

# THE 3 PATHS OF LIFE

*"The (exclusive) pursuit of pleasure is the ambition of a pig." - Einstein.*

**Aristoteles, the Greek philosopher, coined the following terms:**



**Hedonic Happiness:**  
Achieved by the pursuit of sensual pleasures - think 5 senses.



**Eudaimonic Happiness:**  
Achieved when one is living according to their virtues, striving to meet their potential and be their best selves, which leads to a greater purpose, meaning, and self-actualisation.

More recently Dr. Martin Seligman, the founder of the positive psychology movement, concluded that humans can follow 3 different paths to pursuit happiness.

PATH  
01

## The Pleasant Life

This path is about the pursuit of pleasure. We aim to experience as many positive emotions as possible. Think of the Hollywood version of happiness and instant gratification. We also look for ways to savor and amplify those experiences. This path is often characterized by an abundance of giggling and laughter. Research says it is 50% heritable and not very modifiable. FUN is a core value for those in this path.

PATH  
02

## The Good Life

This path is about the pursuit of engagement. It is related to what Greek philosophers called Eudaimonia. When on this path, our work, love, and play experiences are aligned with our strengths and benefit ourselves. Think Elon Musk, Serena Williams; a life of engagement and flow, when time stops because you're absorbed in the moment, in what you're doing. FLOW is a core value for those in this path.

PATH  
03

## The Meaningful life

This path is about the pursuit of meaning and it could be defined as the next level of Eudaimonia. We know our signature strengths and we use them in service of something bigger than ourselves. Think Mother Teresa. ALTRUISM is a core value for those in this path.