

Three Ruling Values To Help You Grow

Our organization builds upon the great traditions of Eudaimonism, the Enlightenment and especially Ayn Rand's "sense of life" to advocate its **Authentic Self** program. Adapted from Martin Cowen's book *Fellowship of Reason* and Hyrum Smith's book *What Matters Most*, our organization shows you how to live a rational yet passionate life of personal fulfillment and achievement.

SELF-ESTEEM

Our philosophy holds individual human life in this world as the standard of all moral values and **your** life as an end in itself. When you embrace our ruling value of **Self-Esteem**, you affirm to yourself that you are *able* to live and *worthy* of living. Through courses like Nathaniel Branden's *The Six Pillars of Self-Esteem*, you can learn about the objective nature of human life in general and yourself in particular. High self-esteem allows you confidently to discover, to pursue and to achieve your own unique set of *Governing Values*. Ongoing growth of your Authentic Self lets you experience an earned sense of *Pride*, which Aristotle considered the highest virtue.

REASON

Discovering your Authentic Self, categorizing that Self as various *Roles* and planning to achieve it to the best of your ability requires the virtue of *Rationality*. When you embrace our ruling value of **Reason**, you commit to mastery of *the fine art of non-contradictory identification*. Structured mental exercises among peers help to strengthen your ability to "check your premises", to think on your feet, to control events in your life and to plan your next moves both short-term and long-term. The impacts of your beliefs on your plans and actions provide the central theme for these discussions.

PURPOSE

Our philosophy views *Productiveness* and its handmaiden, *Benevolence*, as the virtues needed to make your life flourish. When you embrace our ruling value of **Purpose**, you learn to be constantly aware of the goal of your every act. You learn to develop a personal *Mission Statement* to give your life a sense of unity and direction. You learn to cultivate synergistic friendships with like-minded people through our rational and supportive events.

Local Events

To fuel the growth of your *human* spirit to its fullest potential *today*, please contact:

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SOLO



Florida



Sense Of Life Objectivists in Florida

Refueling Your *Human* Spirit



Blazing Trails to a New Enlightenment

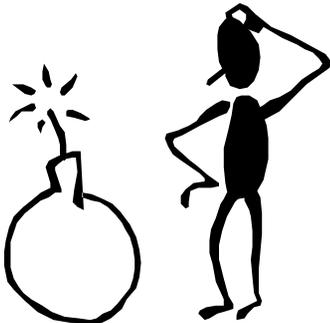
Who Is an Objectivist?

An Objectivist is anyone who shares the comprehensive philosophy of life called *Objectivism* that novelist-philosopher Ayn Rand discovered and developed in the mid-20th century. She explained that “sense of life” through her novels *The Fountainhead* and *Atlas Shrugged* as well as her nonfiction works such as *For the New Intellectual* and *The Virtue of Selfishness*.

Unlike the philosophies and religions dominating our culture today, our philosophy of reason sees the individual human being as an *end in himself*, not as the means to the ends of a so-called “Higher Cause” such as “God”, “State” or “Environment”. Thus, arguments for voluntary or compulsory self-sacrifice and servitude in the name of any “Higher Cause” fail to convince in the face of an Objectivist’s “sense of life”.

Higher

Causes: *The collection of ideological bombs ready to explode in the face of those who accept them.*



Major Points of Our Philosophy of Reason

Here are the key terms necessary to understand our world view. These represent the **five major branches** of philosophy and the central questions they ask:

Metaphysics: What is out there?

Epistemology: How do I know about it?

Ethics: What should I do?

Politics: What actions are allowed?

Aesthetics: What can life be like?



Dominating views like Christianity, Socialism, Communism, Fascism and Radical Environmentalism offer these oppressive answers:

Metaphysics: “**Higher Cause**”

Epistemology: **Mysticism**

Ethics: **Self-Sacrifice**

Politics: **Tyranny for “Higher Cause”**

Aesthetics: **Envy Justification**

Our view, by contrast, offers these flourishing answers, known as the “Five Rs”:



Metaphysics: **Reality**

Epistemology: **Reason**

Ethics: **Rational Egoism**

Politics: **Rights**

Aesthetics: **Romantic Realism**

Which answers make more sense to you?

Our Moral Code Saves Lives

Many ancient Greeks practiced a way of life called *Eudaimonism*, a philosophy that held happiness and personal well-being as the highest human purpose. Tragically, the Dark Ages with its rot of mysticism and self-sacrifice snuffed that great philosophy for well over a millennium, murdering thousands of innocents in the process.

The 18th century Enlightenment returned the Western world once again to a celebration of human reason and happiness in this world. It gave rise to the abolition of slavery, the replacement of monarchies with Constitutional republics, and a cornucopia of other life-saving benefits. Sadly, the Enlightenment ended with the rise of anti-reason philosophers like Immanuel Kant who purposely sought to “push aside knowledge to make room for faith”. Their intellectual descendants included Adolf Hitler, Joseph Stalin, Jim Jones and a host of other murderous dictators responsible for the slaughter of millions.

The human race today needs a *New Enlightenment* if it hopes to survive.

Our principles provide the only solid foundation upon which to build that *New Enlightenment*.