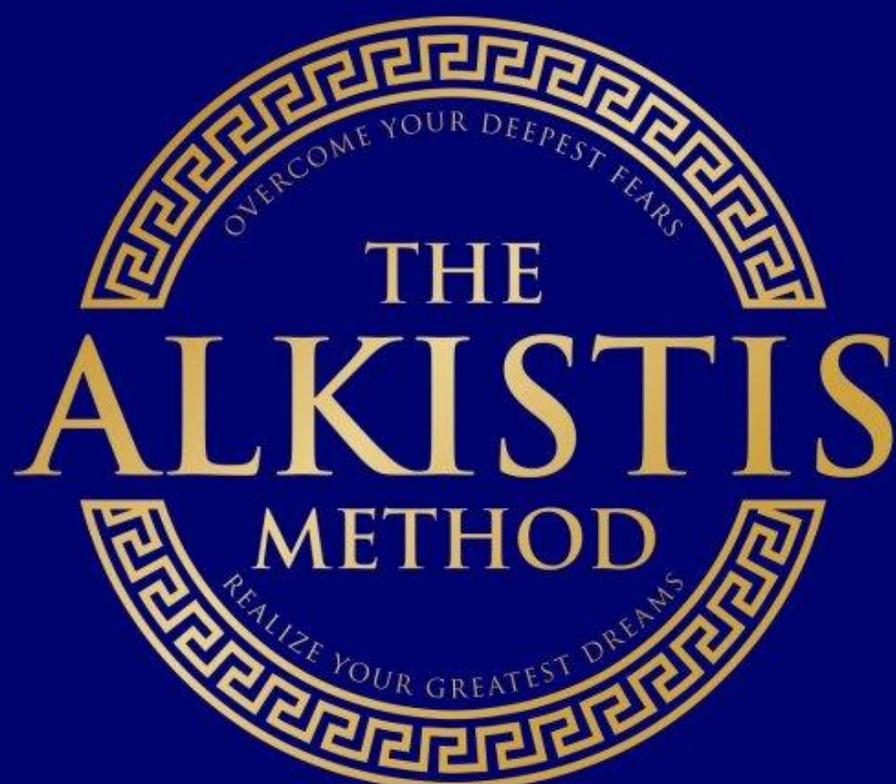


# The 3 Greatest Secrets

## For Influence & Persuasion At Work



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...Will help you to unleash your inner power  
and fulfill your destiny...



## **INFLUENCE & PERSUASION IN THE WORKPLACE: THE 3 GREATEST SECRETS**

Influence is power.

No matter who you are, where you work, or what your professional goals are, achieving more influence in the workplace is critical for your success.

- Gaining influence **on a team** can help you to work together more effectively.
- Gaining influence **in a supervisory** position can make you more respected and appreciated.
- Gaining influence **in a meeting** can make your voice more likely to be heard and acknowledged.

Influence has countless advantages, but gaining that influence, like learning a skill, takes time and effort.

Fortunately, there are many strategies written by management gurus that you can use to cultivate this characteristic. You just need to read all their best-selling books to find out how...

Many years ago, I when I was a young woman working in corporate finance, I too, wanted to develop the skills to have more influence over my clients, my team, my boss and generally, to be able to be heard and acknowledged at meetings...

So I read all these best-selling authors like Tony Robbins, Robin Sharma, Steven Covey, Dale Carnegie, Marshall Goldsmith, Simon Sinek, Daniel Goleman and slowly, I began to notice that all had *a common Source*; They all referred to the methods and wisdom of the ancient Greek philosophers !

*“I would give up all my technology for an afternoon with Socrates.” - Steve Jobs*

So I went to the *Source* and found out amazingly useful things about influence and persuasion !

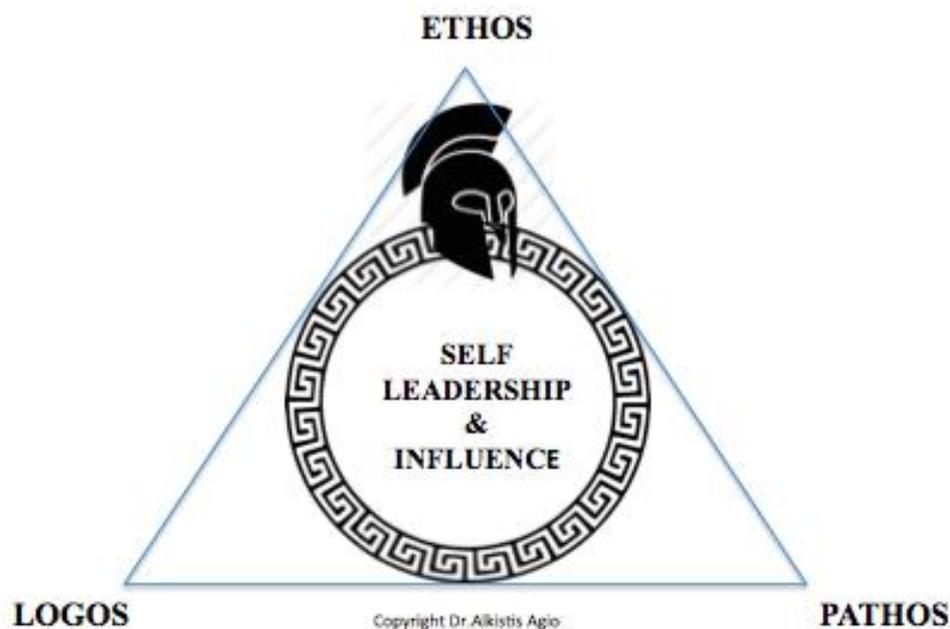
Did you know that the first ever **written manual for gaining influence and power, through persuasion** was written by the Greek philosopher, Aristotle, around 450 BC.? Yes, Aristotle was the mentor of Alexander The Great, who never lost even one battle.

Thanks to Arab translators in the middle ages, who salvaged and transmitted the ancient Greek texts, this practical wisdom has been preserved.

***"Educating the mind, without educating the heart, is no education at all." – Aristotle***

'*Rhetoric*' is the title of his book, and in it, he describes a brilliant system for influence and persuasion, based on **three simple secrets**. This system is still taught in MBA programs at Harvard, Stanford, INSEAD and other major institutions. This is how the world's top CEO's are initiated into, 'The Art of Influence and Persuasion'; Today, you too, will be initiated into a whole new world of possibilities for your success by learning Aristotle's three simple secrets; These are *Ethos, Pathos & Logos*.

***"Of the modes of persuasion furnished by the spoken word there are three kinds; The first kind (Ethos) depends on the personal character of the speaker; The second (Pathos) on putting the audience into a certain frame of mind; The third (Logos) on the proof, provided by the words of the speech itself."***  
– Aristotle, '*Rhetoric*'



**In a nutshell:**

- *Ethos* -regards the credibility, authority and integrity of the presenter.
- *Pathos*- regards appealing to the emotions, fears and dreams of the audience.
- *Logos* -regards appealing to the logic of the audience with facts and figures.

**A combination of these three factors are not only guaranteed to increase your influence in the workplace, but they are also, simultaneously, the keys to unleash your inner power and fulfill your destiny.** So now let's look at each of these in more detail ...but before they do.

### **Move Out of Your Comfort Zone**

In order to achieve excellence in influence and public speaking or improvement in any area of your life-skills, you must be willing to move out of your comfort zone and into your 'discomfort' zone. You must be willing to feel clumsy and awkward during your growth and development if you are ever going to move to a higher level of competence.

You may remember the story of the famous Greek orator, *Demosthenes* considered one of the finest speakers of antiquity. When he began, he was nervous, shy, and troubled by both a stutter and a speech impediment. But he was determined to be a good speaker. To overcome his difficulties, he put pebbles in his mouth and spoke loudly to the sea for hours every day. In time, he eliminated his stutter and overcame his speech impediment. His voice grew louder, stronger, and more confident. He became one of the greatest orators in history.

\*Exercise

*Are you as committed as Demosthenes to achieve your dream?*

*On a scale from 1-10 how high is your commitment to improving yourself?*

Because without a serious commitment no progress can be made.

I would like for you to prove your commitment now, by doing a short presentation of yourself either in front of a video camera (or in front of a small peer group) in which you say the following lines:

*"Hello, My name is \_\_\_\_\_(first & last name)."*

*"My main occupation is \_\_\_\_\_(occupation, description)."*

*"I really am prepared to move out of my comfort zone while learning The ALKISTIS Method, so that I can improve my influence skills, and in order to experience my full power and potential."*

*"One simple example which demonstrates to me that I really need to improve is \_\_\_\_\_(give an actual example of when you were not able to influence someone in a professional context, which caused you frustration and anger.)"*

*"So I am committed 100% to this transformation."*

**You are welcome to share this video in our Private FB group:**

**["The ALKISTIS Method"](#)**

## Ethos

*Ethos* is the ‘ethical appeal’, and means to convince an audience (team-group-network) of the speaker's *credibility* or integrity of character. A speaker would use ethos to show to his audience (team-group-network) that he is a credible source and is worth listening to. The word "ethic" is derived from the Greek word *ethos*.

It is not enough to have ethos, ethos *needs to be conveyed* by first choosing the language, level, topic and vocabulary *appropriate* for the audience (team-group-network). In other words, first having integrity in what you say and then, communicating it to them at their ‘frequency’, through *eye contact, tone of voice* and *body language* in order to *elicit and evoke a change in them*.

This should all ‘come together’ naturally, aligning mind, body (and spirit) resulting in your message being so simple, that it is ‘crystal clear’ to your audience.

***“It is this simplicity that makes the uneducated more effective than the educated when addressing popular audiences—makes them, as the poets tell us, 'charm the crowd's ears more finely.' Educated men lay down broad general principles; uneducated men argue from common knowledge and draw obvious conclusions.” - Aristotle, Rhetoric***

### **Examples of appeals to Ethos that you can use in a speech or presentation:**

1. "As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results."
2. "My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor."
3. "The veterinarian says that an Australian shepherd will be the perfect match for our active lifestyle."
4. "If his years as a Marine taught him anything, it's that caution is the best policy in this sort of situation."
5. "Our expertise in roofing contracting is evidenced not only by our 100 years in the business and our staff of qualified technicians, but in the decades of satisfied customers who have come to expect nothing but the best."
6. "He is a forensics and ballistics expert for the federal government – if anyone's qualified to determine the murder weapon, it's him."
7. "Based on the dozens of archaeological expeditions I've made all over the world, I am confident that those potsherds are Mesopotamian in origin."
8. "If my age doesn't convince you that my opinion matters, at least consider that I am your grandfather and I love you dearly."

## ***Ethos is a way of life***

It is very important to realize that *ethos* is not just something that you apply when you are going to do a presentation in front of a group or audience. It is something *you practice and embody everyday* in your life and in your workplace.

### **Ethos is more easily lived by espousing these 5 Core Olympic Values:**

- 1. Healthy Body, Mind, Spirit;** Fostering all three equally on a daily basis through positive habits and rituals.
- 2. Leadership by Example;** Make a difference as demonstrated by personal efforts and moral courage, that lead to a positive impact on individuals, systems, organizations.
- 3. Pursuit of Excellence;** Constant improvement, as demonstrated by commitment that extends beyond one's own self interest; Relentless efforts and personal humility for the sake of a greater cause.
- 4. Humanity, Goodwill, Teamwork, Volunteerism;** Collaborating with others with a spirit of "*In Unity is Our Strength*" by consciously applying conflict mediation skills and tools.
- 5. Self-Leadership;** Wisdom, as demonstrated by both the ability to regulate one's own 'thoughts and emotions' as well as a broad understanding of human dynamics to balance the interests of multiple stakeholders when making decisions.

### **\* Exercise To Determine How Much *Ethos* You Demonstrate At Work.**

To the following questions , just answer Yes/No:

1. Do you focus on building trust with your co-workers daily?
2. Do you cultivate reliability through consistency ?
3. Do you choose to be assertive rather than being aggressive and coercive to get things done?
4. Are you flexible, willing to see things from different perspectives?
5. Are you personal, authentic with your co-workers ?
6. Do you focus on actions rather than argument ?
7. Do you listen to others ?
8. Are your life values (ex. excellence, honor, duty, peace) reflected in your work ?
9. Are you viewed with respect from most of your colleagues?
10. Do you believe in Aristotle's quote, "*The only way to achieve true success is to express yourself completely in service to society.*"

If you answered "Yes" to 10/10 questions, you have very high *ethos*, congratulations ! If you answered less, decide who you want to be from now on.

**\* Exercise For presenting yourself professionally with *ethos* in a group.**

Stand in front of a small peer group (with camera) and introduce yourself while following this script:

“I am ..... (name & last name) and I work in .....

The (3-5) professional values that I want to embody are..... 1,2,3,4,5....

(Choose three from ‘The 5 Core Olympic Values’ as described above *or add your own.*)

**\*Exercise for practicing *ethos* every day:** Ethos is related to your reputation, integrity and honesty, to “Practice what you preach” and “Be a living example.” Question your thoughts and words often, by asking these Socratic questions:

- Are these thoughts true?
- How true are they? (0% -100%?)
- Are my thoughts, feelings and actions aligned with my greater purpose/mission?

***“Be as you wish to seem.” - Socrates***

Every time you make a move or a decision, you need to consider whether you are moving forward with full integrity and *ethos*. Imagine *ethos* to be like your ‘inner shield’; It will shield off impurities, deceit and lies, trouble and toxic people....You will avoid trouble in general; It’s like the poet C.P.Cavafy writes in his poem “*Ithaca*”.

*Ithaca*

*When you start on your journey to Ithaca,  
then pray that the road is long,  
full of adventure, full of knowledge.  
Do not fear the Laestrygonians  
and the Cyclopes and the angry Poseidon.  
**You will never meet such as these on your path,  
if your thoughts remain lofty, if a fine  
emotion touches your body and your spirit.**  
You will never meet the Lestrygonians,  
the Cyclopes and the fierce Poseidon,  
if you do not carry them within your soul,  
if your soul does not raise them up before you.*

**\*Exercise for a “Symposium”;** Your group can discuss the above verse from the poem and its relation to *ethos* using examples from your own life. This exercise is best done over lunch or dinner and a glass of wine and with soft classical music in the background, where each person has their turn to speak. Also recommended; To have a “Symposiarch” ie someone who is the “Master of Ceremony” / “Discussion Moderator” at the table.

## Pathos

*Pathos* is the emotional appeal used to persuade an audience (team-group-network). The English word *passion*, is related to this Greek word *pathos*. Speakers use *pathos* to invoke sympathy- to make the audience *feel* what the speaker wants them to feel. It is common to use *pathos* in terms of the hope and dreams of your audience (team-group-network). For example: “*Just imagine how wonderful it will be to go on holidays with your children, or to be able to send them to a good university.*” Another common use of *pathos* would be to arouse fear in an audience. For example, “*If we don’t do X, our business will collapse!*”

*Pathos* could be used to inspire anger from an audience- perhaps in order to prompt action. For example, “*We are outraged at this action by our competitors, and so we have to take action now.*”

*Pathos* is also the Greek word for both "suffering" and "experience." The words *empathy* and *pathetic* are derived from *pathos*. *Pathos* can be developed by using meaningful language, emotional tone, emotion *evoking examples, stories of emotional events, and implied meanings.*

### Examples of appeals to *pathos* in a speech or presentation:

1. "If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?"
2. "I'm not just invested in this community – I love every building, every business, every hard-working member of this town."
3. "There's no price that can be placed on peace of mind. Our advanced security systems will protect the well-being of your family so that you can sleep soundly at night."
4. "They've worked against everything we've worked so hard to build, and they don't care who gets hurt in the process. Make no mistake, they're the enemy, and they won't stop until we're all destroyed."
5. "Don't be the last person on the block to have their lawn treated – you don't want to be the laughing stock of your community!"
6. "You should consider another route. I heard that that street is far more dangerous and ominous at night than during the daytime."
7. "You'll make the right decision because you have something that not many people do: you have heart."
8. "After years of this type of disrespect from your boss, countless hours wasted, birthdays missed... it's time that you took a stand."

A famous example of *pathos* applied in the speech **I Have a Dream** by Martin Luther King Jr. August 28th, 1963.

*"I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come fresh from narrow jail cells. And some of you have come from areas where your quest -- quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. You have been the veterans of creative suffering. Continue to work with the faith that unearned suffering is redemptive. Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed."*

**\*Exercise For You To Practice *Pathos in a presentation*.** Prepare a short presentation about something you really believe should change in the sphere of your work/profession/project/organization. You are *passionate* about it and you need to also say *why* it needs to change. Deliver this speech in front of a video camera (and if possible in front of a small, supportive peer group). Afterwards, review the video, to see how you can improve your delivery style. Then, repeat your performance and take note of the improvements and more areas that you need to work on.

***"There is only one way to avoid criticism: Do nothing, Say nothing, Be nothing." - Aristotle***

### **Pathos: Change How You Are Feeling, and How Others Are Feeling**

Everything that you really want in your life comes down to one thing- you want some kind of change on *how you feel*- a change in your psycho-somatic state. The state of mind, or body you're in at that moment of time.

We all want to change how we feel. Think about it. The only reason we want more money- because of what experiences you think that your money can buy for you.

You think that money will give you more freedom, more fun, or the ability to give to the ones you care for. You relate money, to happiness...

You believe it's going to lead to some kind of *pleasure*.

It's like Freud said, people are drawn to pleasure and away from pain

That's the simple program that drives all of our behaviors.

**Challenge me on this.** See if you can find an exception. *Is there anything in your life that you really really want- that the reason you want it doesn't come down to eventually some feeling of pleasure that you're planning on getting?*

If I ask you: "Why do you want that thing X?" You will answer, "Because I want Y."

And I will ask you, and "Why do you want Y?" You will answer, "Because I want Z."

And if I continue asking, and "Why do you want Z?"

Eventually they would get to a point where you will answer, "Oh, cause it makes me feel good".

And so that's what we really want- *we want to feel good*. We want to have *a special feelings inside*. In other words, we just want to be able to manage our emotions, manage our states, and create what we really want *emotionally* in our lives. Everything we do,

we already said, is to create pleasure- that's an emotion, and avoid pain- that's an emotion too.

And if we want to change our quality of life, the quickest way to do it is change how we feel.

I mean think about it, haven't you had a situation in your life where you did something. And after you did it you said to yourself- "I can't believe I said that stupid, mean thing.", "I can't believe I did that stupid, mean thing." Have you ever had a situation like that? I mean in the area you're normally pretty smart in, you just did something really stupid or mean and petty. *I know I've had plenty of times too.*

Haven't you all had the opposite experience though?

Where you're on a *roll*, where *things were just flowing, and you were the best version of yourself.*

Where it was *like you were unstoppable.*

And you don't even know how you're doing it- you were just like flowing.

Where, after you did it, you know, somebody said "You did that? You were amazing!" and you went "ehemmm, ehemm, ehemm.. Yeah that was me." And you don't even know how you pulled it off. You were rather proud of it though. Haven't you have those kind of times you're just on a roll?

So I got a question for you- What's the difference in your behavior?

Why is it in one situation you performed *brilliantly*, in another situation you performed- how should we say, *horribly*?

The difference is *not your ability.*

What we do in any moment in time, *is based on the psycho-somatic state that our mind and body is in at that moment in time.*

**Note:** Greek words: "**Psycho**" (mental/spiritual) "**Somatic**" (physical/body).

In other words, what people can do is absolutely incredible.

What they will do is usually *disappointing* and the difference is not their capability, but rather what *psycho-somatic* state are they in.

If every time you think about public speaking, you associate fear or pain... *That's going to change your psycho-somatic state* and also you are going to feel tight in you body and you whole emotional state will change and you are going to experience your *full potential.*

But if, whenever you think of public speaking you *think of absolute pleasure*-you're going to be in a great state of mind and body, and you're going to get more out of yourself.

I mean think about it- *When you're feeling really frustrated, do you behave the same way as you're in feeling like you're on a roll, when things are flowing?* Obviously not.

You have the same ability, but think, act and behave differently.

**You speak differently, you communicate differently, everything changes.**

**So I believe one of the most important things, probably the most important thing that you and I can do in our lives to create the power, and joy, and passion that we really want, is to learn to manage our own psycho-somatic states: This is what I call Self-Leadership.**

**The Greek philosopher Socrates, likened self-leadership to a charioteer, steering two horses, which represent passions and emotions.**

In fact, think of the cost of not managing them. If you don't manage your psycho-somatic states, it will cost you virtually everything you want in your life; friends, family, success and just the joy that every one of us wants to experience on a daily basis.

**Now let me ask you a question:** Is what happens in your life the thing that determines how you feel at any moment in time? Yes or No.

**For example does the state of the economy affect your mood?**

- Most people would say “For sure, of course.”
- Does it matter how your relationships are going?
- Does that determine how you feel?
- Is how you feel determined by the weather? On how much sun or rain there is?
- Is it determined by how other people treat you?

**I'm here to tell you the answer to that is a definite, NO.**

I'm not saying that it doesn't compliment or support your feeling one way or another. I'm saying how you feel at any moment in time is purely designed and the result of ***how you are directing your own mind and body at that moment.***

What I'm saying to you is that ***no matter what is happening in your life you are have the power to take control of your own psycho-somatic state.***

I want you to understand that and I want you to start use that ability much more consciously from now on. You now have control of your life in a whole new level and you can now receive even more fun and joy and wealth than you've ever dreamed of. **I want you to take that responsibility and take that control, if you want it too of course.**

Now for some people you might say “*Oh, that seems like a heavy responsibility, I am not sure I want to do it.*”

But I'm going to ask you this: ***What's the price of not managing your states?***

*No matter what happens in your life, (for example not matter how rich or poor you become) you will always attract anxiety, drama and saddness, and you will always repel happiness, love and fulfillment. All your flaws will be magnified with time, and they will ultimately wear you down into bitterness, sadness and self-pity. There's a Greek word for it, it's called 'auto-catastrophic'.*

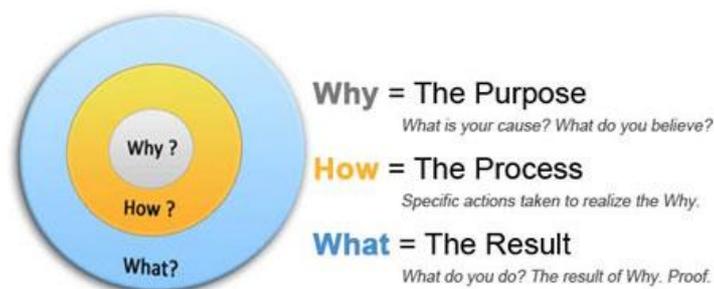
Now, I ask you a question: What do John Belushi, Elvis Presley, Freddie Mercury, Jimmy Hendrix, Janice Joplin and Marilyn Monroe all have in common?

They were all people that had every reason in the world to be happy by anybody else's standards: They were bold, beautiful, rich and famous... But they destroyed themselves little by little and killed themselves in the end.

### So how do we manage our psycho-somatic state?

I believe if you want to succeed, 80% of success is figuring out '**WHY to succeed**'. You need to decide on your 'WHY'. Why do you want to manage your psycho-somatic state?'

20% is 'HOW'. Here is the 'Golden Circle'



**Exercise:** What is your "Why"? Why do you want to learn to manage your psycho-somatic states, your pathos and emotions? Share in a small group.

### Here is the 'HOW'- Let's do some exercises.

There are two primary ways to control your psycho-somatic state ie

They are:

- 1) Controlling the way you use your physical body, what we call you *physiology*
- 2) Controlling your *mental* focus- that is what you pay attention to, what you think about, what you picture, what you say to yourself.

Today we're going to focus on **how do you use our physical body to create the emotions** that we want at any moment in time. And in the next section, under Logos, we're going work on how to control our focus and your mind; How to control the mental imagery and pictures and things that we think about in a way that immediately changes our state as well.

Now I want you to think about something here, in order to feel anything in your life you feel that through your nervous system- through your physical body. Now if I told you I know someone who is **totally depressed**. I bet you could tell me about the way they move, or even their posture, and you would probably have an accurate representation. In other words, if I told you about someone I know that's totally depressed. And let's say they're outside your door right now.

And I said to you “For a \$10,000 describe for me what is this person like, what’s their posture like for example.”

What would you say?

Most people say “He’s slumped over”.

Where’s this person’s head?

Most people say “Chin down”.

Where are their eyes?

Again most people say “Down”.

How is this person breathing ? ie Is it full or shallow?

Again most people say “Shallow”.

And where’s this person’s facial expressions? Are the muscles in their face pulled up in a smile, with bright eyes, or are they down and expressionless?

Again most people say “Down and expressionless”.

How did you match up with these descriptions that I described of a person in a depressed state?

Again if you’re like most people, most of those descriptions match the picture you have in your mind. Why is it that when we think of a depressed person we think of somebody who’s *physically unstable* a little bit, looking downwards, talking a little more slowly, their eyes down, and their breathing shallow, and their facial muscle slack and expressionless.

The answer is in order to get depressed *you have to work at it*. Because it’s not easy. You have to use your body in a certain, specific way. Just ask any actor how difficult it is to play a depressed person or a person having a fit of anger.... It’s very hard work and even exhausting!

I would like to try an experiment with you for a moment, where we can all pretend that we are actors on a filmset...I just want to try this make you realise something quite incredible that will free you from a lot of negativity...*Are you ready?*

First, measure mentally, on a scale from one to 10, how happy are you, where one is, I am so depressed and ten is, I am exctatic and jumping for joy.

Remember that number.

### **\*Exercise**

If you’re sitting, please stand up for a second.

Stand tall, breathing fully, really strong breathe fully, and I want you to look up towards your ceiling with both eyes.

Now just standing breathing tall, looking at the ceiling what I want you to do is something really ridiculous, really silly; Put a huge silly grin on your face, something like a clown.

Go ahead try it! Oh come on nobody's noticing you're by yourself and if they're noticing then you'll get your attention anyway.

Put a big silly grin on your face, look at the ceiling, now do 3 'Jumping Jacks': One, Two, Three

Stop and listen to me now.

Now, what I want you to do, is to stand 'tall', your shoulders thrown back, you breathing fully with this big silly grin still on your face.

Now, I want you to "flip a switch" and act like someone who is getting really depressed, but try to do this *without changing any aspects of your body*. Don't change your facial expression.

Oh come on you can do it ! Act depressed!

You know some of you are cheating I can tell I'm right there with you...

If you dropped those shoulders, if you dropped your head, if you stopped breathing deeply, if you stopped smiling it doesn't count.

Stand tall, breathing big, big smile, looking in the ceiling, and get depressed without changing...

All right well if you can't change, then just stay happy and sit down.

Now take a mental measurement again. On a scale from one to ten, how happy are you?

Simply notice, did your original number go up, or go down?

Now, you might say 'what's that this got to do with psycho-somatic state management?

Are you saying every time I don't feel good I should stand up tall, stare and grin at the ceiling, and start jumping up and down? YES.

No, there are many ways to manage your psycho-somatic state, and this but this is one of them.

My point is this, how come when you stand tall, and you breathe in a big grin on your face, when you jump up and down... You don't feel depressed?

The answer is, *because it's pretty difficult because you're sending a totally different message to your brain*. See the way we move our facial muscles, the way we gesture, the way we physically walk, the pace at which we talk- *all of these things determine how we feel on any given moment*.

So, if you don't like the way you're feeling, rather try and pump yourself up in the mind, by repeating to yourself "I feel good, I feel good, I feel good... Your brain goes- "That's B.S. I don't feel good!"

That's not enough! What you've got to do is *change the way you're moving*. I mean think about it. When you were growing up didn't you have a parent that told you 'Hey look! If you're depressed go do something.' Why did that work? Because when you go do something you change the way you move, you change the way you breathe, you

change what you're focusing on or what you're paying attention to. And wham! You have an emotional change- a psycho-somatic state change.

So, I want you to realize the power of your own physical body. When I was struggling I am so glad that I discovered yoga and tai-chi, to empower the state of my body.

You already know the power of your body- when you don't like the way you feel, what do you usually do? I'd say what most Americans do- they do something to change the way they feel by changing their body, by changing their biochemistry.

What do they do?- they do things like drink alcohol.

Why?-

Because the minute you drink alcohol, does it change your state? Of course.

The bottom line is you changed your biochemistry. As soon as you do that, that was changing physiology, and your emotions, and feelings, and behaviors change instantly.

Now a lot of people in our society, when they don't like how they feel they change their body, and change the way they feel by using cigarettes- they smoke and therefore, they breathe differently. When they breathe differently they feel differently. When they feel differently they behave differently. So they don't like how they're feeling- they feel a little tight, they feel a little frustrated, they feel a little stressed, they smoke a cigarette. And they think the cigarette makes them feel better. What makes them feel better *is the fact that they take nice deep slow breathes*. Why not try without the cigarette? What a concept? Amazing; You can change, just by changing your breathing alone.

### **\*Breathing Exercise**

Inhale 4 counts, hold breath 8 counts, exhale 8 counts...Repeat 3 times...

How do you feel ?

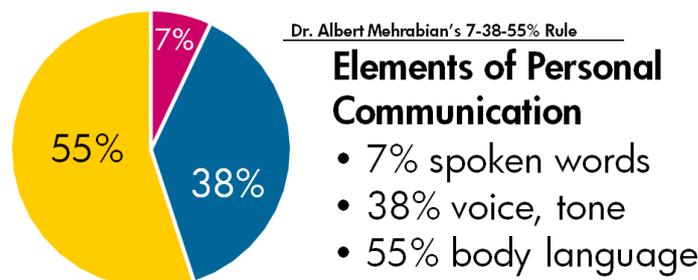
Now, what else do we do? Well a lot of people, when they don't like the way they feel, what do they do?- They eat. How do they go?- 'I don't feel good' and then they eat. And then they get fat and they look at the mirror and they don't like how they look. That makes them feel worse. So they don't like they feel so they eat some more. And then they're caught up in that loop again. Have you ever been there? So food is another way we try and change our physical body in order to it--some people just go to sleep. And some you will do things like go shopping, or watch TV. (That goes to people that are changing what they're focusing on).

But the primary way most of us try and change how we feel is by changing the way we use our physical body. Drugs is the most obvious example, we've already talked about that. Cocaine- why?- cause it changes the state rapidly. That's why people still purchase it even though it destroys their life simultaneously. They don't focus on that. *The point is any change of your physical body makes an immediate radical change in the way that you feel*. So what you got to learn to do is ***use this to your advantage***; Get in the habit of creating positive, healthy 'fixes'

*If you're gonna go in right now and you're gonna influence your son or daughter to do something like get excited about their school work- how are you gonna do that if you're at level-3? It's not gonna happen.* Too often I see parents to go ahead 'I just can't motivate my children. I just don't understand why. I talk to them about all the reason

why they should really go for it. But it just doesn't seem to work. Do you have any suggestions Dr. Alkistis?' I say 'Well, try talking a little faster for your children, and with more enthusiasm and excitement.' See, the way we use our voice will affect our state.

Interesting Fact: Albert Mehrabian, currently Professor Emeritus of Psychology, UCLA, has become known best by his publications on the relative importance of verbal and nonverbal messages.



The number one way that you can change the way you feel at any moment of time is to change the way you move. The reason is this phrase that my mentor Tony Robbins uses a lot, "E-motion is created by motion".

The way you move your physical body is the fastest way of changing your emotions. So for example, if I'm not feeling passionate and I want to, instead of 'pumping myself up' physically and emotionally, all I have to do is do a couple 'jumping jacks'. (I actually have a small trampoline in my office). Another thing that I might do is to clap my hands many times, as it 'triggers' a state of delight, excitement and euphoria. Dancing to up-beat music is another way.

**\*Exercise** Make a list of the things that can 'trigger' a state of delight, excitement and euphoria.

Learn to develop what I called '*power-moves*'. What a power move is, is finding a certain type of gesture or a couple of them- that no matter how bad you are feeling or frustrated or tired or whatever the case maybe that you can make this movement and instantly, instantly feel strong. Instantly, feel resourceful. Instantly feel like you can turn things around. You need to develop what those are and *you already* have them;

Because you have times in your life when you felt great, how were you moving at that time? That's the first clue. In fact, what I often do to with people is get them to stand up and walk around the room and notice how would they walk at they thought totally successful- I mean unstoppable.

**\*Exercise** Try it now. Come on, come on. Don't just read about this; Stand up now. come on, come on, come on. I'm watching you, I'm there with you, I can see you. I don't want to wait to do this- stand up and walk around the room. And what I want you to do is first of all walk the way you normally walk. Just you know walk around in a circle, or walk straight back and forth. Notice how that feels. Come on, you can do it.

There you go. Now. What I want you to do now is make a state change. And I want you to, if you would, imagine that you felt absolutely strong and unstoppable. I mean in your power, and what I want you to do is just walk around the room as if you felt unstoppable and powerful. And move your body the way you would be if you were unstoppable and powerful. Go ahead and try it right now. Go ahead walk around the room and actually strut the way you would strut if you felt unstoppable and powerful. Make a gesture to the way you would if you felt unstoppable. And then try to go like the opposite again, go to feeling not confident, not sure and walk around the room not sure about whether you're going to succeed, making gestures like you are not sure. Feel the difference in your body.

I want you to get an example of that. And back to confident again. Make it strong. What I want you to do, is just *notice how you can change your state from being bored and tired to feeling energized just by changing your bodies.*

Now, I am told this sounds weird. Let me ask you a question, *How valuable is it for you to be able to go in life, in business, in your job, in your personal relationships from being bored and tired and wiped out to being in a peak state?* How important will that be to increasing the quality of your life- say in a scale of 0-10? I tell you I think it's a level 9 or 10 or above. I think you probably would too.

To developing new ways, new habits of moving your body, is the single most powerful way to change state. Here's another quick way, *change your breathing.* As I noted earlier, one of the reasons people smoke cigarettes is cause in order to smoke a cigarette you change your breathing pattern rather radically. When people eat food often times they feel better afterwards cause they fill their stomach up. And it changes the way they feel and the way they breathe. With all that food in there, things slow down- they feel less stressed. Almost every yoga practice, that I've ever studied or noticed, teaches some kind of breathing pattern as part of how to change your emotions and the way you can grow spiritually if you will. So changing your breathes, try different breaths breathing faster, breathing slower, and discover what breathing pattern work best for you to create the changes that you want.

Thirdly, learn to manipulate your facial expression. I teach people seminars how to do what I called "Ninja Facial Exercises" . What that means is doing as many different expressions as you possibly can in a short period of time. So what that happens is you really have access to different emotional state. Do you know you have over at eighty different muscles in your face? And a slight change in your facial muscle instantly changes the way you think, and the way you feel. There was a study done at the University of California at San Francisco, where they took manic depressives and all they did was change their facial expressions. Made them smile on an on going basis. These are people who are manic depressives bare in mind, people normally need drugs to change the way they feel. Now one of those persons who were they able to keep smiling was able to feel depressed. In fact, some of them began to manage themselves by smiling for twenty minutes at a time for no reason. I'm pretty sure that he kinda feel great and began to develop a new habit. Do you have habitual facial expressions- grimacing? or frustration? Where you crinkle up your nose, or your eyelids, or your forehead, or something else that you do on an on going basis? I'm here to tell you that those habits create those negative emotions in your body in a regular basis. You need to develop some new habits of using your face.

And finally, one of the ways you can manage your state best is to control your diet. Most of us in life do not pay attention to what we're putting in our body. And what you're putting in affects deeply how you feel emotionally. *Blood-sugar* for example alone makes a radical shift in how you feel emotionally. So if you're not paying attention on how you're eating and you're just throwing anything you possibly can in that body without looking at the consequences you're gonna pay an emotional price. Many times hyperactive children, or people that are having with major ups and downs in their lives it just comes from basic simple dietary approaches. If they make a few simple changes, they'd have lived a little much more balance emotional life. So my challenge to you is study health to find out- not out through all your pendulum and go off on a deep end on some bazaar diet. But how can you make sure that the way you're breathing, that the way you're moving, and the way you're eating things- is giving you as much as possible to your life and not taking away. Not throwing your life into a pendulum. Make sure that you have that physical energy and drive it comes from having enough sleep and eating well.

For now though, I want you to have focused on one emotional state cause I'd like you to be able to trigger a state change anytime you want and that emotion is the one I noticed passion. As you may have picked up, I'm a fairly passionate person. Because I think out of the state of pathos (*passion*) you can create almost anything you want in your life. I think most people in life want pathos (*passion*)- they want that drive, that attractions of life, they want that juice in their relationships, in their business, and their ability to learn. But most people are barely making it through the day- you know. I mean hey- you got to watch TV, fight the traffic home, get a bite to eat, go to bed so you can get up tomorrow and start the same viscous circle all over again.

**\*Exercise with a partner** After reading this...I want you to absolutely whip yourself to a passionate state and I want you to talk to somebody about something- and I want you to do it two different ways:

Talk to him about something you believe in, something you are really usually pretty excited about but *do it in a dispassionate way*; Where it's like- you really don't believe what you're saying but you're just trying to convince somebody to something. And I want you to *notice what you do when you're dispassionate*. Notice for example how you are standing, how you're wavering back and forth? Are you standing still? Are you back in your heels? How do you gesture or do you even gesture when you're dispassionate? How do you use your voice- what's the volume? what's the tempo? what's the tone of your voice? What do you do with your facial expressions when your passionate versus dispassionate? Pay close attention. And then what I want you to do- is really go for it. For two to three minutes be totally dispassionate. Notice how it feels to be dispassionate. I doubt if you'd liked it you'd do terribly much. *Then what I want you to do is change your state completely. And I want you to go the other extreme.*

I want you to talk to yourself or the wall, or your radio, or the crowd, or the traffic, or your friend in a *totally passionate way were you're more inspired, more excited, more passionate you can ever remember being in your entire life*. Now I mean I want you to go for a 1000% and while you're talking into whatever it is- I mean go for a 100%. Don't go on this is stupid you know- oh alright, I'll try it half way. Do it all the way or don't do it at all. If you can't do it at all give this tape program to somebody who will follow through. But if you're one of those people the go for it- okay. Be outrageous.

Push yourself. And then notice how you are moving differently. What is some of the specific gestures that you give when you're passionate? And where are they? How was the difference of the quality of them? What's the difference on how you use your voice? What's your volume like? What's your tempo? What's your facial expressions like? Again notice the difference.

When you're done here's your assignment. Your assignment is fill up your success journal and record the difference. In other words, what I want you to do is leave the session today having knowledge of the emotional buttons in your brain.

In other words, if I noticed that if I take my right hand and I actually snap it out in front of me very, very fast- when I'm passionate I tend to do that making a point. And when I'm dispassionate my hands are below my waist where it just kinda hanging out there. Then the next time I want to be passionate, even if I'm not feeling passionate, I gotta snap my hand out there and the immediately it's there. If I notice that when I'm dispassionate and I talk kinda quiet, and tired, and stuff. But when I'm passionate I speak a little more rapidly. And if I want to get passionate I just started speaking more rapidly and immediately it increases and I immediately feel passionate as well. If I notice that when I'm dispassionate I'm back at my heels, or leaning away from somebody. But when I'm passionate I'm leaning into them, talking in gesturing- then I start leaning in to somebody in order to feel passionate towards them. ***In other words, find out how your brain works.*** You are different than me or anyone else your gonna meet. *Find the exactly what triggers passion within you in terms of movements.* And experiment what would be the kind of move you could make that immediately would make you feel strong even if you're afraid a few moments ago.

So it would be clear, here's your exercise. One, talk to something or someone in a dispassionate way about something you're normally inspired about. Dispassionately were you don't really believe it or feel it. Two, change your state and get absolutely passionate. Where you feel more excited, more energized, more passion ever before. Three, dissect in your mind the difference- in how you move, how you breathe, how you use your face, how you use your voice and record that in your success journal.

And finally, today experiment. At some point of the day you don't feel very inspired or you don't feel anything in particular, snap yourself in to a powerful state. Or ask yourself where am I in a scale from 0-10. If you find you're at level 4 or 5 or 6, to me you have a pretty boring way to live life. Maybe you want to amp yourself up. Crank yourself up to level 8 or 9 just by changing your movement. Or maybe you want to be able to go for being totally excited to relaxed just by changing your breathing, or your tempo, or your gestures. Because being able to relaxed, quickly and easily sometimes and often times as important as the ability to get yourself excited. The only reason I push to the other direction is I think most people have the ability to get into this state. They may not have the ability to getting the other one. Whatever you're already good at make it better. Whatever state you're not good at getting in- practice getting in to it until you can absolutely make the change you want as fast as you can think. Remember, any emotion you're feeling is based on how you're moving. Little movements like breathing, and big movements like gestures and facial expressions. Take control today and experiment and explore. ***Have the adventure of discovering how you can use your body to immediately direct your mind and your emotions.***

# Logos

*Logos* is the Greek word from which the English word 'logic' is derived.

This third key of influence is the appeal to logic, and it means to convince an audience (team-group-network) by use of logic or reason. To master *logos* would be to cite facts, figures, statistics, historical and literal analogies, as well as citing (quoting) certain authorities on a subject. That all makes for a great convincing argument.

Lately, there has been a lot of 'fake news', so you have to make sure that your sources are serious, accurate and unbiased, and most importantly *scientifically* based wherever possible.

## Examples of appeals to *logos* in a speech or presentation

1. "The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas."
2. "Ladies and gentlemen of the jury: we have not only the fingerprints, the lack of an alibi, a clear motive, and an expressed desire to commit the robbery... We also have video of the suspect breaking in. The case could not be more open and shut."
3. "More than one hundred peer-reviewed studies have been conducted over the past decade, and none of them suggests that this is an effective treatment for hair loss."
4. "History has shown time and again that absolute power corrupts absolutely."
5. "Private demand for the product has tapered off for the past three years, and this year's sales figures are at an all-time low. It's time to research other options."
6. "The algorithms have been run in a thousand different ways, and the math continues to check out."
7. "In 25 years of driving the same route, I haven't seen a single deer."
8. "He has a track record of success with this company, culminating in some of our most acclaimed architecture to date and earning us Firm of the Year nine times in a row."
9. "You don't need to jump off a bridge to know that it's a bad idea. Why then would you need to try drugs to know if they're damaging? That's plain nonsense."
10. "Research compiled by analysts from NASA, as well as organizations from five other nations with space programs, suggests that a moon colony is viable with international support."

### **\*Exercise For You**

Continuing from the exercise above in the previous section on *pathos*, improve your presentation by adding facts, logic, statistics or historical evidence to your presentation. Then perform it again, (in front of the video camera for self-review), to see how your presentation is evolving and improving. At the same time, if you have access to a supportive peer group, it's best to do it in front of them, and receive their feedback.

### **Using *Logos* To Become The Person You Want To Become and Manifest Anything You Desire**

Think About it: What is your most valuable asset?

Your mind.

One of the most precious skills you have is your ability to think, to reason and to express yourself with clarity. These mental skills can help you to earn more and get promoted faster than any other talent you can develop.

Afterall, the only way you can demonstrate your mastery of a subject is by expressing your thoughts and ideas clearly, aloud and in writing.

Your ability to speak to an audience and influence them is *essential to your success*. Speaking well can garner the respect and esteem of others, make you more valuable to your company and get attention from people who can help you and open doors for you. Good speaking ability will also convince people that you are generally more talented and intelligent than others who do not speak well.

When you speak well, people say, "*S/he really knows what s/he's talking about.*"

The good news is that your mind *is like a muscle*. It grows stronger and more capable with use. This is called 'neuro-plasticity'.

You may have heard that the brain is plastic. As you know, the brain is not made of plastic... Neuroplasticity from the Greek word '*plastos*', which means *to mold*, refers to your brain's ability to CHANGE throughout your life; The human brain has the amazing ability to reorganize itself by forming new connections between brain cells (neurons).

This is achieved through practice and repetition; It has been scientifically proven from experiments at top universities, that the repeating of a certain action over three months, can make that new action *a habit*. In other words, the more you practice a certain habit, the more it becomes part of who you are.

***" We are what we repeatedly do. Excellence is a habit." - Aristotle***

Develop the habit of organizing your thoughts and words in advance, as this will make you more alert and aware of what you are saying and how you are saying it. The habit of planning, preparing, and delivering talks and presentations forces you to use your mind at a higher level, and it actually makes you smarter.

In order to persuade your audience, team, group or network either as a public speaker or even on a private one-to-one basis, the proper use of *ethos*, *pathos* and *logos* is all need to be present, so that you may get the results that you want.

## **The Only Limit Is Your Mind.**

Our greatest enemy is always our own *doubts and fears*. But there are no limits to what you can do, be or have, except for the limits you place on yourself. It has do do with your perspective.

***“Men are disturbed not by things, but by the view which they take of them.” -Epictetus***

**Question:** Can two people go through the same event and have a different experience? (In image below, do you see a young lady or an old lady?)



When we are making a presentation, either in front of an audience of three hundred people or even three people, it often feels that our emotions just ‘happen’ *to* us automatically and involuntarily in response to an event; especially *fear* and *anxiety*. For example, suppose we’re speaking at small meeting with five people, and someone is frowning the whole time. Thinking that the person is frowning *at us*, we automatically feel upset and offended that they were not impressed by us, or that they don’t take us seriously etc You thought, *“That person is frowning at me, they’re looking down at me in some way, and they shouldn’t, how rude, how offensive...etc...”*

But if we take a look at that event from another point of view, we may figure out what is *actually* happening; Once we realize how our interpretations lead to our emotions, we can hold our interpretations up the light and ask if they are definitely *accurate or wise*. We could begin checking the validity of our thoughts, by asking ourself: *“Was that person definitely frowning at me? Maybe they were just frowning. And if they were frowning at me, so what? Does that mean I have to take their bad mood with me through the rest of my day?”*

We can start to choose our perceptions, our interpretations more wisely, *based on fact and reason* rather than hearsay and superstition, and in this way, we will begin to feel more confident, as we are stepping on ‘solid foundations’.

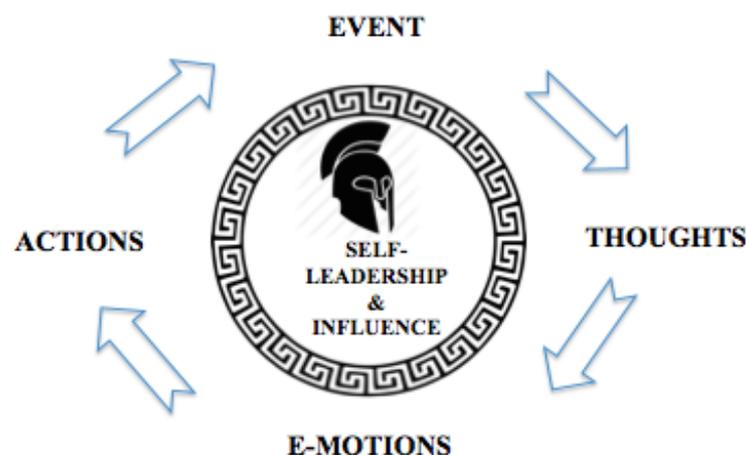
***“Know Thyself” - Socrates***

If we observe our self at any given time, we will notice that there is a kind of running commentary that’s going through our head all through the day making judgments about the things that are happening to us. And usually we don’t question that inner voice, we don’t even notice it. That inner ‘chatter’ is made up of all our beliefs and opinions we’ve heard since we were children and we’ve internalized it; *It’s not our truth*, its ‘fake news’; Usually *fear-based* core beliefs and assumptions. Scientific research has proven that we have a fear-bias when we think, and this often *makes things appear much worse than they are in reality*. So, we need to start rationalizing about our thinking.

The Greek philosopher **Socrates** (469-399 Athens, Greece) created the first recorded *rational* approach to personal development at a time when *mysticism* and *dogma* were rife in other countries surrounding Greece; Socrates believed that we can arrive at the truth by *questioning our own assumptions*...on a regular basis.

**“ I cannot teach anyone anything, I can only teach them to think.” - Socrates**

According to Socrates, what often causes suffering is *our own misguided beliefs*. We are our own prisoners, our own torturers, we cling to our negative or toxic beliefs, even when they hurt us or kill us... So how do we free ourselves from our self-made prisons of our mind? Socrates taught that what we need to do is *learn how to ask ourselves critical questions*; not just assume that that inner chatter is always telling the truth; We can learn how to distance ourselves and *rationalize* about the “chain-reaction” from initial event, that triggers our thoughts, that generates feelings, which leads to actions and how these all eventually lead to specific results or events.



Once an uncomfortable or upsetting event is met with *understanding*, the next time we are in a similar situation, we may find it *interesting*, rather than uncomfortable, or upsetting. What used to be the nightmare is now just an interesting ‘pattern’ or ‘sequence’. The *next* time it appears, you may even recognize an *opportunity and get excited*. (Or the next time, you may not even notice it.) So we can evolve or ‘grow’ out of certain ways of thinking about and reacting to events in the same way that we outgrew our childhood fears of ghosts or dragons. For example, our fear of public speaking is reduced, the more we practice.

According to Socrates, we shouldn’t believe everything we think; It’s often self-deception in the form of a ‘lie’ or a ‘distortion of the truth’. So we need to constantly ‘test’ our thinking to arrive to the truth or the solution. Harvard professor and author of the best-seller ‘*Emotional Intelligence*’ Daniel Goleman, analyses this phenomenon in his book ‘*Vital Lies, Simple Truths-The Psychology of Self-Deception*’.

So when you are about to give a presentation or enter a discussion/debate with someone, and we sense fear, anxiety, anger, frustration and you want to overcome these emotions always apply the ‘**Golden Question of Socrates**’, in order examine your assumptions and presumptions: **Is it true?** (*How do I know for sure?*). Just this simple questioning process can reduce your stress by 50-90%

## Making Life-Shaping Decisions Using Logos (*Reason, Thinking*)

EN APXH HN O ΛΟΓΟΣ (Ancient Greek saying)

**“*In the beginning was The Logos*” John 1:1, The Bible**

If the doctor told you that you have eight more days to live...

Who would you call? What would you say? What would you do?

*What is it that motivates you in your life today? Not ten years ago.*

*Are you still running the same pattern as ten years ago?*

*What's your target now?*

*What are you really after?*

They say that *'Decisions shape destiny.'*; Where you are today, is based on some decisions that you took a while back. Can you remember, what were two or three decisions that got you where you are today?

What do you notice? Who made those decisions?... So, who's in charge of your destiny?

(Is it others?)

No, it's you; You have the power to shape your destiny through the decisions you take.

Right now. You have to decide what you're going focus on.

The minute you decide to focus on something, you got to give it a *meaning*.

So think about your own life, the decisions that have shaped your destiny. In the last five or ten years, fifteen years; How many decisions you've made, that if you've made a *different* decision, your life would be completely different right now. These are decisions that have shaped your destiny up until today. And that sounds really heavy, but in the last five or ten years, fifteen years, how many decisions you've made that if you've made a different decision your life will be completely different?

**Exercise:** Discuss some of these decisions with a partner or write some of your thoughts down, about those decisions.

***“An unmeditated life is not worth living.”- Aristotle***

## Make a Big Decision Now

**If you're going to realize your dream, you need to decide and focus on what you want.** In order to do that, you need to get a clear and compelling vision for what you want; If your body or confidence level is not where you want it to be, I tell you there's one simple reason, it's not in your focus, you haven't been focused on your body or on your confidence. You may say, “No, no I'm focused on it. I'm focused all the time on how fat I am.” No. See if you're focused on crashing into a wall- trying *not* crashing into it; If I tell you not to think of a big, pink, elephant....Where do you start focusing?

The more you're trying *not* to focus on, that's where the energy goes. That's where you go. I'm saying focus *on what you want* not what you don't want. And not only, just only focusing on what you wan... Focus on the "why": *Why I like to be strong, I like to be energetic, I like to be fit, I like feeling attractive*- It's focusing on making it compelling. You can't just focus on it. You got to create a clear and compelling future in that area. *That will pull you towards it.* You're not trying to push yourself. Stop saying to yourself " *I have to get fit...*"

Get focused and clear. What's compelling? Where are you? Where do you want to be? And make it so compelling you can't help that when you wake up in the morning you want to transform this area in your life. When you do that with your body, or your motions, or your finances, or time, or any other area and you started focusing and your clear- you're gonna have energy. You're gonna have drive. You're gonna start to do something.

Ultimately decisions shape our destiny, which is my focus here. If decision shape destiny...What are you gonna focus on? Right now you have to decide what you're going to focus on.

**\*Exercise** Make full description of your greatest 'Dream' (or a specific outcome that you want). You can use all modes of communication: Write it, record it, draw it, make a 'vision board' of it, a short movie of it. Full color, sound, touch, smell, taste. Bring it alive in your mind.

Make sure it's a S.M.A.R.T.E.R. goal...

Specific

Measurable

Achievable

Realistic

Time-bound

Evalute (after you have taken action)

Revise/Re-do

**Now, you've got to give it a "Meaning".**

The "Meaning" you give to your dream is your "WHY"...And there's a saying, "*If your why doesn't make you cry...It's not big enough.*" What is your "Why"? Go back to 'The Golden Circle' from the introduction.

**\*Exercise** Take time to formulate a clear 'Personal Mission Statement' for your great Dream/outcome. There are many different ways to write a personal mission statement. Despite this there are also some commonalities and good guidelines you can follow when writing your own. Writing your own personal mission statement will give you a clear view of your goals, values, and relationships.

**1. Understand the benefits of writing your personal mission statement.** Writing a personal mission statement can help you in many ways such as learning more about yourself, expressing your goals clearly, and becoming the person you want to be.

**Learn more about yourself.** When you sit down to create your own mission statement it will force you to examine yourself in more detail than usual. You will need to learn just what you want to achieve and why you want to achieve it. **Express and understand your goals clearly.** You might have a broad understanding of what you want to achieve in life, but it may be difficult to put that understanding into precise words. Examining your goals will allow you to focus them into clear and concise statements.

- Knowing your goals will help you to achieve them more easily.
- Relate your goals and how to achieve them to your values and beliefs.
- Make your statement a way of life.

Creating a personal mission statement will allow you to start living your goals and values. After clarifying and focusing your ideals and life direction you will be able to work your mission statement into everything you do. Don't just settle for writing your statement on paper. Always strive to live in accordance with your values and beliefs.

**2. Imagine who you want to be.** The first main step in writing your personal mission statement will be to imagine exactly who you want to become. Examine the qualities you want to obtain, the relationships you want to have, and the way of life that you want to live.

- Find a person you admire. Examine that person that you most admire. Discover the qualities in them that you find so admirable. List those qualities and think about how you could best bring them into your own life.
- Try to make this list as detailed as you can.
- Start practicing these qualities from you list in your daily life.
- Imagine who you want to be. Try to picture exactly who it is you want to become. Envision the details of your accomplishments, your personality, or any future you may want to find yourself living in.
- For now, forget about how you will achieve this.
- Focus only on what you want to achieve.
- Think of the roles you play. Examine your relationships to friends, family, career, hobbies, or other areas of your life. Think about how you would want to be described in these relationships.
- Understand your roles and what you want from them.

**3. Start discovering you.** Writing your personal mission statement isn't directly about laying out a path to your future. The main function of your statement will be to help you better know yourself.

- The personal mission statement is focused on self-discovery, rather than creation.

- Your mission statement should be written only to inspire you, not to impress another person.
- Knowing yourself will help you to relate to and engage with the world at large.

Use Deeply Relaxing mp3 to 're-enforce' your mission statement everyday.

[http://www.alkistis.net/free\\_mp3.html](http://www.alkistis.net/free_mp3.html)

Developing your mission statement:

**Answer life questions with your statement.** Your mission statement should answer questions about your life and how you desire to live it. By answering these questions, you will be able to live your life in a more focused and aware manner. Some of the most common questions your mission statement should answer are:<sup>[8]</sup>

- What do I want from life?
- What are my values?
- What do I excel at?
- What do I hope to accomplish?
- How do I want to be remembered?

**Understand your beliefs.** When you create your mission statement, you will want to list your beliefs. Think about them until they become as clear as they can. Knowing your own beliefs will help you fully understand your own unique approach to life.

- Clarify your beliefs on a broad level first. Ask yourself the big questions:
- How should I treat people?
- How would I like to be treated?
- What do I want the world I live in to be like?
- What do the words Justice, Truth, Love, etc, mean to me?
- Work to apply the broad beliefs to more focused issues. Think of detailed situations and how your beliefs would be applied. For example:
- If someone is treating me poorly, how will I respond?
- What should I do if someone asks something of me that goes against my beliefs?
- What profession would be allow me to practice my beliefs?

**Focus on the roles you play.** Your mission statement will provide a great approach to life in general. To apply it effectively you may want to examine how your roles in life relate to you mission statement.

- For instance, think of your professional role. Where do you want to be, professionally, in a few years time? What responsibilities do you see that role

requiring of you? What attitudes or practices have you found to work best for you in your profession?

- Understanding each role will help us to balance our focus on the roles that most need it.
- Once you have your mission statement, apply it to your roles and relationships directly...

**Start living your mission statement.** Once you have an idea of what your mission statement is shaping up to be, start living it. See how it works for you and if you are able or still willing to achieve your goals and directions you originally set..

- Examine your actions and check that they are in accordance with your own beliefs, goals, and values.
- Ask yourself if your goals are realistic for you. You may have to change details of your goals, for example, moving a deadline to a more reasonable time.
- After you have a good understanding of yourself, goals, and mission statement, it's time to start writing it.

Stephen Covey wrote, *The 7 Habits of Highly Successful People*, suggested writing a personal mission statement: *“Writing or reviewing a mission statement changes you because it forces you to think through your priorities deeply, carefully, and to align your behaviour with your beliefs”*

### **5 Examples of Personal Mission Statements by Top CEO’s:**

1. DENISE MORRISON, CEO OF CAMPBELL SOUP COMPANY *“To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference.”*

2. JOEL MANBY, CEO OF HERSCHEND FAMILY ENTERTAINMENT *“I define personal success as being consistent to my own personal mission statement: to love God and love others.”*

3. OPRAH WINFREY, FOUNDER OF OWN, THE OPRAH WINFREY NETWORK *“To be a teacher. And to be known for inspiring my students to be more than they thought they could be.”*

4. SIR RICHARD BRANSON, FOUNDER OF THE VIRGIN GROUP *“To have fun in [my] journey through life and learn from [my] mistakes.”*

5. AMANDA STEINBERG, FOUNDER OF DAILYWORTH.COM *“To use my gifts of intelligence, charisma, and serial optimism to cultivate the self-worth and net-worth of women around the world.”*

Here’s mine: “I am expanding in health, wealth and love every day, as I show others how to do the same, through my books, seminars, tvshows and talks.”

## Conclusion

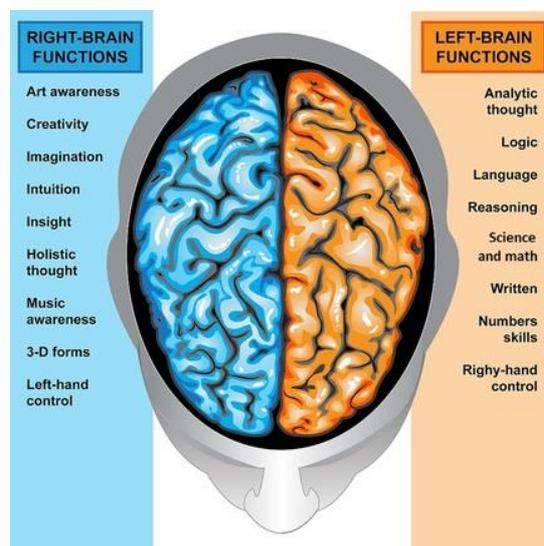
If you do this “inner work” as outlined by The ALKISTIS Method, here in this manual you will be able to ‘lead yourself’ ie Overcome your own fears and insecurities. With *Ethos*, *Pathos*, *Logos*, you will no longer be operating from your limiting-fear-beliefs, but rather from the position of *Self-Leadership* and be able to confidently *influence* yourself and those around you towards positive change. People easily gravitate towards authentic, confident people, and you will become what Canadian management guru, Robin Sharma calls, *A leader without a title*. You will be the “de-facto” leader, leading by example, and with *presence* and *personal power*; As Harvard psychologist Amy Cuddy writes in her book, *Presence...* “...is the state in which we stop worrying about the impression we’re making on others and instead adjust the impression we’ve been making on ourselves.” Instead, we need to nudge ourselves moment by moment, by tweaking our body language, behaviour, and mind-set in our day-to-day lives.

Thus, we have come, ‘360’ full-circle’ back to re-enforcing *ethos*, the first and most important of the three keys:

“Ethos”=Self-Leadership=Influencing Ourselves=Influencing Others=Natural Leadership, Presence, Personal Power

Today, psychologists speak about having ‘discovered’ EQ and IQ, yet the ancient Greek philosophers were teaching about *pathos* and *logos*, over two thousand years ago; *pathos*, can be seen as applying your *emotional intelligence* quotient (E.Q.) and *logos* refers to your *intelligence quotient* (I.Q.). *Pathos* and *logos* co-incide with the two brain halves; The left side of the brain performs tasks that have to do with logic, such as in science and mathematics, and the right performs tasks that have to do with creativity, communication, feelings and the arts.

A person whose intelligence is ‘whole and integrated’ will be a master expressing both sides *equally* and *in harmony*. Such a person is sometimes considered a “master”, “a guru” or a “genius”, like Leonardo Da Vinci, who was both an engineer (designed the first tanks and helicopters) and also a talented artist (creating such masterpieces like *The Mona Lisa*, and many others).



*“Excellence is a habit.” – Aristotle*

Now becoming a genius or a master may sound like a very ‘lofty ideal’, but, as Aristotle had said, *“Excellence is a habit.”* Anything can be learned and improved, until we reach ‘mastery’. Over the years, I have delivered more than 1,000 presentations and spoken personally to more than 1,000,000 in 13 countries.

In The ALKISTIS Method, (e-learning) I will take you by the hand (via videos) and show you, step by step, how to develop the courage, confidence and competence to be a winning speaker/influencer in any situation; whether you are trying to persuade three or three hundred people. You will improve your personal power and presence immensely after doing the very practical exercises in this online course.

If you are a beginning influencer/speaker, The ALKISTIS Method online course, will show you how to accelerate the process of speaking and influencing with competence, confidence and clarity. If you are a more experienced manager and communicator, The ALKISTIS Method online course will give you some of the most powerful techniques, tactics and methods of greater speakers and influencers in every area of business, politics and personal life.

Learn more through The ALKISTIS Method e-learning program look here:

[http://www.alkistis.net/e\\_learning.html](http://www.alkistis.net/e_learning.html).

Hire me to train your team, or speak at your event look here:

<http://www.alkistis.net/leadership-training.html>

“**The ALKISTIS Method**” is an eclectic series of seminars that have been created for you to develop competency in effective communications, self-management and human relations skills. It is based on an integration of Neuro-Linguistic Programming, Cognitive-Behavioral Methods, Neuro-science and ancient wisdom, specifically for modern managers.

**Benefits:**

- improve human relations skills
- increase communication effectiveness
- strengthen interpersonal relationships
- manage stress and anger
- handle fast-changing workplace conditions
- have more confidence
- be more positive and enthusiastic
- be more pro-active
- solve problems with more ease
- be more calm and focused

## **SEMINARS on “Influence & Persuasion In The Workplace”**

### **Who is it for ?**

Managers at all levels who seek to maximize their performance, become stronger leaders and add more value to the organization. Find out more at:

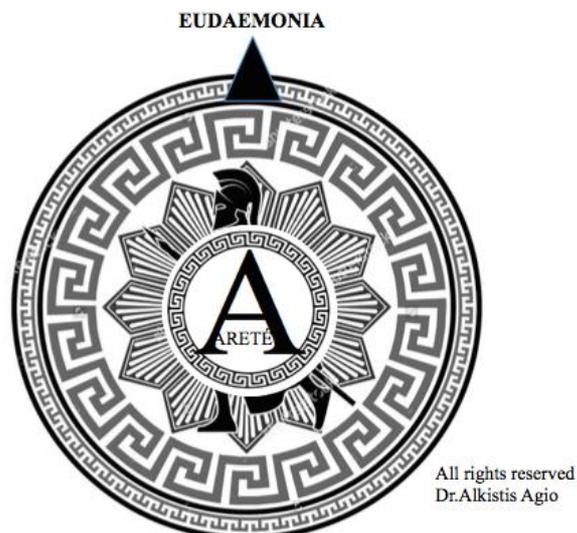
<http://www.alkistis.net/leadership-training.html>

### **The Pursuit of Happiness**

***Is The ALKISTIS Method only for managers and entrepreneurs, to increase their performance, through influence and persuasion?***

Most certainly not; I primarily created The ALKISTIS Method, to share with every person, how they can become truly successful and find happiness and fulfillment...The Greeks had a special term for this, they called it “*Eudaemonia*” ie *to be filled with positive spirits*. According to Socrates, it is the state of our soul or inner being which determines the quality of our life. Thus, it is paramount that we devote considerable amounts of our attention, energy and resources to making our soul as good and beautiful as possible.

There is one Supreme Good he claimed and ‘possession’ of this good alone will secure our happiness. This Supreme Good thought Socrates, is ARETÉ ie Virtue (Gr. ἀρετή). Virtue is defined as Moral Excellence. From its earliest appearance in Greek, this notion of excellence was ultimately bound up *with the notion of the fulfillment of purpose or function: the act of living up to one's full potential*. And an individual is considered virtuous if their character is made up of the moral qualities that are accepted as virtues. In ancient Greece commonly accepted virtues included courage, temperance, prudence and justice. These are Humanistic Virtues/Values, regardless of your religion or if you are an atheist. (Refer to the five Olympic Values). Socrates held virtue to be the greatest good in life because it alone was capable of securing one’s happiness. Even death is a trivial matter for the truly virtuous individual, who realizes that the most important thing in life is the state of his soul and the actions which springs from it. For the Greeks ARETÉ was their moral ‘compass’ towards *Eudaimonia*, success, happiness, fulfillment.



## Beware of the Cave



To the ancient Greek philosophers, those who do not follow the path of ARETÉ will be forever stuck in a dark cave. As described by Plato in his work, *The Republic*, to illustrate the positive impact of education; In a fictional dialogue between Socrates (Plato's teacher) and Glaukon (Plato's brother) Socrates describes a scenery deep in a cave where a group of people lives since their infancy. These people have been always chained in such a way that they cannot move their heads to any other direction than to a blank wall in front of them. Behind them there is a fire and between the fire and them there is a passing on which other people pass holding up various objects. The shadows of the objects project on the wall but not the shadows of the people carrying them because there is a small wall that prevents the projection of their shadows. The chained people begin to ascribe forms to these shadows. When one of them is freed and shown the reality outside the cave he comes to understand that the shadows on the wall are not constitutive of reality at all. From this point on, he can perceive the true form of reality (e.g. the true objects) rather than the mere shadows seen by the prisoners. According to Plato's Socrates, every prisoner that was freed, has an obligation to return to the cave to help free the other prisoners, although he may be mocked by them and even have to face hostility.

Philosophy (Greek 'Love of Wisdom') is the way out of the cave. 'The ALKISTIS Method' therefore is not only a method for improving your ability to influence others at work, 'The ALKISTIS Method' can provide you and your team with the opportunities to realize your full potential for success and happiness in all areas of your life, to become your True-Self, Your Authentic Self.

The Wise-Guardian Within, Your True-Self

Socrates claimed that he had regular encounters with a 'Wise Guardian', in his imagination, who guided him to act in accordance with ARETÉ. He claimed that each one of us has a 'Wise Guardian', to whom we can turn to for guidance, wisdom and consolation.

In closing, I invite you to have an encounter with your own True-Self / Wise Guardian in your imagination as well, through A Guided Inner Journey, narrated by me and

accompanied by some deeply relaxing music. This is an mp3, which I have specially recorded at a recording studio solely for your pleasure...

**[CLICK to listen to a FREE Deep Relaxation MP3](#)**

Good Bye For now, and hopefully, I will see you either in our [Private Facebook Group](#) or on the inside of the [online course](#) of The ALKISTIS Method, or even in person, here in Greece or in your country, in one of my [Leadership Training Seminars](#) !

Yours truly, Alkistis



Dr. Alkistis Agio is an author, trainer, coach and consultant with over twenty years experience in working with managers on developing core leadership competencies in effective communications and human relations skills including: influence, presentations, negotiations, emotional Intelligence, decision-making , self-management, problem-solving, and anger management A true cosmopolitan, speaking five languages, she is a highly sought-after facilitator and keynote speaker, to both non-profit and for-profit global organizations.

