

## CHAPTER 7

# **FINDING EUDAIMONIA: THE FIVE FORMS OF SUCCESS**

BY JUSTIN WALLNER

Once upon a time, there was a man who wandered through the land enlightening all who would listen. As time went on and his teachings were proven wise, a group of students began wandering with him. The movement grew bigger over time, and his followers loved him more with each passing day. His students became teachers and attracted followings of their own.

He became known across the land and won the hearts of many people. In time, even great leaders began to follow him and share his teachings. But he wasn't loved by all. Some were so threatened by his power that they would stop at nothing to destroy him. To the dismay of his enemies who thought they could neutralize him with violent opposition, his message was so powerful that not even death could silence him. Through the movement he started, he only became more powerful with time, his legacy of enlightenment empowering the downtrodden and oppressed for ages. His name and message echoed far into the future, surviving to this day.

Can you guess who this great man was? I bet you can. You see, while many details differ widely from one historic hero to another, this is the basic life story of history's greatest men and women of character. History admires them for changing the world in powerful and positive ways, and for sacrificing their lives for the benefit of others. This is the archetype of massively influential historic leaders, continuing through history until the present day.

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One such historic leader was Socrates from Ancient Greece. He traveled through the land, teaching through stories that stirred the imagination and challenged the status quo. Many of these stories were dutifully recorded by Plato, his faithful student and scribe. One of their works entitled *The Republic* survives to this day and is required reading for many classes in higher education. It contains the *Allegory of the Cave* which goes like this...

Once upon a time, there was a man sitting on a stone bench deep inside a cave with several other prisoners. There they sat, bound in chains and shackles, not going anywhere. They sat there all day, every day; bound in their restraints they stared at the wall, mesmerized by the shadows dancing across it. The dazzling spectacle put them in a state of trance, rendering them unable to think or look away.

Day after day after day, they sat there idle, frozen in their shackles and chains, staring in wonderment at the ever-changing kaleidoscope of shadows. The true origin of the shadows mattered not to them. They had no idea what was causing them and no desire to know. Then one day, the man began to stir, awakening from the trance. He could not stand the boredom any longer. Enough was enough. He was better than this. No more shadows. No more lies. No more status quo.

In an act of willpower, he forced himself to look away from the wall. He was tired of being held captive and staring at shadows. No more. His life mattered, and he was going to fight for it.

Give him freedom or give him death. He studied his shackles carefully. He wouldn't be going anywhere in these. But how could he possibly escape? For some strange reason, he didn't have a spare set of keys lying around. Suddenly, in a flash of insight, it dawned on him – the shackles were unlocked! All this time he was sitting there by choice!

In one swift motion, he threw off the shackles and stood to his feet. Adrenaline surged through his veins as he bolted around the corner, fully committed to his escape. Breathing heavily with his heart pounding in his chest, his eyes darted around the cave as he frantically assessed his surroundings, moving quietly, carefully, avoiding any guards that might be on duty. The other prisoners did not seem to notice or care, their gazes still glued to the wall.

What he saw next stopped him in his tracks. He couldn't believe his eyes. He saw many strange objects moving back and forth above the wall behind their bench. “That's it,” he thought, “those objects are casting the shadows on the wall!” A chill rushed up his spine at a terrifying thought. “But what are those objects, and why are they moving back and forth?” In a surge of adrenaline, his heart pounded as he hurriedly ran past the wall undetected.

Then it happened – his heart skipped a beat when he saw them. Staring in wonder, he marveled in awe at the sight of strange people moving back and forth behind the wall, carrying those mysterious objects on their heads! Who were these people? How did they get there? What was that brilliant light shining forth behind the objects? Excitedly, he scurries further beyond the wall, towards the light that illuminates the cave. At long last, he arrives at the source of light – a gigantic roaring bonfire in the middle of the cave. For a moment, he stares at the flames, lost in the magnificent glow of a recently unimaginable light show.

After coming to his senses, he continues his journey beyond the warmth, comfort, and perceived safety of this magnificent fire. As he journeys further forward, he discovers another form of

light filling the cave. The faint mysterious glow in the distance grows stronger as he approaches. Gradually, the glow morphs into a splendor of blinding light emanating from an opening in the wall of the cave, drawing him closer like a moth to the flame.

He reaches the opening, takes another step, and is completely engulfed in light. Overwhelmed with emotion, he stands still for a moment, unable to open his eyes amidst the brilliant glow. With great effort, he slowly begins to open his eyes, squinting in the light. He opens them a little wider and a little wider. His eyes start to adjust, and faint outlines of bright objects come into focus. A beaming smile appears on his face as he sees an oddly familiar sight; on the glowing ground below him are friendly shadows dancing in majestic harmony around him and giving definition to the blinding golden blur of the new dimension.

After staring at the shadows for a time, mesmerized by their gentle sway, he has a startling revelation. If the objects and fire in the cave were causing the shadows on that old rock wall, what on earth was causing these? He shakes free from his trance once again and begins to focus his gaze higher up. *Deja vu* was upon him when, just as he suspected, a mysterious object became visible. It was a large, beautiful, and robust tree, rich in the most magnificent array of colors and teeming with abundant life.

He soon realizes that there are many trees, as far as the eye can see. As he scans the horizon, he also sees deer, birds, and wildlife roaming among the leaves, rolling hills and snowcapped mountains. His eyes continue to focus as he desperately seeks the cause of these strange objects and wondrous sights. As he looks even higher, he learns that many of the things he thought he saw were mere reflections in a lake. At last, the world of the real comes into focus. At last, he sees the physical world for what it truly is.

He proceeds to move his gaze further upward. He sees the mountains, the clouds, and the sky in their beautiful true forms.

Though his eyes sting with intense pain, pain that only increases as he gazes ever higher, he becomes more and more enlightened. Finally, after his long and perilous journey from that old stone bench deep inside the cave, his journey has led him to a discovery of the Truth of all Truths. There, directly above him, impossibly far away and high above the very sky itself, shone the golden luminescent glory of The Sun.

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What is Success, you ask? Well, Success is subjective to a degree in that each of us defines Success in our own way. We are all driven by different passions, motives, and beliefs. You will find dozens of different perspectives just within the pages of this book. To Socrates, as he proceeds to reveal in the *Allegory of the Cave*, Success is not just the pursuit of Truth that motivates a long journey through the cave of ignorance to eventual enlightenment and illumination. Far more important is the obligatory return back through the cave to the old stone bench to awaken others and rouse them from the mental darkness of ignorance, breaking them free from their trance and inspiring the worthy – his fellow traveling philosophers willing to risk it all on a journey to unknown reaches of the mind.

While there are many different definitions of Success, as one obsessed with the Truth since early childhood, I can identify with this definition from Socrates and Plato. I also find great value in Aristotle's definition of Success, or as he refers to it, Eudaimonia (a Greek word loosely translated as “Happiness”). According to Aristotle, who was himself an avid student of the great Plato and also the mentor of the world-famous Alexander the Great, we can measure our level of Happiness according to five criteria - Health, Wealth, Friendship, Knowledge and Virtue.

## **FIVE PILLARS OF SUCCESS**

### **Pillar I – Find Your True North Star**

Before sophisticated satellites and GPS technology were invented, sailors had little to guide their rickety wooden ships safely through the blistering heat of day and ominous dark of night across the harsh, unforgiving and seemingly endless oceans. Fortunately for those of us who now benefit from global trade and travel, the North Star has faithfully carried humanity through history to make our modern world possible. It has carried us onward from hundreds of lightyears away, far beyond our Sun.

Wondrous sights of a canopy of stars shone down on the sun-beaten sailors who risked it all for bold promises of untold riches and brighter days ahead. From the stellar glory of the True North Star, high in the Heavens above, shone the very meaning of their lives as they braved the great unknown of the vast and mighty seas. If you want to find Success and lasting fulfillment in the voyage of your life, you must find your True North Star. Find something worthy of a lifetime of effort, move beyond that warm inner bonfire of your comfort zone and get going.

### **Pillar II – Trust Your Inner Navigator**

“That's great, Justin,” you say. “You make it sound so simple, but just how am I supposed to do that?” That I cannot tell you. You must discover most of this yourself, just like everyone else. The good news is that there are many tools to help you along the way. Let us begin with a general map that will help us to chart our course across the Seas of Failure to Ultimate Success. In the Northern Hemisphere, the True North Star in the Heavens is easily found by locating the Big Dipper, tracing a line across the two outermost stars of its “bowl” and following the line to the outermost star on the “handle” of the Little Dipper. As you face this star, you are facing North. Simple enough. However, finding our own personal True North Star is not so simple.

We can find our North, East, South and West using the Japanese concept of *ikigai*, which loosely translates into English as “a reason for being”. According to this model, we find our *ikigai*, our “Life Purpose,” by discovering and aligning the four elements of What We Are Good At, What We Love Doing, What the World Needs and What We Can Be Paid For. One of my best takeaways from studying Psychology at Hawaii Pacific University is the Myers-Briggs Type Indicator (MBTI) personality assessment, a tool that helps you discover your *ikigai*. Fortunately for my clients and readers, a twelve-minute MBTI quiz is now available online. With this knowledge in hand, you will soon identify your Inner Navigator to guide you in your journey.

### **Pillar III – Command Your Ship**

Rate yourself on a scale of 1 to 10 in each area of Eudaimonia (Health, Wealth, Friendship, Knowledge and Virtue). Add these numbers and divide by five for your average Eudaimonia Holistic Wealth Number. This method will help you identify imbalances in your life, providing valuable feedback about what you need to work on. With time and effort these numbers will increase. Next, set three specific goals in each area. Educate yourself and adopt the Success habits that will best help you achieve them. How do you learn these Success habits, you ask?

### **Pillar IV – Mind Your Crew**

Mentorship is one of the most powerful Success keys and it begins with the books you read, the people you learn from and the Success habits you practice. A decade ago, my life changed when I watched *The Secret* in which Jack Canfield appeared and followed his advice to make a list of 101 Goals. I did this for income and material goals, life achievement goals and people I wanted to meet.

I've met many people on that list including my top three listed which were Jack Canfield, Sir Richard Branson and John C.

Maxwell. Another goal I listed was publishing a book. Never in my wildest dreams would I have imagined co-authoring *Success* with the legendary historic leader Jack Canfield himself, co-author of the *Chicken Soup for the Soul* books which sold over 500,000,000 copies, helping millions of people to succeed. Simply by reading this book, you may now leverage his knowledge and expertise along with mine and that of our fellow co-authors in order to achieve more Success.

I remember asking one of my mentors how a high school dropout like him was being lured out of retirement in his fifties with a \$250,000 salary, working and living in Hawaii on the company dime while owning seven large homes. “Simple”, he said. “I read *Think and Grow Rich* by Napoleon Hill. Every time I wanted more money, I read it again and applied it. I've read it twelve times and here I am.” So, I read it. Years later, I was interviewed by the late legend Berny Dohrmann, whose father Alan Dohrmann mentored Napoleon Hill. I also read *Rich Dad, Poor Dad* by Robert Kiyosaki and Sharon Lechter and, years later, planned events in which she was our Keynote Speaker. This is called the Law of Attraction in action.

## **Pillar V – Improve Your Vessel**

Eudaimonia is a lifelong pursuit of constant improvement. As we learn best from modeling, the best way to master any skill is to surround yourself with those who embody it. Follow successful mentors who are committed to constant growth. Always strive for Eudaimonia and you will surely achieve lifelong fulfillment and Success.





## About Justin

Justin Wallner is a leader, author, and business consultant who empowers worthy entrepreneurs, organizations, and projects to achieve higher levels of Success.

At age 17, Mr. Wallner met with Senators on Capitol Hill and was awarded a Congressional Nomination to the United States Air Force Academy from Congresswoman Darlene Hooley, noting she was extremely impressed by his strong record of accomplishment and leadership ability. He was welcomed to the stage at Georgetown University by a retired Lieutenant Colonel, then Senior Aide to President George W. Bush and Mission Director of Air Force One. They led a research team that recommended security policies adding to the discussion of the Homeland Security Act of 2002. Mr. Wallner presented their findings to hundreds of leaders including Congresspeople and one of the President's Cabinet Members.

As Regional Vice President of Phi Theta Kappa Honor Society, a service organization with millions of members, he advised 25 College Deans and their student leaders in marketing, public relations and fundraising for events with American Cancer Society and others. He and his team were featured live in studio on ABC Channel 2 Morning News in 2003, and he was also interviewed by the Executive Director of Phi Theta Kappa in a live broadcast airing at Anaheim Hilton Hotel.

Mr. Wallner has served as a Marketing Director for World Financial Group, Chief Marketing Officer for Miss Asia USA, Publicist of Higher Xperience and Ascent Expo, and Vice President of World Film Institute and Family Film Awards. He has raised millions of dollars for his clients.

He helped Higher Xperience to plan business networking events in Beverly Hills with guest speakers including Make-A-Wish Foundation founder Frank Shankwitz and Napoleon Hill Foundation authors Sharon Lechter and Dr. Greg Reid, founder of Secret Knock. Other speakers were late legends Olympic Silver Medalist Steve Jennings, CITY Gala and Summit founder Ryan Long, and CEO Space founder Berny Dohrmann, who interviewed Mr. Wallner years prior in 2013.

As Vice President of World Film Institute and Family Film Awards, Mr. Wallner

Co-Produced the 21st Anniversary Family Film Awards Celebration Event in Beverly Hills with many Oscar, Emmy and Golden Globe Winners. He helped to revive World Film Institute 20 years after its collaboration with Dick Clark Productions for the Family Film Awards on CBS in 1996. The show was Executive Produced by late legend Dick Clark who joined fellow host Charlton Heston in awarding Bob Hope, Ron Howard, Tom Hanks, Sandra Bullock, Neve Campbell and many others.

As a Member of the CITY Gala & Summit Host Committee, he helped to facilitate charity events with celebrity guest speakers including Jack Canfield (Co-Author of *Chicken Soup for the Soul*), Astronaut Buzz Aldrin, Sir Richard Branson, John Paul DeJoria, Russell Simmons, John Travolta, Halle Berry, Ashton Kutcher, Tai Lopez and many others.

Mr. Wallner has several books and a financial education newsletter in progress. For updates and more information on how to grow your business, contact him on social media or his forthcoming website:

- <http://www.JustinWallner.com>