

FOR THE CHRONICALLY-PLEASANT.

AUTHENTIC ISN'T WHO YOU ARE WHEN IT'S EASY

Authenticity isn't who you are without pressure; it's who you choose to be under it

THE STOIC PRINCIPLE

Authenticity is not the version of you that emerges in low-stakes moments. It is the version you choose to be when stakes are high and a mask would be easier. The mask is not who you are. The choice is.

THE STOIC SUPPORT

"It's all in how you perceive it. You're in control. You can dispense with misperception at will, like rounding the point. Serenity, total calm, safe anchorage."

MARCUS AURELIUS | MEDITATIONS

STOIC STEPS FOR RADICAL RESILIENCE

Five moves for showing up as yourself when there's a price to pay.

01 NOTICE WHEN THE MASK COMES ON

Boss in the room. Meeting with the in-laws. Sales call. There is a tell. Voice changes, body changes, vocabulary changes. Catch the moment.

02 ASK WHAT YOU'D SAY IF THERE WERE NO CONSEQUENCE

The answer is the data. You do not have to act on the unfiltered version. You should know what it is.

03 DROP ONE MASK AT A TIME

Not all of them. The biggest one. The one that is costing you the most. Drop it in low-stakes settings first. Build the muscle. Bring it to the high-stakes meeting last.

04 STOP PERFORMING CERTAINTY YOU DON'T HAVE

'I do not know yet,' said calmly, is more authoritative than the most confident version of nonsense. Tested in boardrooms and at school pickup.

05 NOTICE WHO'S RELIEVED

When you start being more yourself, certain people lean in. Other people leave. Information.

THE REFRAME

Authenticity is the choice you make when a mask would be easier. The mask is who they wanted. The choice is who you are.