

EMPIRE IS THE WAY



CONQUER THY SELF
STEVE SANTACRUZ

EMPIREISM

THIS IS A SIMPLE AND INTRODUCTORY OUTLINE.

I CHOSE THE OCTOPUS AS A SYMBOL TO REPRESENT A COMPLETE MAN & TENTACLES TO SYMBOLIZE EACH OF THE PILLARS HE MUST CONQUER WITHIN HIMSELF.

THE TENTACLES MUST FIRST BE INDIVIDUALLY EXERCISED, TESTED & OVERCOME IN ORDER TO THEN BE CONQUERED. EVERY TENTACLE IS EXTREMELY IMPORTANT ON ITS OWN, HOWEVER THEY ALL MAKE PART OF A WHOLE. THEY CAN COMPOUND ON EACH OTHER'S STRENGTHS OR SUFFER TOGETHER IF THEY ARE WEAK. ANY UNTAMED TENTACLE WILL REMAIN IN A PERPETUAL STRUGGLE WITH THE OTHERS, WHICH IS WHY INTEGRATION THROUGH MERIT AS A GOAL IS OF UTMOST IMPORTANCE. I AM SHARING THIS INFORMATION IN THE HOPE THAT IT BRINGS LIGHT TO YOUR INDIVIDUAL PATH.



MAY THE GOAL CONTINUE TO BE THE BEST VERSION OF YOURSELF & IN LEAVING WHAT YOU TOUCH BETTER THAN YOU FOUND IT.

EMOTIONALITY

THE TENTACLE THAT WEIGHS THE HEAVIEST & CAN VIBRATE THE LOWEST IS EMOTIONALISM.

EMOTIONS WITHOUT RATIONALE ARE AN UNREASONABLY WILD & UNTAMED BEAST.

AN EMOTIONALLY CHARGED PERSON WHO HAS NOT ACQUIRED THE ABILITY TO USE CRITICAL THINKING, WILL LIVE IN A REACTIONARY STATE CONTROLLED BY THEIR EMOTIONS.

(SURVIVAL MODE & LOWER VIBRATION)

A CLEAR EXAMPLE IS THE MARIONETTE ON A STRING WHO HAS VERY LITTLE OR NO SOVEREIGNTY.

WITH THE SIMPLE MOVE OF A FINGER BY THE PUPPETEER, THE MARIONETTE DANCES TO THE BEAT OF ANOTHER'S DRUM. THE PATH TO OVERCOMING THIS STATE IS BY GRADUALLY STRENGTHENING THE OTHER TENTACLES THRU HARDSHIP & EXPERIENCE.

**EMPIREISM:
THE GOAL IS
NOT TO
REJECT ALL
EMOTION,
BUT INSTEAD
TO
OVERCOME
EMOTIONS
AND DISPLAY
THEM ONLY
BY WILL.**



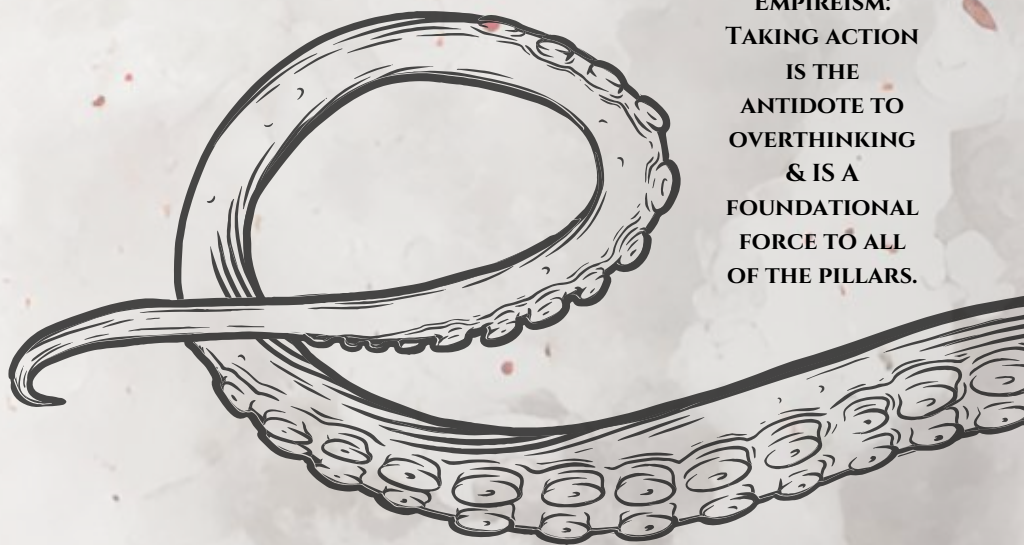
ACTIONALITY

BY TAKING PHYSICAL ACTION, THE WILL IS CREATING A DESIRED OUTCOME FROM A SIMPLE THOUGHT. JUST AS A RUNNER CAN ACHIEVE A "RUNNERS HIGH" OR A "FLOW STATE" ONLY IN THE ACTION OF RUNNING, THEN SO ACTIONALITY MUST REQUIRE MOVEMENT.

TAKING MASSIVE POSITIVE ACTION CAN BECOME A CURE TO THE ANXIETY & DEPRESSION OF A PERSON.

OVERTHINKING, ANXIETY & DEPRESSION ARE MORTAL ENEMIES TO ACTIONALITY. THEY CAN BECOME A REAL STATE OF BEING, ONLY IF A PERSON ALLOWS THEM TO FIRST OCCUPY THEIR MIND. ACTION CAN HELP START THE PROCESS OF BEING PRESENT IN THE MOMENT BY FOCUSING ON THE SPECIFIC TASK, MOVEMENT OR GOAL AT HAND. PHYSICAL ACTION IS THE BEGINNING OF A FITNESS JOURNEY.

**EMPIREISM:
TAKING ACTION
IS THE
ANTIDOTE TO
OVERTHINKING
& IS A
FOUNDATIONAL
FORCE TO ALL
OF THE PILLARS.**



PHYSICALITY

TO HAVE MENTAL CONTROL OVER THE BODY-MACHINE IS A NECESSARY STEP TOWARDS OVERCOMING YOUR LIMITATIONS. THE BODY IS SIMPLY A VESSEL THAT CAN BE SHAPED, CRAFTED & OPTIMIZED BY IT'S CAPTAIN. (IN THIS CASE YOUR OWN MIND) I MAKE USE OF THE TERM MACHINE IN ORDER TO HELP YOU UNDERSTAND THAT A MACHINE SHOULD NOT BE THE ONE IN COMMAND. THE BODY HAS MANY CRAVINGS & FALSE WANTS THAT CAN CONTROL & SUBDUCE A WEAK MIND. WITH PRACTICE, HARD WORK & DISCIPLINE THE PERSON CAN TRANSFORM THE MACHINE INTO THE ULTIMATE FUNCTIONALITY TOOL. ONCE THE MACHINE IS FINE TUNED TO OPERATE OPTIMALLY & EFFICIENTLY, THE MIND CAN ORDER IT TO TAKE ACTION & REMAIN IN A STATE OF PERPETUAL MOTION. NEWTON'S LAW; "AN OBJECT IN MOTION STAYS IN MOTION". THEREFORE THE COMPOUND INTEREST OF A BODY IN ACTION BECOMES INEVITABLE SUCCESS. OPTIMUM PHYSICALITY CANNOT EXIST WITHOUT ACTIONALITY .

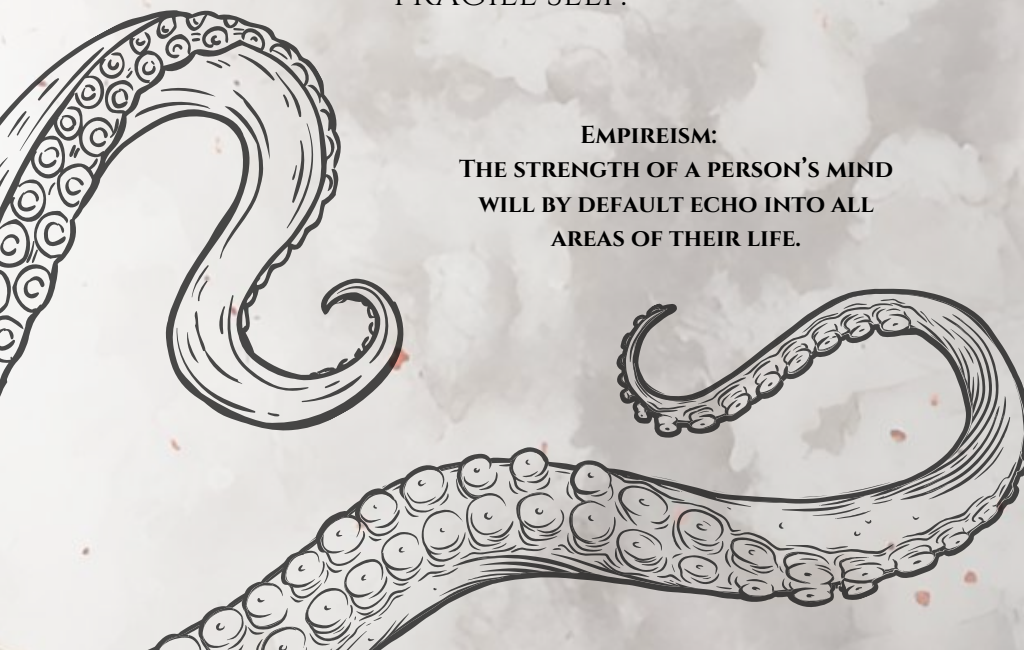


**EMPIREISM:
THE PHYSICAL
PRESENCE OF AN
INDIVIDUAL IS THE
REPRESENTATION
OF THEIR MENTAL
STANDARDS.**

MENTALITY

EVERYTHING THAT CAN BE EXPRESSED BEGINS & ENDS IN THE MIND. THEREFORE THE “ALL” IS MENTAL. THE MIGHT OF A PERSON'S MENTAL CAPACITY CAN BE STRENGTHENED & EXPANDED UPON JUST AS A MUSCLE CAN WITH EXERCISE. SIMILARLY IT CAN BE TORN APART IF IT IS OVERWORKED OR OVERSTRESSED. THE MENTAL SELF CAN ACHIEVE A STATE STRONGER THAN THE PHYSICAL SELF. BY WAY OF EXPERIENCES, SEEKING KNOWLEDGE & FACING HARDSHIP THE MIND CAN EVOLVE TO BECOME MORE POWERFUL THAN ITS CURRENT STATE. THE STRENGTH OF MENTALITY IS LINKED TO DISCIPLINE & PERSEVERANCE. ONCE ACQUIRED THE PERSON MAY BE CAPABLE OF ACHIEVING ALMOST ANYTHING. THIS IS PART OF THE RECIPE TO CREATING AN ANTI-FRAGILE SELF.

EMPIREISM:
THE STRENGTH OF A PERSON'S MIND
WILL BY DEFAULT ECHO INTO ALL
AREAS OF THEIR LIFE.



AMBITIONALITY

THERE IS A VERSION OF YOURSELF THAT WILL NOT BE SATISFIED WITH CERTAIN OUTCOMES IN YOUR LIFE. PERHAPS A QUOTA WAS NOT REACHED, YOU DID NOT GO THE DISTANCE, OR THE PAY WAS NOT ENOUGH. THAT VERSION OF YOU EXPECTS MORE OUT OF LIFE, IT NEEDS MORE, WANTS MORE & CAN BE A FORCE FOR OVERALL GOOD IF DIRECTED PROPERLY. (GOOD MEANING A NET POSITIVE FOR MANKIND.) AMBITION CAN BECOME A NEGATIVE FORCE IF THE LEVEL OF SELF AWARENESS OF A PERSON IS BELOW A CERTAIN LEVEL.

THE HIGHER AWARENESS & INNER WORK THAT THE INDIVIDUAL HAS ACHIEVED, THE MORE LIKELY THAT AMBITION WILL BE AIMED AT THE POSITIVE.

AMBITION IS A FORCE THAT ALLOWS AN INDIVIDUAL TO RISE ABOVE HIS/HER OWN LIMITATIONS. IT ALLOWS FOR A DISPLAY OF THAT PERSON'S UNIQUE CAPABILITIES.

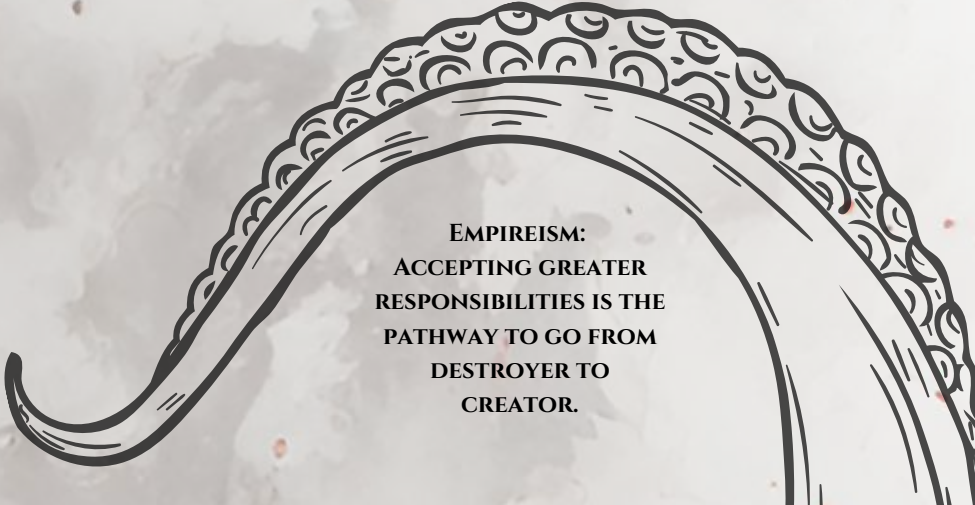
**EMPIREISM:
IF THERE IS
NO
AMBITION,
THEN THERE
CANNOT
EXIST A
MISSION.**



RESPONSIBILITY

(+RATIONALITY)

ACCEPTING RESPONSIBILITIES WILLFULLY IS A RECIPE TO ALLOW YOUR INNER POTENTIAL TO SHOW ITSELF. NOT ALL RESPONSIBILITIES LAID UPON YOU ARE AN OUTCOME OF YOUR CHOICES, HOWEVER RISING TO MEET THEM CAN BE A NET POSITIVE TO YOUR OVERALL SELF. ACCEPTING CHALLENGES, RESPONSIBILITIES & MEETING THEM GRADUALLY CONVERTS A PERSON INTO A PILLAR OF STRENGTH. THE GREATER THE AMOUNT OF PEOPLE THAT RELY ON YOUR RESOURCES, THE HIGHER YOU MUST RISE TO MEET EVERYONE'S DEMANDS. A CLEARER WAY OF THINKING & RATIONALE BECOMES THE DEFAULT MINDSET OF CONSTANT RESOURCE MANAGEMENT. NUMBERS, RATIOS, MERIT & REALITIES BECOME THE NEW SPOKEN LANGUAGE OF THE PERSON AT THE HELM. RESPONSIBILITY PRODUCES RATIONALE.



**EMPIREISM:
ACCEPTING GREATER
RESPONSIBILITIES IS THE
PATHWAY TO GO FROM
DESTROYER TO
CREATOR.**

MORTALITY

ACCEPTING THAT YOUR LIFESPAN IS SHORT IN COMPARISON TO HISTORY'S TIMESCALES IS AN UNDERSTANDING OF MORTALITY. TIME DOES NOT JUST FLY BY QUICKLY, INSTEAD TIME SOARS AGGRESSIVELY FAST & SURELY. OUR TIME HERE IS FINITE. BY DEFAULT AN INDIVIDUAL'S MISSION IN LIFE DIMINISHES SHORTER BY THE SECOND, EVERY SECOND.

THE PASSING OF MY FATHER IN 2013 WAS A REALIZATION INTO THIS TRUTH, EMBRACING MORTALITY & ACTING WITH HASTE CAN BE A PATHWAY TO GET THE MOST OUT OF LIFE. ACTIVELY WORKING ON ALL OF THE PILLARS GIVES YOU THE BEST CHANCE TO ENCOUNTER YOUR HIGHEST VERSION OF SELF. EVOLVING AS A PERSON IS A GREAT WAY TO WALK THE PATH TO ENCOUNTER YOUR LIFE'S MISSION. THE THOUGHT OF MORTALITY AT TIMES MAY BE GRIM, BUT THE EMBRACEMENT OF IT CAN ACTUALLY BE LIBERATING & EMPOWERING.



EMPIREISM:
EMBRACING MORTALITY CAN BECOME A
SUPERPOWER NEEDED TO FUEL YOUR
LIFE'S MISSION.

SPIRITUALITY

THE IDEA THAT THERE IS A CREATOR, GOD FORCE OR UNIVERSAL CONSCIOUSNESS INEVITABLY BRINGS YOU TO THE PATH OF SPIRITUALITY. THE VERY ACT OF SEEKING A HIGHER VERSION OF YOURSELF IS A WALKWAY TOWARDS SPIRITUALITY. THE LAW OF CONSERVATION OF ENERGY STATES: "ENERGY CANNOT BE CREATED NOR DESTROYED, IT FLOWS FROM ONE FORM TO ANOTHER". THEREFORE WE MUST BE BEINGS OF ENERGY HAVING A PHYSICAL EXPERIENCE & PART OF OUR MISSION IN LIFE IS TO DISCOVER WHAT THAT ENERGY TRULY IS. ACCEPTING THAT YOU HAVE A FORM HIGHER & BETTER THAN YOUR CURRENT SELF PRESENTS YOU THE CHOICE TO PURSUE THAT PATH & BE ATTRACTED TO A HIGHER MISSION. NOT PURSUING THAT INEVITABLY WILL KEEP YOU IN A LOWER VIBRATIONAL STATE RATHER THAN A HIGHER ONE. OVERALL A LOWER SPIRITUAL EXISTENCE.

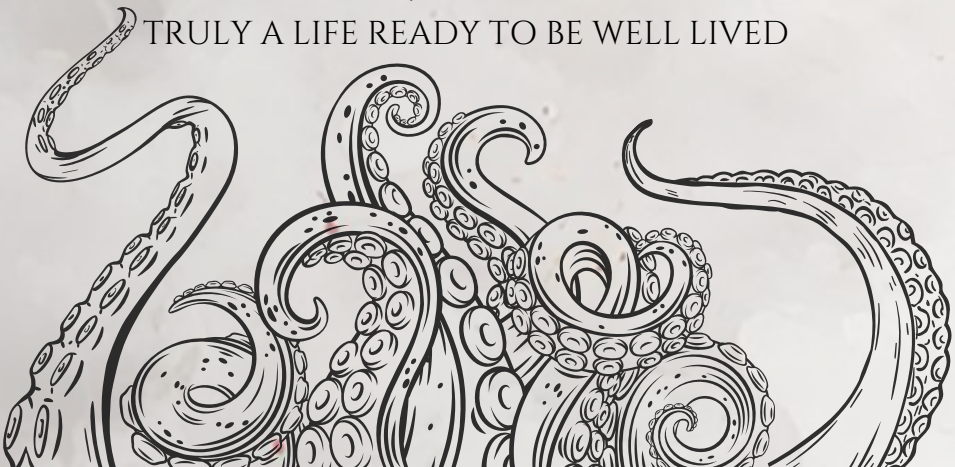
EMPIREISM:

BY CONSTANTLY REALIZING YOUR POTENTIAL, YOU ARE ELEVATING TO YOUR HIGHEST FORM OF SELF.



ADAPTABILITY (+INTEGRATION)

WHEN THE PILLARS ARE INTEGRATED THEY CAN BEAR ALMOST ANY WEIGHT. AS A CHAIN CAN ONLY BE AS STRONG AS ITS WEAKEST LINK, A STRUCTURE CAN ONLY BE AS STRONG AS ITS WEAKEST PILLAR. THE ABILITY TO PIVOT IN AND OUT OF VARIOUS & COMPLEX SITUATIONS IS A SIGN OF ADVANCED ADAPTABILITY. THE SPEED AT WHICH THAT PIVOT TAKES PLACE IS A MEASURE OF THE LEVEL OF THAT PERSON'S OVERALL INTEGRATION. ADAPTABILITY CAN TURN EVEN A POTENTIALLY DEADLY SITUATION INTO ONE OF A POSITIVE OUTCOME. CERTAIN SITUATIONS WILL REQUIRE YOU TO EMPLOY ONE, SOME OR ALL TENTACLES OF SKILL. IT IS THE WISDOM THAT COMES FROM INTEGRATION, THAT ALLOWS THE PERSON TO BECOME A COMPLETE & SOVEREIGN INDIVIDUAL IN THIS VOLATILE WORLD. THE PRODUCT OF INTEGRATION IS A SEAMLESS ADAPTABILITY TO ALMOST ANY & ALL SITUATIONS, THE DEFAULT OUTCOME IS ATTAINING A STATE OF ANTI-FRAGILITY. SIMPLY IT MEANS THE MORE PRESSURE THERE IS APPLIED TO THE PERSON, THE STRONGER THEY BECOME. TRULY A LIFE READY TO BE WELL LIVED



THE EMPIRE TRIBE

EVERY LOSS CAN BE TRANSFORMED INTO A LESSON
REGARDLESS OF THE SITUATION.

CHANGE IS A CONSTANT SO YOU CAN

"EVOLVE OR DISSOLVE"

SHOULD YOU CHOOSE TO EMBRACE CHANGE &
MORE SO BECOME AN AGENT OF CHANGE.

THEN YOU ARE PROACTIVELY ON THE PATH TO
LIVING A LIFE OF PURPOSE.

(THERE ARE SITUATIONS IN WHICH A PERSON MAY HAVE
CERTAIN DISABILITIES, PHYSICAL OR CHEMICAL LIMITATIONS.

THIS WRITING MAY NOT APPLY TO ALL ASPECTS OF THAT
PERSON'S LIFE.) THE REST OF YOU MORTALS GET YOUR ACT
TOGETHER.



HONOR TO MY ANCESTORS.

DEDICATED TO THOSE WHO WILL COME AFTER ME
& IN THE HOPE IT INSPIRES ALL WHO WISH TO
UNDERSTAND THEMSELVES JUST A BIT BETTER.

BLESSINGS &
GODSPEED



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