



HOLSTEE

# Welcome Guide

EXPLORING THE ART & SCIENCE OF LIVING FULLY

# Welcome

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In 2009, we wrote The Holstee Manifesto — our own definition of success — but when trying to live by these values, we struggled. We found ourselves distracted by the urgency of our notification-driven culture and the pressure to live up to traditional ideas of achievement.

Over the years, it became clear to us that living with intention and reflection is not a destination but an ongoing practice. This was the seed that started the Holstee Membership program.

Each month we explore one theme central to living a more meaningful life. For each of our 12 themes, we draw on lessons from ancient philosophers, modern science, and the words of the Manifesto that started it all.

With your Holstee Membership, you will receive inspiring art, a themed Activity Journal, and access to our members-only online gatherings and forum — each designed to bring perspective and meaning to your days.

Thanks for joining us on this journey!



**Mike and Dave Radparvar**  
Co-founders, Holstee

# Member Resources

*As a Holstee Member you now have access to lots of great resources and tools. Here is a little cheat sheet that you can reference to get the most out of your Membership.*

## **REFLECTION.APP**

Enjoy Premium access to our digital journaling app, built to guide your personal growth through meaningful monthly and yearly reflection. Sign up with your Holstee Membership email and write your first entry today.

## **COMMUNITY**

Join our member gatherings and build relationships with like-minded individuals from around the world, all on a journey to live more fully and mindfully. Visit [holstee.com/community](https://holstee.com/community) to join.

## **MEMBER DISCOUNT**

Enjoy a 20% discount on all online Holstee purchases!

## **DIGITAL ART**

Download the monthly artwork as a desktop and/or mobile background to help you keep each month's theme in mind.

## **CURATED RESOURCES**

Go deeper with hand-selected articles, books, podcasts, and videos related to defining your own values.

## **MASLOW**

Meet Maslow, our digital assistant. Maslow delivers inspirational quotes, discussion questions, wallpapers, and the Digital Guide straight to your phone each month. Visit [holstee.com/maslow](https://holstee.com/maslow) to get started.

# The Road Not Taken

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

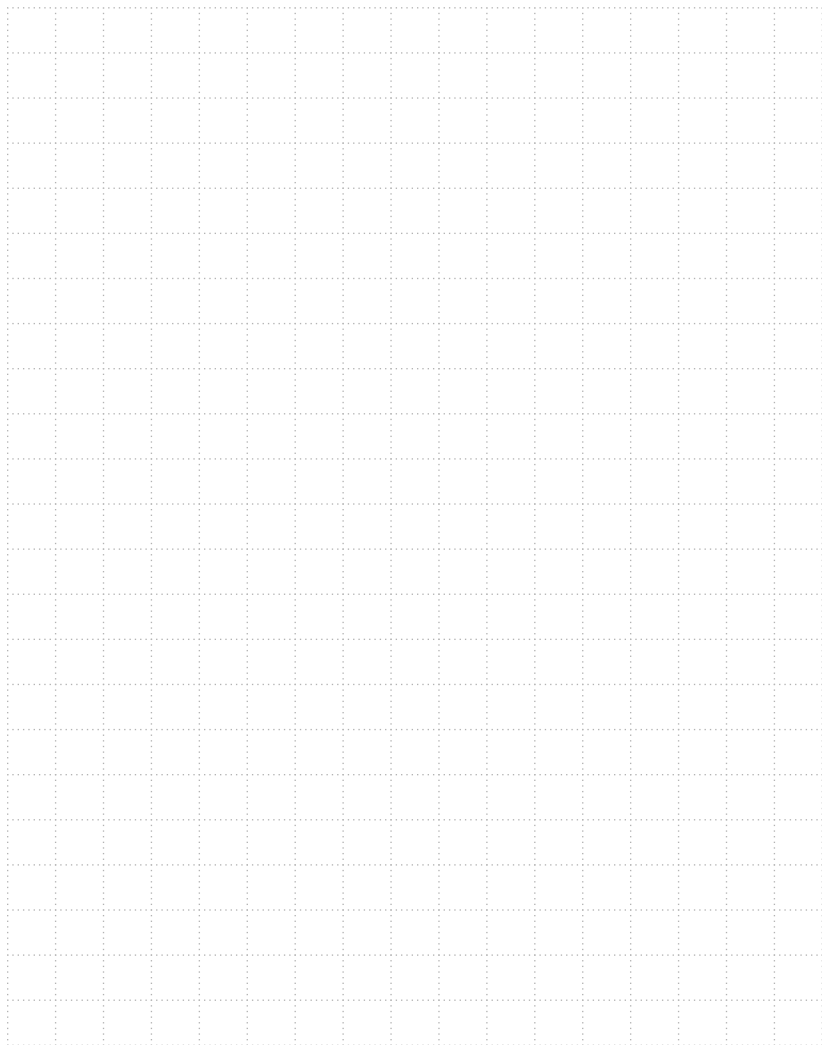
Then took the other, as just as fair,  
And having perhaps the better claim,  
Because it was grassy and wanted wear;  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I kept the first for another day!  
Yet knowing how way leads on to way,  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I —  
I took the one less traveled by,  
And that has made all the difference.

# Warm-Up

What are a few examples of times in your life when you “took the road less traveled?”

A large grid of dotted lines for writing, consisting of 20 columns and 25 rows of small squares.

“ *It’s your life, but only if you make it so. The standards by which you live must be your own standards, your own values, your own convictions in regard to what is right and wrong, what is true and false, what is important and what is trivial.*

**ELEANOR ROOSEVELT**

# Begin with the End

*We'll begin by thinking about the end (we know – a bit morbid, but we promise it'll be worth it).*

Author and *New York Times* contributor David Brooks talks about the difference between what he calls résumé virtues and eulogy virtues in his viral TED Talk *Should you live for your résumé... or your eulogy?*

**Résumé virtues** are, well, the ones you might put on your résumé — the skills you bring to the table, your strengths as an employee, the awards you've won, and where you went to school. These are often driven by extrinsic motivators — the desire to gain credibility or approval from the outside world.

**Eulogy virtues** are the virtues that you will be remembered for. For Brooks, these virtues answer the questions “Who are you, in your depth? What is the nature of your relationships? Are you bold, loving, dependable, consistent?” They stem from intrinsic motivators — the desire to do something because it brings you fulfillment or aligns with your values.

**What five eulogy virtues do you want to be remembered for?**

01

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04

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02

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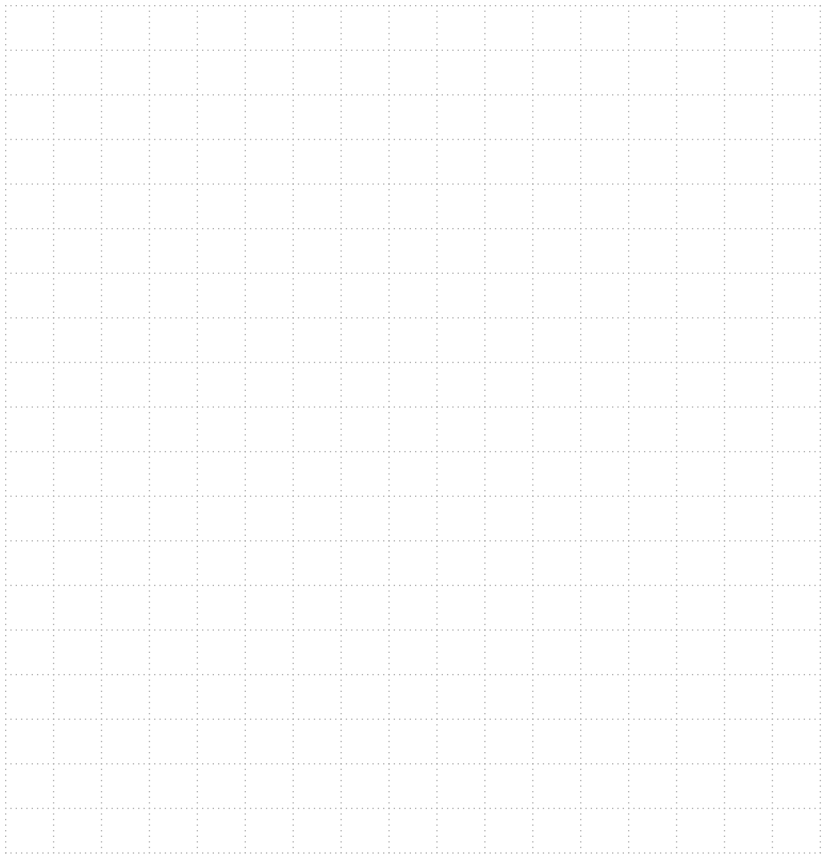
05

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03

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**As weird as it might feel, take a moment and think ahead to your own funeral. What do you hope will be said about you in your eulogy?**

A large grid of dotted lines, intended for writing a response to the question above. The grid consists of 20 columns and 25 rows of small squares.

“ *Tell me, what is it you plan to do with your one wild and precious life?*

MARY OLIVER



“ *Don't ask yourself  
what the world needs.  
Ask yourself what makes  
you come alive, and go do  
that, because what the  
world needs is people who  
have come alive.*

**HOWARD THURMAN**

# This Is Your Life

The Holstee Manifesto began with us trying to redefine success in a way that would remind us to live fully and mindfully. It was written boldly, to give a kick-in-the-bum as needed. The Manifesto is our personal interpretation of *eudaimonia* — the Greek word for human flourishing — and it continues to serve as our North Star.

Defining success by our own terms means we're competing with no one but ourselves, and we can course-correct as needed. Reflect on what is most important to you: how do you want to live and be remembered? Think: eulogy virtues. Rephrase your answers as strong, action-oriented reminders to yourself. This will be your personal manifesto. Here are a few tips to get you started:

## START WITH FEELINGS

What feelings do you want your manifesto to evoke? Allow them to influence the tone and your word choices.

## CONSISTENCY IS KEY

The Holstee Manifesto is written in the second person, but first or third person also work — just be sure to stick with one.

## CHECK FOR EMPHASIS

Are there certain words you want to emphasize? Try underlining or **highlighting** them.

## LESS IS BETTER

Once you're done writing, see if you can say the same thing with fewer words.

## JUST FOR YOU

Most importantly, make sure you write this for yourself and no one else.

*My Manifesto:*

A series of horizontal dotted lines for writing.





“ *The thing that is really hard, and really amazing, is giving up on being perfect and beginning the work of becoming yourself.* ”

**ANNA QUINDLEN**

# Reflect & Discuss

Use these questions for self-reflection or to spark meaningful conversations.

## ICEBREAKERS

*What does a “perfect” day look like for you?*

01

*Which is more true to you: life is short or life is long?*

02

*Who do you look up to and why?*

03

## DEEPER QUESTIONS

*If you could gift  
all humans one thing,  
what would it be?*

*If you had one year left to live,  
how would you spend your days?*

*What advice have you received  
that shaped your life?*



“ *‘Happiness’ is being engaged in the work that you do. In the creative work that you do. In the meaningful and deep conversations you have with others. It means to be active in your life, and not a passive consumer. It means to create. It means to push your boundaries, and liberate yourself from the opinions of others and society.*

**MIHALY CSIKSZENTMIHALYI**

Copyright © Holstee Inc. 2021 — This kit is inspired by our readings from Robert Frost, Eleanor Roosevelt, David Brooks, Mary Oliver, Howard Thurman, Anna Quindlen and Mihaly Csikszentmihalyi.

For further reading and curated resources visit: [holstee.com/welcome](https://holstee.com/welcome)