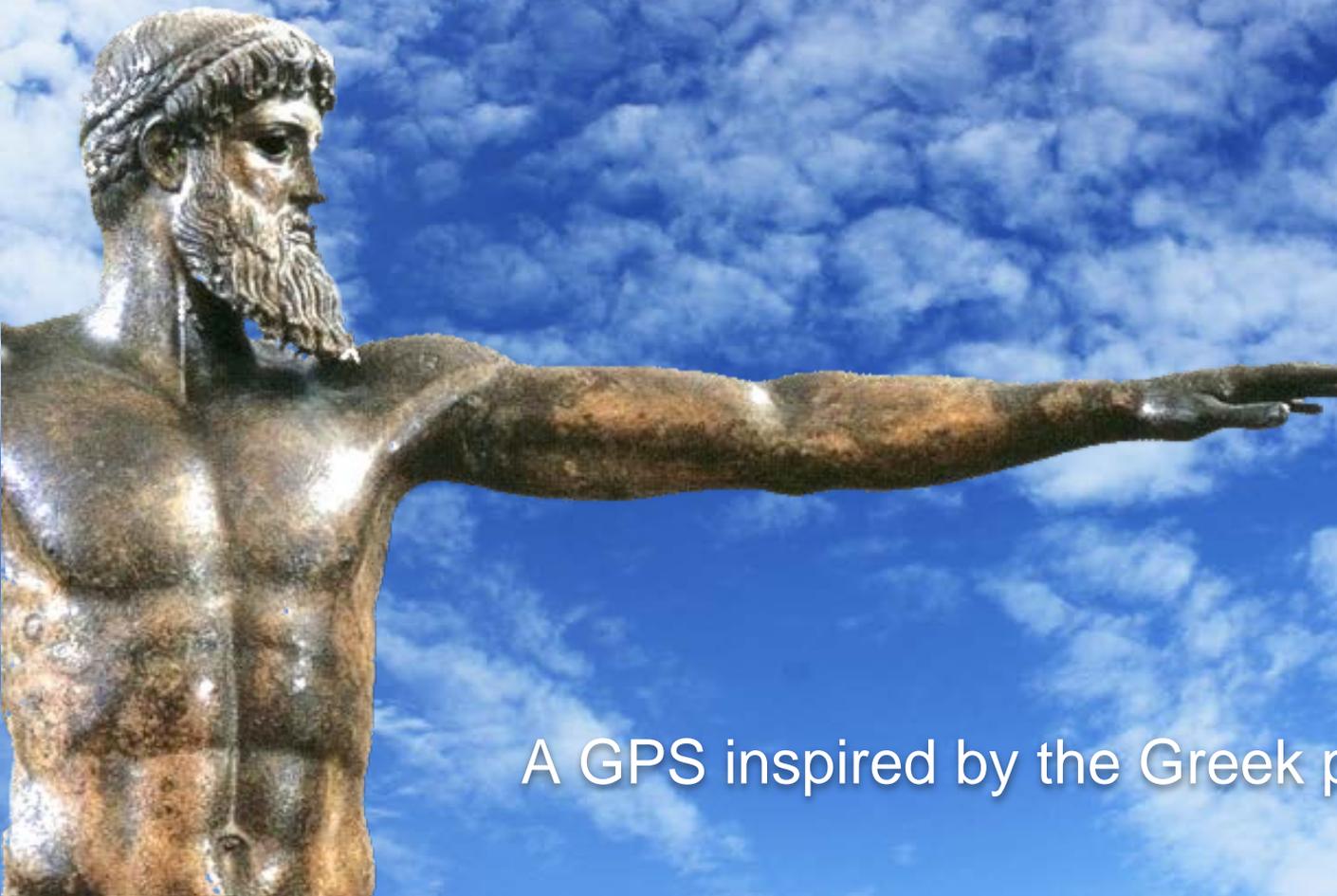


Professional  
Training

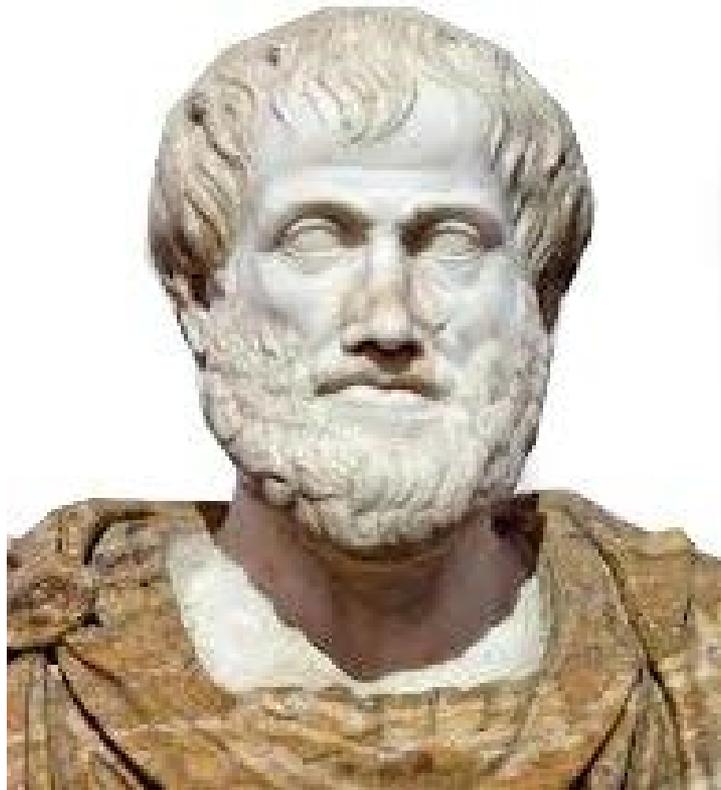


**“The ideas I stand for are not mine.  
I borrowed them from Socrates....”**

*Dale Carnegie*



A GPS inspired by the Greek philosophers.

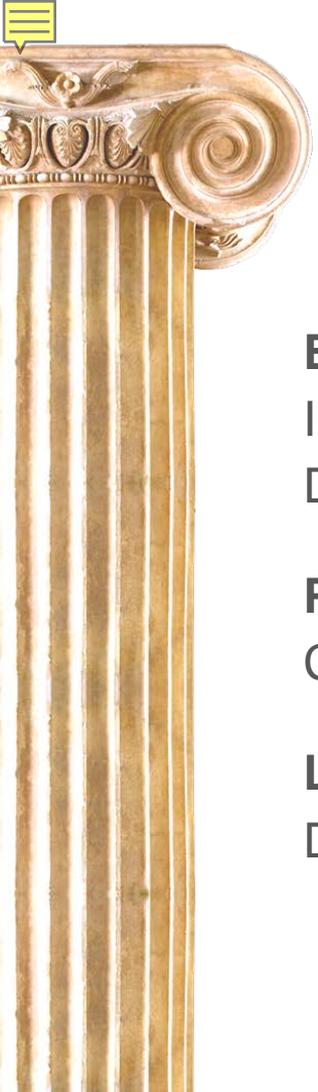


**ETHOS**  
Your Ethical Self with Integrity, Honesty,  
Credibility & Good Reputation



**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?

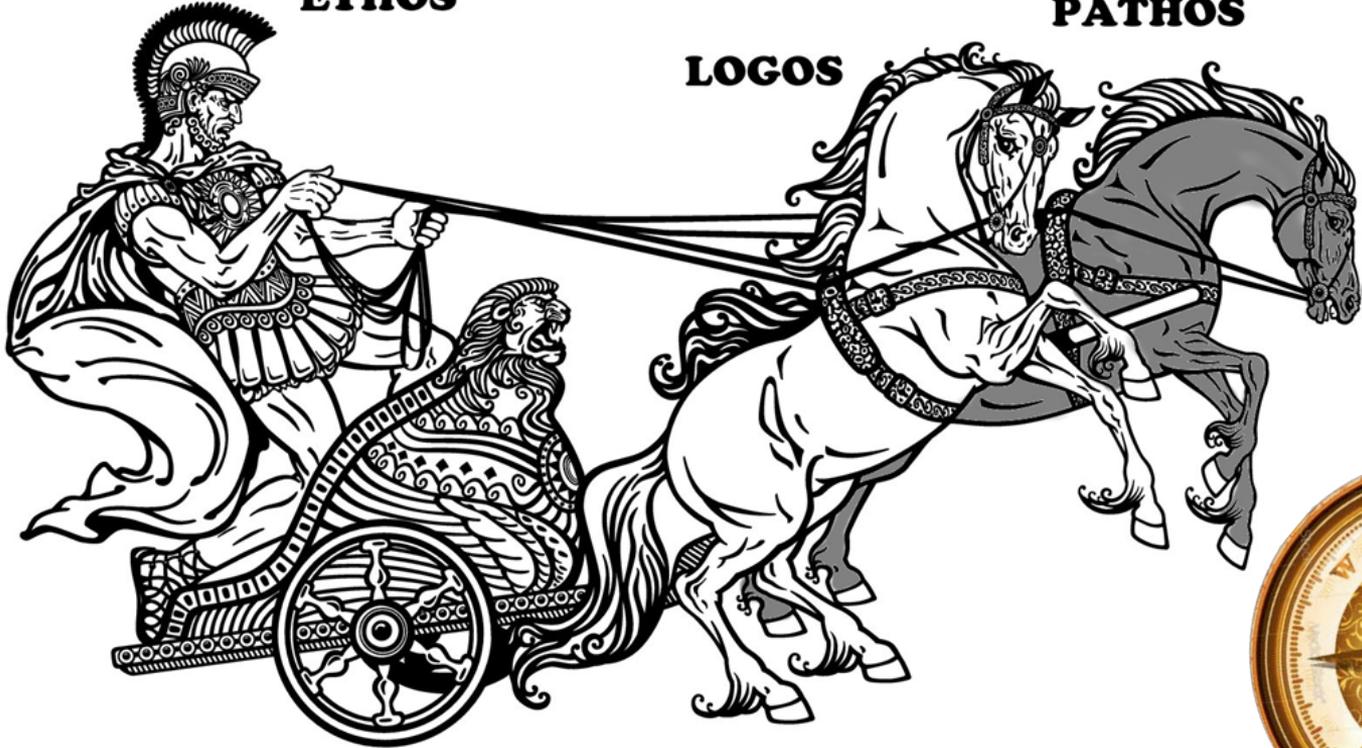
As taught at top universities like Harvard, Stanford & MIT.



**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**

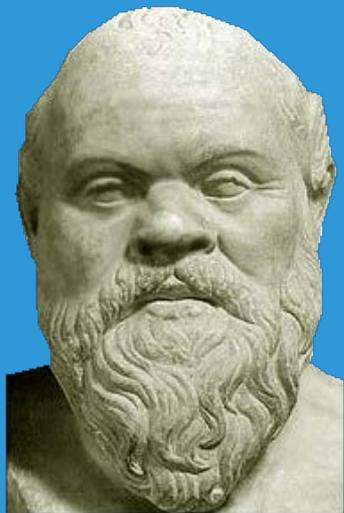
- What are the facts?
- What do the numbers say?
- What is your strategy?
- How useful is your decision?
- How timely is it?
- Is your end goal clear?



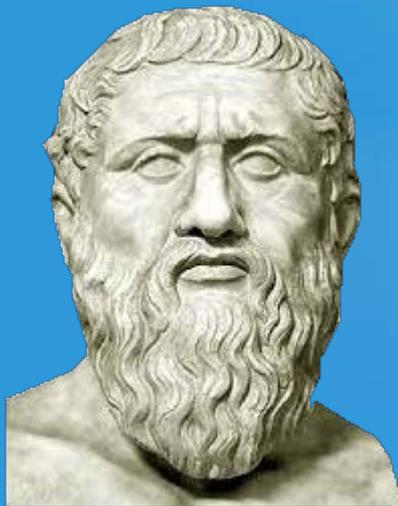
This **realization** that Aristotle's method for leading others could be also be applied to **leading one's self**, transformed my life.

## *The Warrior's Shield*

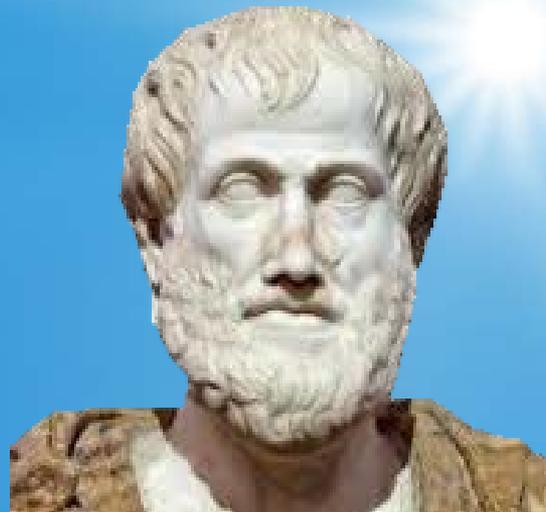




Socrates



Plato



Aristotle

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



# Eudaimonia

Greek: εὐδαιμονία

A state of  
flourishing, thriving  
& happiness

AVAILABLE ON  
**AMAZON.COM**

