SALESEDGE FIELD GUIDE / ENGLISH EDITION

THE STOIC FOUNDER

Use clear judgement, preparation and reflection in daily business.

READ / APPLY / REVIEW

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Individual personal and professional use.

FIELD GUIDE / ENGLISH EDITION

THE STOIC FOUNDER

Apply practical reflection, adversity planning and daily review to business decisions.

A PHILOSOPHY TO PRACTISE

Building a business involves uncertainty, pressure and decisions whose consequences are only partly under your control. Stoic ideas can provide questions for examining your response. They do not predict commercial success or replace practical planning, relationships and specialised advice.

This guide offers a modern business application of a few general Stoic themes. It is not a translation of an ancient text, a complete account of Stoicism or a claim that ancient philosophers were modern entrepreneurs. The exercises are intended to help you distinguish a useful action from an unproductive reaction.

You do not need to adopt a new identity to use them. Start with one difficult situation, write down what is known and choose the next responsible action.

PRINCIPLE ONE: SEPARATE AGENCY FROM OUTCOMES

The opening of Epictetus's Enchiridion distinguishes what is within our agency from what is not. A business application needs care: you can influence a customer's decision, but you cannot make it for them. You can prepare a proposal, but you cannot guarantee the result.

Make three columns: my action, what I can influence, and what I cannot decide. This is a practical adaptation, not an additional ancient doctrine. In a delayed project, your action may be to clarify the missing information; you may influence the review date; you cannot decide another organisation's internal approval.

This distinction does not excuse neglect. Contracts, duty of care and customer commitments remain real. It directs attention toward what you can responsibly do next instead of treating another person's behaviour as something you can command.

Track process and result separately. Record both the commercial outcome and the quality of the work that preceded it. A lost opportunity may still reveal good preparation and an unsuitable fit. A won opportunity can conceal poor judgement or lucky timing. Review both before deciding what to repeat.

Pause before responding. When a difficult message arrives, write the facts, your interpretation and the decision required. Separate them. If an immediate response is unnecessary, take enough time to check your assumptions. If the matter is urgent, use a clear escalation procedure rather than an emotional reply.