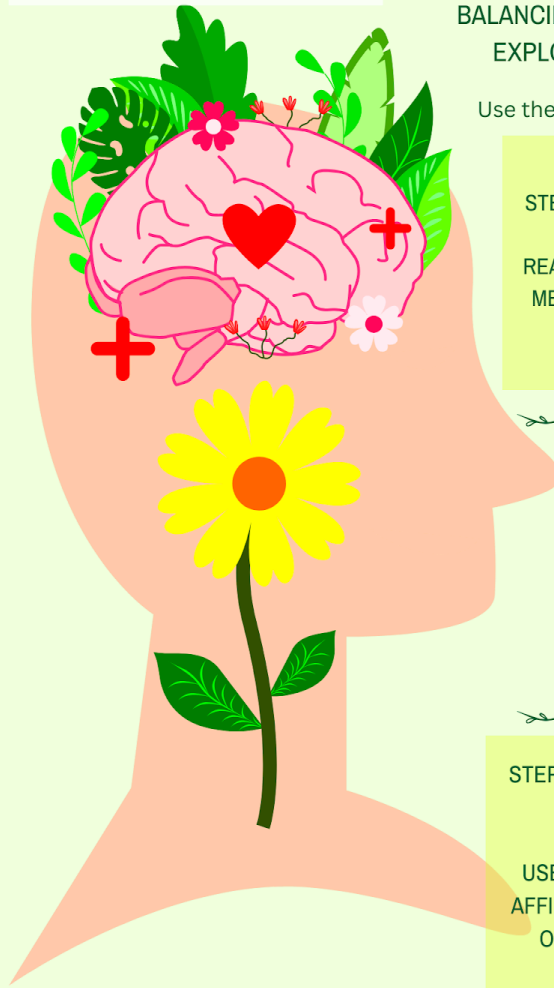


PERSONAL RHETORICS

ESTABLISHING YOUR ETHOS

RHETORICAL METHODS TO
BALANCING MENTAL HEALTH AND
EXPLORING SELF-GROWTH

Use these instructions for your board



STEP 1: ESTABLISH YOUR ETHOS

READ THE ARTICLES FROM YOUR
MBONGI TO UNDERSTAND HOW
TO DO THIS.

STEP 2: USE MASLOW'S HIERARCHY AS YOUR LOGOS

LABEL EACH LEVEL OF
MASLOW'S HIERARCHY. NEXT,
FILL EACH SECTION WITH WAYS
IN WHICH YOU WILL SEEK TO
ACHIEVE THAT LEVEL

STEP 3: PATHOS THROUGH SELF- AFFIRMATION

USE PICTURES AND WORDS OF
AFFIRMATION TO FILL THE AREAS
OUTSIDE OF THE PYRAMID.

This activity treats the vision board as a rhetorical tool that balances mental health and explores self-growth by using Aristotle's three appeals:

- **Ethos** (your character/credibility)
- **Logos** (logical structure via Maslow's Hierarchy of Needs)
- **Pathos** (emotional connection through affirmations and imagery)

Materials (recommended for best results)

- Large sheet of paper, poster board, or sketchpad (at least 11×17 inches)
- Markers, colored pens/pencils, or crayons
- Magazines, printed photos, or digital images you can print and cut out
- Scissors and glue stick/tape (if using physical cutouts)
- Optional: stickers, washi tape, or access to a printer

Take your time with Step 1 and Step 2 — the stronger your foundation, the more powerful the final result will be.

Enjoy the process — this is a meaningful way to visualize and rhetorically strengthen your mental health and growth journey! If you have questions about any step, the original page encourages emailing the author.

Step 1: Establish Your Ethos (Your Personal Foundation)

1. Reflect and write your own **personal ethos statement**. Answer questions like:
 - Who am I at my core?
 - What are my core values and principles?
 - What is my “why” or life mission?
2. Write 4–8 sentences or bullet points. This becomes the “character” of your board. You will place it at the top or in a prominent spot.
3. (Optional) You can Review the resources provided on the original page to understand what a personal ethos is:
 - Readings: • “A personal ethos?” – <https://bobscomer.wordpress.com/2013/12/27/a-personal-ethos/> • “How to create a personal ethos” – <https://spartanownership.com/killer-personal-ethos/> • “Developing a personal ethos” – <https://successfulmillennial.wordpress.com/2015/07/02/developing-your-personal-ethos/>
 - Videos: • “Defining your personal ethos” – <https://youtu.be/xjiZZ5PBgrM> • “Crafting Your Path to Success” (short) – <https://youtube.com/shorts/AmoiTrpsAW8> • “Why am I here? Discover Your Personal & Professional Mission” – <https://www.youtube.com/watch?v=JaECsnWJAWA>

Step 2: Build the Logos – Create Maslow’s Hierarchy Pyramid

1. Research or review **Maslow’s Hierarchy of Needs** (5 main levels, bottom to top).
2. On your poster, draw a large triangle/pyramid that fills most of the center of the page.
3. Label the levels clearly from bottom (widest) to top (narrowest):
 - **Physiological Needs** (base) – air, water, food, sleep— ***Nothing outside of these***
 - **Safety Needs** – personal security, financial stability, health, safe environment
 - **Love & Belonging** – relationships, friendships, family, intimacy, community
 - **Esteem** – self-respect, confidence, achievement, respect from others
 - **Self-Actualization** (top) – personal growth, creativity, purpose, realizing full potential
4. Inside each level of the pyramid, write **specific, actionable ways** you will meet or maintain that need in your life right now. Example for Physiological: “Drink 8 glasses of water daily, prepare balanced meals 5 nights a week, keep bedroom clutter-free.” Make every entry personal and realistic.



Step 3: Add Pathos – Self-Affirmations and Imagery (Outside the Pyramid)

1. In all the space surrounding the pyramid (borders, corners, background), fill with:
 - Cut-out or printed **pictures** that represent your goals, dreams, and ideal future self
 - Positive **words and affirmations** (hand-written or printed) such as “I am worthy,” “I grow every day,” “I am enough,” “Progress over perfection”
 - Quotes, song lyrics, or short motivational phrases that emotionally resonate with you
2. Arrange them creatively so they frame and support the pyramid — this creates the emotional “pull” of your narrative.

Step 4: Final Assembly & Personalization

1. Place your **Ethos statement** at the very top or as a header above the pyramid.
2. Review the entire board: Does it feel balanced? Does it tell your personal story?
3. Add color, symbols, or decorative elements if desired.
4. Write your full name in **black marker** on the **back** of the board.
5. Once complete, present it to Wiggins.

Tips from the Original Page & Activity

- This is deeply personal — no two boards will look the same.
- Focus on **actionable steps** inside the pyramid (Logos) and **emotional inspiration** outside (Pathos).
- The board is a living tool; revisit and update it as your needs and goals evolve.