

\*\*\* **Free Summary Introduction** \*\*\*

**INCLUDES:**

- A Short **Introduction** To The 3 Golden Principles of Greek Philosophy To Transform Fear, Frustration & Anxiety to Calm, Confident Self-Leadership.
- A Sample **Exercise** From the Book.
- A Relaxing **Guided Meditation**.

## Introduction

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



How can you lead others, if you can't lead yourself ?

On the outside, you may appear strong, successful and confident, but on the *inside* you often feel *frustrated*, *angry* and *anxious*, overwhelmed by life's relentless onslaught of details, problems, alternatives and considerations... You try to manage everything, but the gnawing tightness in your stomach builds, you feel *paralyzed by indecision* and the *feeling of being overwhelmed* - a prisoner of your own thoughts.



This feeling of 'being stuck' can cause havoc in our personal and professional life. The question is: *Have you had enough yet?*

Are you ready to gain clarity, unleash the best version of you, understand what's important and make the right decisions - the ones that will lead *you* to real success and happiness?

If so, then you are at the right place and time to take charge of your career, your life and most importantly, *yourself*.

***"Let he who would like to change the world,  
first change himself."*** - Socrates

So where do you begin? The answer has always been one - Self-Leadership. Self-Leadership means having:

- A developed sense of *who* you are, *where* you're going, and *what* you are willing to do to get there, *as well as...*
- The ability to influence yourself and others, in order to achieve your goals.

Self-Leadership is probably the most important skill you can ever develop as a person and as a professional and it mainly involves our emotional intelligence.

The importance of self-leadership, has been taught since the beginning of history, when the ancient Greek sages recited *The Odyssey*, the story of a sailor setting out on a journey. The sailor, Odysseus, yearns to reach his homeland. His goal is clear, but he has no control over the elements. The winds and the sea are not in his power. He has only his attitude and his skills with the sails, adapting them to the changing conditions, keeping his course, remaining calm when a storm hits and leading his team with virtue and ethos. This story represents the inner battle that is to be won, since the external battle is not fully in our control.

***“The first and greatest victory is to conquer yourself; to be conquered by yourself is of all things most shameful and vile.” - Plato***

In a moment, I will reveal to you the most powerful method in the world for self-leadership, based on ancient Greek philosophy. But first, I would like to share some of my journey with you. I promise, I will be mercifully brief.

As I look back on my childhood, I can clearly see that I was introduced to Greek philosophy by my father. From a young age, instead of fairy tales like Cinderella, my father would read us bedtime stories from *Aesop's Fables*, the *Iliad* and the *Odyssey*.

Fast-forward to when I am about 22 years old. I am working at an international British bank in Athens. On the outside, I seem to ‘have it all’; an executive position with a good salary, luxury travels and friends in ‘high places’. On the inside, I feel *frustrated and anxious* about my career path. Why? Because I’ve chosen banking mainly to please my father, the CEO of a major bank in Greece. Whenever I express my deep interest in psychology and philosophy, he taps me on the shoulder and says, “*My dear daughter it’s fine to read psychology and philosophy books but life is very harsh and you should keep your safe, practical job no matter what....*”

Ignoring my inner truth, I stay on, feeling trapped like a hamster on a treadmill; I am unmotivated and it begins to show in a series of humiliating mistakes arising from my negligence.

All these mistakes reach a climax one day; I’m called in to do an important presentation in front of the board of directors, for which I’m not prepared. My performance is so bad, I am so ashamed, that at the end of that day, I face my deepest fears and **hand in my resignation.**

Did things get better after that? Of course not. They got much worse. I had a dramatic argument with my father, who expressed his anger, disappointment and conviction that I was making a grave mistake in letting go of a promising career. He ousted me from his house, saying what amounted to “Tan I Epi Tas” the ancient Spartan motto, ‘Return as a victor or upon your shield’. Looking back at that moment though, I believe that it was the best lesson my father could have taught me. He cut me loose and I had to stand on my own and look at my life in harsh, unforgiving terms. I was deeply shaken, but determined to go my own way. Without a plan, I left Greece with my meager savings and backpacked through Asia Minor and Europe.



(Image: Alkistis Walking through Cappadocia, Turkey)

Soon, my money ran out and I had to find work in various low-income jobs like waitressing, temping, yoga, etc. I even tried creating my own businesses, but these ventures left me in debt. I lived with constant fear & anxiety about money & my future. I had no purpose and no direction. It got so bad that finally, I couldn't take it any more - I decided to return home, to Greece, with my head down, face my father and ask for help and forgiveness.

Then, as I was on my way to get my return plane-ticket, I met a woman on the bus, who was working at a top leadership-training company teaching communication skills. By a freak of luck, she was leaving her position and looking for a replacement. I told her my story and she hired me on-the-spot!

It was a breakthrough for me. I loved my job, & people told me that I was very good at it. Not only that - the founder, Dale Carnegie, was an ardent admirer of Greek philosophy. In his famous world-wide bestseller "How To Win Friends & Influence People", he devotes a whole chapter to Socrates, openly admitting that he borrowed his ideas from the Master of Greek philosophy:

***"The ideas I stand for are not mine. I borrowed them from Socrates...."*** - Dale Carnegie

I had finally found my rightful place in life. A place where I could be happy & thrive. Now, why did I just share all of this story with you? Because it's a great example of what you should never do. I was lucky. Making such dramatic changes in your life without having a clue as to where you are headed and what you want, and without any proper tools to help you along the way, is foolish, ineffective and can even be down right dangerous. It's like getting in your car without a destination or a GPS and then just driving off... A cliff, usually.



What if I told you though, that there is a type of GPS that can help get you to a place of thriving, happiness and freedom? A GPS inspired by the works of Socrates and Aristotle. As mentioned above, through my work in leadership training, that I was introduced to the works of the ancient Greek philosophers.

They were eye-opening. One in particular stood out to me - Aristotle's timeless manual on the Art of Persuasion: "The Rhetoric". In it, Aristotle explains that there are three basic 'traits' an orator, a leader, anyone like you and me, must develop in order to influence and persuade others

1. **Ethos**, which addresses the truth, credibility and integrity of the speaker.
2. **Pathos**, which addresses their emotional intelligence and use of imagination.
3. **Logos**, which addresses the logic, reason and common sense of their arguments.

Over two millennia after he wrote it, Aristotle's system is *still* the cornerstone of modern leadership skills training; His system on influence, is taught in MBA programs at top universities like Harvard, Stanford, Columbia, Yale and INSEAD. It is through Aristotle that the world's top CEOs are initiated into the **priceless 'Art of Influence and Persuasion'**.



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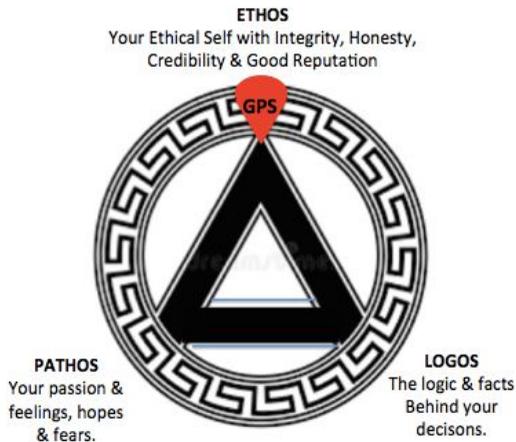


PRINCETON  
UNIVERSITY

For over twenty years now I have been teaching seminars about these principles of Aristotle to professionals all over the world, to help them to improve their influence and persuasion skills. And during these seminars, it began to dawn on me that these three great principles of Aristotle, go *far beyond* “How to Make Friends and Influence people...”, as Dale Carnegie would put it.

To me, there is a *deeper* - more *essential* dimension to be discovered through these three principles; like a treasure hidden in plain sight. What’s the treasure? *Ethos, Pathos, Logos* can serve as a golden ‘compass’ or G.P.S. for navigating through life’s perpetual challenges with stoic calm and certainty. By applying them, we can attain Self-Leadership, and take charge of ourself and our life.

This realization of the inner GPS gave me *a solid foundation* on which to build my life and practice. And more importantly, this was *the “Shield” that I returned home with, to my father, who I had missed so much after my ten year ‘odyssey’*.



**The ALKISTIS Method® as explained in my book [THE STOIC CEO](#) is the first-ever method of self-leadership development that effectively integrates the modern scientific, evidence-based techniques of neuro-coaching with the ageless wisdom of ancient Greek philosophy. (Especially Socrates, Plato, Aristotle and the Stoic school.)**

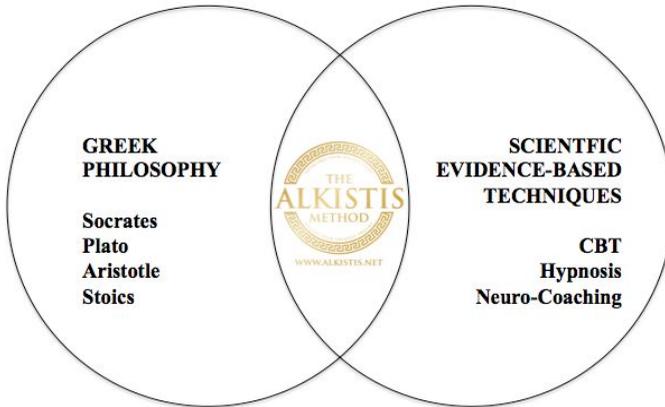
Applied in practice, The ALKISTIS Method® leads to calm, confident, self-leadership, for both personal happiness and professional excellence, which the ancient Greeks called “*Aristeia*”.

Today, The ALKISTIS Method® seminars, trainings and e-courses are offered to both companies and the public at large all over the world demonstrating how these golden principles can transform frustration, anger and anxiety into calm, confident self-leadership.



**I sincerely hope that you too will be inspired to become the outstanding person you are, on your journey to your *Ithaca*\*.**

(\*Island-Kingdom in Homer's, *The Odyssey*)



## OVERVIEW:

**[THE STOIC CEO](#), is the book in which my method is fully explained, is divided into 4 sections:**

The first section of this book is an explanation of the Core Concepts of The ALKISTIS Method®.

The second section contains the six basic exercises (also referred to in Greek as “Askesis”) of The ALKISTIS Method®, which can empower you to gain clarity, make decisions, plot your path and program your subconscious to get the results you want.

The third section contains the Philosophical Foundations, a brief discussion of the philosophers and ideas that formed the backbone of the insights presented in The ALKISTIS Method®.

The fourth section ties everything you have learned in The ALKISTIS Method® with the Scientific discoveries and

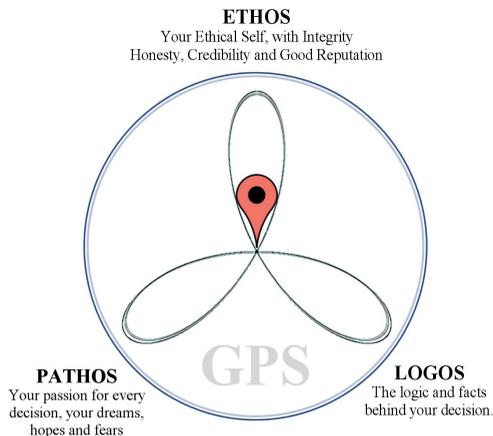
approaches of the twenty-first century, which characterize this method.

At the end you will find useful links to life-long learning through The ALKISTIS Method® and how you can apply the method in your organization or how you can get qualified as a practitioner and trainer, so that this knowledge is spread and replicated, throughout the world and benefits as many people as possible.

### Results You Can Expect with The ALKISTIS Method®:

- Harness your greatest fears and weaknesses.
- Become an influential and effective leader.
- Embody and articulate your values, purpose and vision.
- Make positive, balanced decisions
- Become your most powerful self
- Achieve authentic happiness & success.
- Manage conflict better.

All efforts are directed towards the direction of Eudaimonia - the Greek word for success, happiness, prosperity which is our real ultimate goal. *In this, Ethos, Pathos and Logos function together like a GPS, an inner compass, to help get us there:*



## Testimonial from the United Nations



*“The ALKISTIS Method’ resonates deeply with me...The Virtues and character traits such as Honesty, Truthfulness, Integrity, Courage and Industriousness that are enshrined in ‘The ALKISTIS Method’, are all familiar values which the United Nations proudly represents on a global level.”*

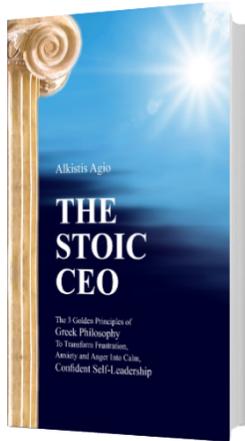
**Maria - Threse Keathing, UK Country Director,  
United Nations Development Programme**



Here, in this photo, I stand at the foothill of the Acropolis in Athens, where I invite you to come to one of my [seminars](#) or for [exclusive life-coaching sessions](#). I will also be happy to come to your country to offer the same seminars or [keynote speech](#).

## AN EXERCISE FROM THE BOOK 'THE STOIC CEO'

*Here, below the cover of the book, is one of the 7 exercises ('askesis') included in the book.*



### “THE SOCRATIC TEST®”

#### Master Your Thoughts & Emotions

**BACKGROUND:** Managing your *psycho-physiology*, (Greek: thoughts-body (ie “State”)) is *no easy task*, especially when there are deep seated fears and insecurities. The application of Ethos, Pathos and Logos as ‘filtering system’ for **dealing with unwanted thoughts** is very useful, as this anecdotal story with Socrates demonstrates...

A long time ago in ancient Athens, the great philosopher is said to have come upon an acquaintance, who ran up to him excitedly and said, “*Socrates, do you know what I just heard about one of your students?*”

“*Wait a moment,*” Socrates replied. “*Before you tell me, I’d like you to pass a little test. It’s called the Test of Three.*”



*“Test of Three?”*

*“That’s correct,” Socrates continued. “Before you talk to me about my student let’s take a moment to test what you’re going to say. The first test is **Truth**. Have you made absolutely sure that what you are about to tell me is true?”*

*“No,” the man replied, “actually I just heard about it.”*

*“All right,” said Socrates. “So you don’t really know if it’s true or not. Now let’s try the second test, the test of **Kindness**. Is what you are about to tell me about my student something good?” “No, on the contrary...”*

*“So,” Socrates continued, “you want to tell me something bad about him even though you’re not certain it’s true?”*

The man shrugged, a little embarrassed.

Socrates continued, *“You may still pass though because there is a third test – the test of **Usefulness**. Is what you want to tell me about my student going to be useful to me?”*

*“No, not really...”*

*“Well,” concluded Socrates, “if what you want to tell me is neither true nor good nor even useful, why tell it to me at all?”*

The Three Filters we must pass our thoughts-beliefs-issues through:

1. **Is it 100% True?**

Represents **Ethos** (Consider: Integrity, Credibility, Accuracy)

## 2. **Is it Kind?**

Represents **Pathos** (Consider: Feelings, Emotions, Compassion, Kindness, Empathy)

## 3. **Is it Useful?**

Represents **Logos** (Consider: Reason, Practicality, Applicability, Utility, Facts, Strategies)

Now try it for yourself:

**Name:** “THE SOCRATIC TEST”®

**Purpose:** Using three ‘filters’ to overcome distressing, frustrating, angering, fear-filled thoughts and beliefs you may presently hold, and keep your mind lean and efficient.

**Instructions:** Bring to mind a particular thought or belief that worries, distresses or angers you, regarding your personal or professional life. It can be a large or small thing.

Write down this exact thought or belief in one or two sentences, *exactly as it is formulated when you think it*. It is a belief that you presently hold about yourself, another person or a situation. Try not to analyse it. State it simply. It could be something like this:

- *“I am worried that I will fail at my job and be fired.”*
- *“I am angry at Bob because he shamed me in front of colleagues.”*
- *“I am afraid that my business will fail and my life-standard will drop.”*



***Write down the thought or belief that worries, stresses, frustrates or angers you. (It should be 1-3 sentences long, not more.)***

Now ask yourself:



## 1. Is it 100% true, or am I distorting the facts by:

- *Dramatizing* the situation and overblowing its importance
- *Generalizing* and assuming things that are not 100% true
- *Over-Personalizing* and taking offence at things that are not really related to me.

Now ask yourself again, is my thought or belief 100% true?

↙ YES or ↗ NO

If you consider it true, to what degree is it true? 100%, 75%, 50%, 25%. Giving a general statement that something is true, may be misleading, if it is only 50% true or occasionally, but not always true.

We often give ‘truths’ a larger power (%) than they are due. If we can demystify it, even for a moment, we loosen the ground upon which it stands. Sometimes, it takes one small doubt, to make the wall start tumbling down.

If your answer is ‘Yes’, try to ‘process’ it, to gauge it’s actual importance relative to your overall goals.

## 2. Is it kind?

Is your thought of belief kind towards **you**? Are you putting yourself down, being too critical? Self reflection is good, but many times we judge ourselves too harshly. We’re all human and we make mistakes; the point is to learn from them, not to let them drain our energy and confidence. (You may find that you can trace back this harsh criticism to your mother or your father’s way of disciplining you when you were a child).

Also, is it kind towards the **other(s)**? Look at it from the perspective of the others who are involved. How does the situation look from their perspective? People are not perfect and

sometimes they don't realize it. Have you judged them correctly or are you overblowing it? Remember that the goal is to **protect your mind**. The kindness serves *you*, by ridding you of poisonous thoughts.



### ***Write your thoughts down..***

*This diagram may assist you in this process by showing how perspective affects our view of truth: What do you see here, an old lady (facing forward), or a young lady (facing to the back). (Image W.E.Hill 1915)*



### **3. Is it useful?**

Although fear can sometimes be beneficial, alerting you to real dangers, too much fear and pessimism can poison your mind with self-defeating doubt and paralyze you with indecision. You have to therefore “*police*” your brain, and only allow it to think thoughts which are *useful*, in order to keep it healthy and productive.

Consider your thought or belief. What is the benefit of allowing it to run around in your mind? Does it help you in any way? Who would you be if you didn't have it? What would your life look like, if it did not exist?

Thoughts that don't pass the test of three should not be taking space in your mind. A ship does not sink from the water around it, but from the water entering it.

And even if the thought is true. Consider; how can you **rephrase, change or modify** it so that it is more Truthful, Kind and Useful, so that it becomes clearer, more positive and more specific?



Write down this new, re-phrased statement in positive terms and read it out loud.



In psychoanalysis, the Greek myth of the Medusa represents our fears and how we can overcome them through using a “mirror” of self-reflection, in order to get the prizes of *freedom and power*.

[Purchase \*\*THE STOIC CEO\*\* book from Amazon today](#)

*“Man is affected not by events,  
but by the view he takes of them.”*

- Epictetus

**Important Note: The link to a Deeply Relaxing  
GUIDED MEDITATION MP3 is below:**

Here are the **benefits** of the deeply relaxing Guided Meditation on mp3:

- Calms your nerves. Helps you handle stress better in general.
- Cultivates the process of self-induced deep relaxation, so that you can 'relax yourself' at will.
- Increases your mindfulness, allowing you to become more intuitive.
- Offers space to insert a deeply empowering **mission statement** for personal transformation, during the practice..
- Relieves migraines and other psychosomatic stress related symptoms.

It's no wonder many professional athletes, top entrepreneurs use these techniques to get outstanding results. (See more in Section 3, Scientific Foundations, Hypno-learning).

When asked about hypnotherapy in an article of the *Harvard Medical School Journal* (Sept. 2015) Dr. Max Shapiro, psychologist, answered that:

*"It is now known that the brain has greater ability to influence the body than previously acknowledged... A hypnotic trance empowers people to activate neural circuits that are otherwise hidden... This circuitry can activate greater comfort for pain relief, greater mental focus for certain activities, and greater self-esteem."*



Listen for Free to the Guided Meditation:

[http://www.alkistis.net/relaxing\\_mp3.html](http://www.alkistis.net/relaxing_mp3.html)

**Instructions:** This exercise can be done on a daily or weekly basis. You will need to find a place where you will not be disturbed for 20 minutes. Switch off your mobile devices and close the door, making it clear that you should not be disturbed during the practice.

Lay on a bed, a yoga mat, a carpet or a reclining chair. Cover yourself with a light blanket or throw a jacket over the top part of your body if you are at the office. (This is because it will make you feel more protected, as your temperature drops slightly, during relaxation.)

Lay back, with your legs slightly apart and your arms rested at the sides, preferably with the palms facing upwards. Now Press PLAY on your mp3 player and simply listen to the soothing voice that will guide you along a beautiful and relaxing inner ‘landscape’ (for example, a walk along the beach.)

Somewhere around the middle of the mp3, there is a special section where you will be invited-prompted, to repeat (mentally) *a suggestive statement*. This is any kind of pre-chosen positive affirmation or mission statement of a result, that is compelling for you- for example, your **Personal Mission Statement\* or ideal state of being**. (\*See exercise in the book to find/determine yours).

Doing the Deep Relaxation every day, it is like watering a ‘seed’ which will grow and flourish. It will begin to transform your life in a positive way and rewired your brain for success.

The music on the mp3 has been inspired by original Ancient Greek music. by composer B. Blazoudakis, of The Megaron



National Athens Concert Hall, exclusively for The ALKISTIS Method®.

To receive a new GUIDED MEDITATION mp3 every month, become my Patron on [www.patreon.com/alkistis](https://www.patreon.com/alkistis)





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Imagine exploring Greek culture, philosophy, and art while living in a beautiful 1930's historical residence in Athens.

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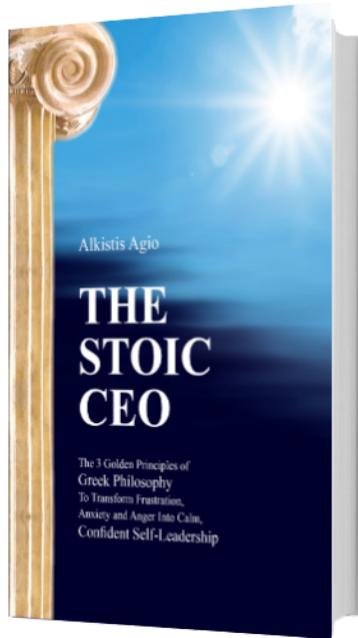
Throughout the year, The Agiorgiti Residence accepts applicants -writers, artists, philosophers, scholars, composers, entrepreneurs, humanists and philhellenes, whose interests concern Greek heritage and culture.

*Agiorgiti Residence*  
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*'A realm of incredible historical experiences.'*

*"This place is beautiful. The place is filled with cool antique art and furniture appliances and fixtures. There are great books everywhere.... The host could not have been kinder and more generous."*  
Ashton Kutcher, Actor

CLICK HERE TO SEE



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

You can **purchase** the book  
“The Stoic CEO” at Amazon:

[https://www.amazon.com/dp/1094639540?ref\\_=pe\\_3052080\\_397514860](https://www.amazon.com/dp/1094639540?ref_=pe_3052080_397514860)

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