



### THE 33 BUSINESS SUCCESS PRINCIPLES OF CAESAR MARCUS AURELIUS

by George Mentz, JD, MBA, CWM®, MPM®, QFP

I found myself re-reading the classic book of Meditations by Emperor Marcus Aurelius again, and decided to share some insights.

Marcus Aurelius wrote the 12 books of the Meditations as a source for his own guidance and self-improvement. I took some notes, and the fact is, Emperor Marcus Aurelius has some great tips for business, spiritual balance, politics, and relationships. The result of this analysis is that I compiled a list of 33 success principles of the Emperor Aurelius.

[Read more of this Benzinga article](#)

#### AAPM® RECOMMENDED READ

#### Making Things Happen: Mastering Project Management (Theory in Practice) BY SCOTT BERKUN



ISBN-10: 0596517718 | ISBN-13: 978-0596517717

Scott Berkun gives field-tested philosophies and strategies for defining, leading, and managing projects through personal essays and in-depth exercises. He helps you apply these lessons into real practice. Topics include:

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- Making good decisions
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- Ideas and what to do with them
- How not to annoy people
- Leadership and trust
- The truth about making dates
- What to do when things go wrong

#### Editor's Notes :

by Michele Guttenberger, MPM®

#### PM'S DILEMMA : GETTING THE UNISON OF RIDERS AND ELEPHANTS

Some projects can be undertaken with minimal mindset factors. However, if your project involves rolling out a communication package to achieve acceptance or to change perspectives through a new approach, change management initiative or new doctrine, the PM leading this campaign must be perceptive in psychology and the challenges it presents. Psychology, addresses that within the human brain there are two independent Systems. - The First system is the emotional side which is instinctive, and feels pain and pleasure. The Second system is rational reflective. It deliberates, analyzes and looks into the future. To be successful in winning acceptance to new ideas both the emotional and the rational sides must be satisfied.

Psychologist Jonathan Haidt "The Happiness Hypothesis" gives us a great conceptual analogy to his hypothesis using the metaphor of the Elephant and the Rider. The Elephant is our emotional side and the Rider our rational side. The Rider is the leader giving direction and holding the reigns but the Rider's control is shaky because the Rider's force is much weaker than the Elephant's. Whenever the Elephant disagrees with the Rider's direction the Rider is overmatched and loses.

The Elephant's Strengths are: worship, compassion, sympathy, loyalty and fierce instincts to protect others against harm. They can make quick decisions. The Elephant's weaknesses are: shiftlessness, being wary, looking for instant gratification - the quick payoff over the long-term payoff.

The Rider's strengths are: Long-term thinking, the ability to plan and think beyond the moment. The Rider's weaknesses is that they spin their wheels, overanalyze and over think things. They brainstorm ideas but can waste hours without making a decision.

The effective PM must determine the mindset dominance and balance the Elephants and the Riders, in order to initiate successful change. They must prevail over the Riders that have understanding without motivation and Elephants that have passion without direction. Only when Elephants and Riders work in unison change can happen.

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Master Alumnus Spotlight on  
**Joel Carboni, MPM®**  
President of GPM Ltd. - Green  
Project Management



Joel is an accomplished project manager and advocate for the advancement of sustainability in project management.

He is the Co-Founder of GPM Ltd. a sustainability based project management education and coaching organization dedicated to the advancement of sustainable green project practices to decouple environmental degradation and economic growth.

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