

# THE ALPHA LEADERSHIP CODE:

## The 5 pillars that transform a man into an ALPHA leader

These 5 pillars are taken from the book **THE ULTIMATE MAN: Become an Alpha Male and Build Your Empire**. It is intended for ambitious men who want to succeed **professionally and personally**, by affirming their masculinity:

### 1. Uninhibited and respectful

Masculinity embraced without arrogance

### 2. Strong and protective

Power in service of others

### 3. Controlled

In control of emotions, words, and sexual urges

Thus, you become not only

- **honourable but honoured**
- **admirable but admired**
- **respectable but respected**



Because you are that leader with an impressive career, and your results speak for themselves. And yet... behind the successes, there is this void:

1

Work/life imbalance

Hours accumulate at the expense of well-being

2

Need to control everything

The feeling that everything depends on you

3

Feeling of inadequacy

Not being the man you want to be

4

Difficult romantic relationships

Difficulty in building a healthy and fulfilling relationship

As a **veteran judo world vice-champion** and **Alpha leadership coach**, I have supported entrepreneurs and executives who shared these same invisible burdens. Discover the

5 pillars that transform your material success into embodied power,

what separates a manager from a charismatic leader.



# TABLE OF CONTENTS

- Page 1: Introduction
- Page 3: ALPHA vs BETA
- Page 4: Pillar 1: Leadership
- Page 5: Alpha Leadership: Inspire and Delegate
- Page 6: Pillar 2: Excellence
- Page 7: Escaping the Trap of Mediocrity
- Page 8: Pillar 3: Masculinity
- Page 9: From Nice Guy to Charismatic Man
- Page 10: Why Speaking Like an Alpha Makes All the Difference?
- Page 11: Pillar 4: Confidence
- Page 12: From Ignored Man to Respected Leader
- Page 13: Pillar 5: Charisma
- Page 14: From Invisible Bloke to Magnetic Man
- Page 16: Bonus 1: Alpha Morning Routine
- Page 18: Bonus 2: Speaking Like an Alpha
- Page 20: Conclusion



# ALPHA vs BETA: the difference that changes everything

## BETA

what most men experience



- Constant need for validation and fear of judgment
- Tendency to control everything out of insecurity
- Material success but inner emptiness
- Difficulty influencing and gaining respect
- Superficial or complicated relationships

## ALPHA

what you can become



- Natural confidence and assumed initiative
- Mastery of emotions, words, and impulses
- Influence and respect without forcing
- Aligned professional and personal success
- Deep, fulfilling, and admired relationships

Your current state does not determine your future:

you can **choose** to become an Alpha right now.

# Pillar 1: Leadership & Authority

"The true leader is not one who imposes their strength, but one who inspires others to follow it." John C. Maxwell



A **Beta** believes they impose their authority by controlling everything.

They monitor, they correct, they fuss. But behind this mask of authority hides an insecurity that everyone perceives.

In concrete terms: the more they control, the less they inspire.

An **Alpha** leads through their **clarity** and **calm**. They set a direction, and others naturally follow, because they sense their **inner strength**.

True leadership doesn't come from a packed schedule or a bigger office; it comes from your ability to embody an Alpha stance:

1

## Set a clear vision

Rather than micro-details

2

## Build trust

Rather than fear

3

## Decide with calm

Without agitation

4

## Delegate with confidence

Without fear of losing control

It is this magnetic presence that re-establishes your authority: **silent, obvious, undeniable**.



# Alpha Leadership: Inspire and Delegate

You believe everything depends on you. Every decision, every detail must pass through your hands.

**Result:** overload, stress, fatigue... and the talents around you remain stuck, unable to develop.

True leadership is not measured by your control, but by your **ability to inspire and delegate.**

1

## Conscious Delegation

Choose a task you habitually do yourself and entrust it to a member of your team.

**Benefit:** you save time and strengthen your team's confidence.

2

## Clear Instructions

For each mission you delegate, write 1 to 3 precise instructions and the expected results, then let them proceed.

**Benefit:** less micromanagement, more autonomy and motivation for your collaborators.

3

## Observe Without Intervening

Once the task is entrusted, observe how your team manages it, noting what works and what can be improved.

**Benefit:** you develop your strategic eye and the patience of a true Alpha leader.



**Application:** Develop your Alpha-attitude and immediately note the most important thing to delegate.

Control imprisons you. Your leadership capabilities free you.

# Pillar 2: Excellence

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." Aristotle

The **Beta** settles for average:

they work hard, but without method, without vision, often reacting to emergencies. They chase results.

The **Alpha**, on the other hand, acts with discipline and strategy.

They plan their days, prioritise what truly matters, and optimise every minute.



## Excellence – what it truly means



### 1. Habits of Excellence

Nurturing body and mind: exercise, meditation, daily learning. Reading or consuming content that elevates one's level, not merely for entertainment.



### 2. Attitudes of Excellence

Never settling for the minimum: aiming for quality in everything one does. Taking responsibility without excuses, even when uncomfortable.



### 3. Mindset of Excellence

Every action is an opportunity for improvement. Constantly seeking to surpass oneself, intelligently and strategically.



### 4. Codes of Excellence

Being punctual, rigorous, and precise in commitments. Valuing integrity and transparency in all interactions.

Excellence is not declared, it is lived daily, in every decision and every action.

A man's true power is not seen in what he does, but in the constant quality of what he becomes.

# Escaping the Mediocrity Trap

Do you spend your days putting out fires, dealing with important problems and urgent decisions? Do you answer calls after leaving the office and reply to emails during your weekends and holidays?

**Result:** neglected health, time stolen from your family and their dissatisfaction, constant fatigue, and that feeling that nothing is ever enough.

Excellence is not only measured by visible successes, but by your ability to balance performance and personal life.

1

## The Leverage Effect

Each morning, identify 1 to 3 high-value actions for your work and personal life.

**Benefit:** you gain clarity, efficiency, and serenity. You shift into Alpha focus.

2

## Non-Negotiable Time Block

Every day, set aside 1 hour for yourself, your health, or your family, and protect this time at all costs.

**Benefit:** improve your energy, relationships, and overall balance.

3

## Weekly Personal Audit

Each week, note down:

**1 success + 1 mistake + 1 learning**

Then adjust your actions for the following week.

**Benefit:** you develop discipline, vision, and control over your work/life balance.

4

## 10-Minute Continuous Improvement Challenge

Every day, dedicate 10 minutes to excelling in a specific skill: speed reading, negotiation, or skills specific to your field.

**Benefit:** Create a routine of excellence that accumulates exponential results in the long term.

Working hard without balance consumes you. Aiming for excellence means performing without sacrificing what truly matters.



# Pillar 3: Masculinity

"Being male is a matter of birth. Being a man is a matter of choice" Edwin Louis Cole

The **Beta** is kind but uninteresting. He tries to seduce by multiplying superficial efforts: gifts, flattery, appearances.

**Concretely:** he is perceived as predictable, harmless, easily forgotten.

The **Alpha**, on the other hand, embodies his masculinity: **presence, energy, authenticity**. He attracts naturally, effortlessly, because his magnetism comes from who he is, not from what he possesses.



Masculinity is a subtle force, cultivated and projected with awareness. It manifests in your physical and oratorical presence:



## Bearing

Straight back, open shoulders



## Anchoring

Avoid parasitic or disorderly gestures.  
An Alpha is in control of his body!



## Gaze

Direct and steady



## Movements

Calm, composed, precise



## Speech

Assumed silence, articulated thought, no filler words or um, ah, mmmh

Masculinity is not timid or hidden; it is measured in your **ability to make your presence and power seen or felt.**

# From Nice Guy to Charismatic Man

You succeed in your career, yet your love life is a series of failures: from disappointment to betrayal, from one-night stands to poorly chosen partners...

**Result:** frustration, loneliness, and the feeling of missing out on a fulfilling relationship.

**Masculinity is cultivated and embodied in your presence and energy,** not in what you own or your kindness.



## Posture and Gaze

Each day, practice the 2-minute power pose: a straight posture, open shoulders, hands on hips, confident gaze to feel assurance and confidence.

**Benefit:** instantly boosts your aura, assurance, and confidence.



## Strategic Silence

During a conversation, allow for pauses and listen actively before responding.

**Benefit:** your impact and magnetism increase; you become more mysterious and desired.



## Daily Power Ritual

5 minutes of breathing, visualisation, and affirmation of your masculine values before each day.

**Benefit:** you enter each interaction with confidence and authenticity, creating natural attraction and respect.

Seduction cannot be bought; it must be lived. Embody your masculinity and **transform your presence into irresistible magnetism.**



# Why Speaking Like an Alpha Makes All the Difference?

The way you communicate is a direct reflection of your masculinity and confidence. An Alpha man doesn't just speak; he communicates with intention, impact, and authenticity.

He projects an energy that naturally attracts respect and attention, transforming every interaction into an opportunity for deep connection.

## 1. First Contact, Approach

**Beta:** "Hi, I don't know if this is the right time, but..."

**Alpha:** "Hello, I noticed your energy and wanted to meet you."

## 2. Initial Conversation / Breaking the Ice

**Beta:** "What do you do for a living?"

**Alpha:** "I have a passion that truly excites me, what about you?"

## 3. Authentic Compliment

**Beta:** "You're pretty..."

**Alpha:** "You're captivating, I love how you shine in this room."

## 4. Responding to a Test / Provocation

**Beta:** "Oh, uh... I didn't mean that..."

**Alpha:** Smile, slight detachment, "Interesting, I like your audacity."

## 5. Telling a Personal Story

**Beta:** "I don't know if you'd be interested, but the other day..."

**Alpha:** "The other day, I was in a completely wild situation, and this is how I handled it..."

## 6. Creating Subtle Sexual Tension

**Beta:** Awkward gestures or explicit phrases, "Uh... do you mind if I do this?"

**Alpha:** Light touch on the shoulder, smile, "You have eyes that say a lot, I like that."

## 7. Inviting Out / Suggesting a Date

**Beta:** "If you want, we could meet up sometime..."

**Alpha:** "Friday evening, I know a great spot, fancy coming with me?"

## 8. Responding to Silence or Distance

**Beta:** "I'm sorry if I disturbed you..."

**Alpha:** Slight smile, "Have I made you smile, or not yet?"

## 9. Flirting via Message / Texting

**Beta:** "I don't know if I should bother you, but I was thinking of you..."

**Alpha:** "I was in meetings all day, and I was thinking of your smile..."

## 10. Closing the Interaction on a Strong Note

**Beta:** "I hope we can see each other again..."

**Alpha:** "We're meeting up Friday evening, I can't wait to show you what I had in mind."

It is by mastering this art that you will transform your interactions, as well as how others perceive you. Being in a relationship doesn't mean seduction should be neglected.

**Remember that a woman who isn't pursued becomes prey for other hunters.**



# Pillar 4: Confidence

"Whether you think you can, or you think you can't, you're right." – Henry Ford

The **Beta** constantly doubts himself. He seeks external approval, hesitates before making decisions, and his body language betrays deep insecurity.

**In practice:** he is not taken seriously, his ideas are often ignored or diverted, and his orders are only followed out of obligation, not respect.

The **Alpha**, on the other hand, masters his inner confidence. He speaks with assurance, acts with unwavering certainty, and naturally inspires respect and adherence. Others follow him not out of compulsion, but because they feel he knows where he is going and who he is.

Confidence is an invisible magnet. It cannot be bought, but it is cultivated, transforming the perception of others and creating an aura of authority and charisma without apparent effort.

To improve your confidence and assert your natural authority, follow these principles:

1

**Make decisions with conviction:**

Hesitation erodes confidence. Even when faced with uncertainty, an Alpha makes informed decisions and fully owns them. Speed and firmness are signs of leadership.

2

**Cultivate inner certainty:**

Clearly define what you want and why, aligning your actions with your deepest values. Clarity of intention is the foundation of unwavering confidence.

3

**Develop assertive body and vocal language:**

Adopt an open and upright posture, maintain direct eye contact, and use a calm and composed intonation. Your body should reflect the assurance you wish to project.

4

**Gradually expose yourself to uncomfortable situations:**

Step out of your comfort zone. Every challenge overcome strengthens your resilience and self-esteem, expanding the limits of your self-assurance.

Confidence is not claimed, it is lived. It transforms the doubts of others into silent admiration and unwavering respect.

# Confidence: From the Ignored Man to the Respected Leader

You hold a position of responsibility, you make important decisions... and yet, some people don't take you seriously, or ignore your recommendations.

**Result:** frustration, loss of impact, and a feeling of not being respected despite your status.

Confidence is primarily manifested by **your posture, your language, and your decisions**. It asserts itself silently and transforms the perception of others.

## 1. Swift and Assertive Decision-Making

Make an important decision every day, even when facing uncertainty. An Alpha acts with conviction and doesn't need to justify every one of his choices.

**Benefit:** You are perceived as self-assured, reliable, and worthy of respect, thus strengthening your leadership.

## 2. Anchor Your Gaze

Affirm your presence and subtly command respect by maintaining direct eye contact for 10-15 seconds, with an upright posture and open shoulders, whether facing a person or a mirror.

**Benefit:** This sustained eye contact demonstrates your self-assurance and natural authority, without having to utter a single word.

## 3. Practise Direct Feedback

When someone oversteps your directives or minimises your opinion, address the situation calmly but clearly. Don't hesitate to set boundaries to maintain respect for your limits.

**Benefit:** You establish clear boundaries and assert yourself firmly, without creating unnecessary conflict but by affirming your position.

Respect is not claimed; it is earned through the certainty of your actions and the authenticity of your presence.



# Pillar 5: Charisma

"People will forget what you said. They will forget what you did. But they will never forget how you made them feel."  
– Maya Angelou

The **Beta** lacks assurance, confidence, and is sensitive to what others think of him. He talks a lot, tries to convince, but his efforts fall flat.

**Concretely:** he has little impact, no influence, and his ideas are quickly forgotten.

The **Alpha**, on the other hand, naturally radiates charisma. He inspires through his **presence** and his **energy**, even before speaking. Others follow and listen to him because they feel his **inner power**

Charisma is a subtle combination of **magnetic presence, authentic influence** and an **energy that naturally attracts others**. It's not something one pretends to have, but a quality that is embodied.

1

**Mastering physical and emotional presence:**

Develop an open posture and direct gaze. Learn to use silence strategically to enhance the impact of your words and captivate your audience.

2

**Communicating with conciseness and power:**

Prioritise clarity and relevance over quantity of words. A brief and impactful message is always more memorable and influential than a long, diluted speech.

3

**Developing consistency between who you are and what you show:**

Remember that authenticity = attraction. Don't apologise for who you are. Allowing yourself to exist without worrying about what others think of you makes you magnetic.

4

**Creating lasting emotional impact:**

Leave a memorable impression by evoking emotions, whether it's inspiration, trust, or enthusiasm.

Charisma is not acquired through superficial techniques; it is cultivated deeply.

It is embodied in every gesture, every word, and every choice, transforming your presence into a source of attraction and lasting influence.





# From the Invisible Guy to the Magnetic Man

You have ideas, a clear vision, and undeniable talent, yet no one seems to admire you. Your contributions are bland or go unnoticed, your impact is limited, and you feel invisible despite all your efforts. This frustration is common, but it's not inevitable.

Charisma and admiration cannot be forced. They are built by **aligning presence, authenticity, and influence**.



## Exercise 1: The Energy Anchor Point

Before each meeting or important interaction, place your hand on your sternum and take 3 deep breaths, imagining your energy radiating throughout your body.

**Benefit:** Your calm and presence become palpable, attracting attention even before you speak.



## Exercise 2: Silent Projection

For 30 seconds, fix your gaze on a person and imagine your intention and vision travelling through space to them, without speaking or moving. Start with a photo, then apply it in your meetings.

**Benefit:** Your impact becomes immediate, naturally commanding respect and focus on you.



## Exercise 3: Total Coherence

Ensure your gestures illustrate your words. An example not to follow: François Hollande, whose non-verbal language did not match his words, creating a disconnect.

**Benefit:** This alignment will make you appear credible and competent, strengthening your message and authority.

Charisma isn't about what you show; it's about what others feel when they are in your presence. **The magnetic man** doesn't need to convince; he **naturally attracts even before speaking**. Your chance? It's a quality that can be learned and cultivated day by day! It's up to you to improve it.





# Testimonials and Transformations

Here is proof of the results obtained thanks to the **ALPHA leadership coaching program**

Every exercise, every pillar of the book *THE ULTIMATE MAN: Become an Alpha Male and Build Your Empire* combined with personalised support, is designed so that **highly successful men like you** transition from superficial achievements to phenomenal success, embodying a **charismatic, respected, and admired man**.

Here's what those who have experienced this transformation say:




**Nicolas Oger**  
20 avis · 8 photos

★★★★★

il y a un an

Super Coaching !




**Tom Sidebrant**  
2 avis · 2 photos

★★★★★

il y a un an

Maximum Performance, with its founder's impressive background brings a winning mindset to coaching. Their holistic approach has been instrumental in helping me unlock my full potential in both personal and professional aspects. Highly recommended!



**Jeremiah Teo (赵汉昇)** · 1er  
The Charisma Business Coach (No. 1 Career Coach in we) 🏆 > 65 Millions' Impressions & > 850,000 Engagements 🏆 Championed Growth-Focused Leaders towards Transformation in Communication & Work Performance in 8 Weeks 🏆  
Le 17 septembre 2022, Jeremiah Teo a été le/la client(e) de Ouly  
👁️ Tous les membres de LinkedIn


Active

Through Ouly's Maximum Performance Coaching session, I was able to gain greater clarity and awareness of what would work for me when it comes to consistent high performance.

One of the things I learnt was the power of cold shower and that would be the physical catalyst which helps with mental and emotional power boost in high performance.

The high performance mindset you will get, will lead you to actions that will not only impact your business life, but also your family and relationships, that's why I highly recommend Ouly Reymond.






**Sumon Miah** · 14:12

Congratulations, Ouly, I can't wait to have such a precious gift!!! I noticed your conversation with Tracy.

My business is going well. You gave me some directions to create better short videos and video editing. I followed that and completed few online courses to admit those skills. Your direction was one of the best career direction I have ever got.




**Emad Ourabi** · 1er  
Retail, Import, Export , Trading

9 h

**Emad Ourabi**  
You're welcome Ouly 🙏 best coach in the world 🌍💙💚💜

Afficher la traduction

J'aime · 🗨️ 1 | Répondre



**Ouly Reymond** 🏆 **Auteur**  
Vice champion du monde de jud...  
8 h

**Emad Ourabi** Thank you very much my dear, I don't pretend it but know that I give extremely good results to all my coachees. They see a huge improvement in their physical and psychological abilities as well as an increase in their leadership skills mindset.



0:27 13:33

3 messages non lus

Thank you very much Brother for your Appreciation. People Like You are making me A Great Man for My Future. 🙏


13:34

You are one of the Best Persons I have learnt from and will love to learn something daily from you in future as well. You have been a Great part of journey and it is just a Beginning. We will together Grow Really Well in the Future. 📈

13:36

Our International relations will surely be Great for Our Own Country's Growth. We can Take to an Higher level when we will Start our International Projects.

13:37




**Raj Bhadur** · 1er  
Certified Data Analytics|Aspiring Data Science|PowerBI|Data Modeling| M...

38 min

Ouly, your insights on the champion mindset resonate deeply. It's fascinating how the principles of competition and pressure management apply universally, not just in sports but in every facet of life. Your approach to unlocking potential is truly inspiring and essential for anyone looking to lead effectively. Thank you for sharing this powerful perspective.





**Jeremiah Teo (赵汉昇)** · 1er  
The Charisma Business Coach (No. 1 Career Coach in hk) 🏆 > 65 Millions' Impressions & > 850,000 Engagements 🏆 Championed Growth-Focused Leaders towards Transformation in Communication & Work Performance in 8 Weeks 🏆  
Le 17 septembre 2022, Jeremiah Teo a été le/la client(e) de Ouly  
👁️ Tous les membres de LinkedIn

Active

Through Ouly's Maximum Performance Coaching session, I was able to gain greater clarity and awareness of what would work for me when it comes to consistent high performance.

One of the things I learnt was the power of cold shower and that would be the physical catalyst which helps with mental and emotional power boost in high performance.

The high performance mindset you will get, will lead you to actions that will not only impact your business life, but also your family and relationships, that's why I highly recommend Ouly Reymond.



**Sumon Miah** · 14:12

Congratulations, Ouly, I can't wait to have such a precious gift!!! I noticed your conversation with Tracy.

My business is going well. You gave me some directions to create better short videos and video editing. I followed that and completed few online courses to admit those skills. Your direction was one of the best career direction I have ever got.

# Bonus 1: Alpha Morning Routine

Start each day in **Alpha mode** with these 10 express habits, designed to **activate your body, mind, and charisma** in just a few minutes. By integrating them into your routine, you will gradually transform into the man others naturally follow.

1

## Power Breathing

Inhale deeply for 5 seconds, hold for 5 seconds, then exhale for 5 seconds, then hold again for 5 seconds. Repeat 6 times.

**Benefit:** Calms stress, aligns energy, and activates presence.

2

## Alpha Posture

Adopt a standing posture, shoulders open, chin slightly raised, hands on hips (the "power pose").

**Benefit:** Immediate boost in charisma and bodily confidence.

3

## Micro-Meditation for Grounding

Close your eyes and visualise your feet firmly connected to the ground, then imagine your energy radiating throughout your body.

**Benefit:** Mental centering, emotional stability.

4

## Victory Visualisation

Imagine the perfect day: every interaction successful, every challenge mastered, every goal achieved.

**Benefit:** Programmes your brain for success and mastery.

5

## Strategic Affirmation

Repeat 3 powerful phrases such as: « **I decide with certainty, I inspire respect, I master my life.** »

**Benefit:** Strengthens confidence and inner authority.

6

## Power Gaze and Smile

In front of the mirror, practise a natural smile and a prolonged direct gaze. This activates your social magnetism.

**Benefit:** Activates social openness and natural magnetism.

7

## Champion's Dynamic

Perform a high-intensity physical exercise of your choice (squats, press-ups, burpees...).

**Benefit:** Successfully completing your first difficult challenge of the day sets you on the path to victory.

8

## Gratitude / Mission Connection

Mentally note one thing you are grateful for. This allows you to start with positive energy.

**Benefit:** Positive focus and source of motivation.

9

## Tone of Voice and Projection

Read a strong sentence or your mantra aloud, modulating the power and rhythm of your voice.

**Benefit:** Vocal impact, charisma, and assurance projected from the morning.

10

## Micro-Action Plan

Note the 1 to 3 most important tasks to accomplish today. This gives you clear direction.

**Benefit:** Control of your day, energy directed towards results.

Dedicate 20 to 30 minutes to this routine to fully activate your body, mind, and charisma. Each morning, **you will become a little more the man others naturally follow.**




# BEGIN your Alpha transformation today

by downloading the Alpha routines checklist described above

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
RESPIRATION																															
POSTURE																															
MEDITATION																															
AFFIRMATION																															
DRINK 1.5 L																															
VOICE																															
GRATITUDE																															
ACTION PLAN																															

Ouly Reymond  
0041 79 677 52 94  
[youle@bluemail.ch](mailto:youle@bluemail.ch)  
[www.alphadperformance.com](http://www.alphadperformance.com)



☐ Upload de arquivo



**ROUTINE ALPHA ANGLAIS.pdf**

169.4 KB

# Bonus 2: Speak like an Alpha

The words you choose, the way you pronounce them, and the intention behind them are the most powerful tools in your arsenal.

Become someone who is heard and respected by mastering these essential communication principles:

1

## Professional Meeting – Strategic Decision

- **Beta:** "I don't know if it's a good idea, but maybe we could..."
- **Alpha:** "Here is the solution we will implement and why."
- **Effect:** Your authority is perceived, others follow without unnecessary debate.

2

## Feedback to a Colleague

- **Beta:** "Uh... could you try to do better next time?"
- **Alpha:** "Here is what needs to be improved and exactly what I expect."
- **Effect:** immediate respect, clarity, and mutual trust.

3

## Client Pitch / Negotiation

- **Beta:** "Perhaps this would suit you, what do you think?"
- **Alpha:** "This will solve your problem and deliver this result."
- **Effect:** impact, credibility, and a desire to commit to your solution.

4

## Personal Conflict

- **Beta:** "I'm sorry if I hurt you, I didn't mean to..."
- **Alpha:** "I understand your point of view, here's what I propose to move forward."
- **Effect:** calm, respect, and effective resolution.

5

## Team Meeting / Motivation

- **Beta:** "We'll try our best..."
- **Alpha:** "Here is the direction, and I'm counting on everyone to achieve it."
- **Effect:** clarity, inspiration, and natural commitment.

6

## Managing a Colleague's Lateness

- **Beta:** "Uh... well, it's not a big deal, try to be on time next time..."
- **Alpha:** "Your lateness impacts the team. I want you to take steps to be punctual from now on."
- **Effect:** respect for authority, reinforced credibility.

7

## Negotiating with a Client

- **Beta:** "Okay, I can lower the price if you want..."
- **Alpha:** "Here is the value our solution brings you. This price reflects that concrete result."
- **Effect:** respect, balanced deals.



The Alpha communication style is not just about words, but about an **inner posture** that is reflected in every sentence.

By adopting this approach, you don't just make yourself heard; you inspire trust, motivate, and build relationships based on clear understanding and mutual respect.

This is the very essence of charisma and leadership.

# Speaking like an Alpha, Part 2

Each interaction is an opportunity to assert **your presence, clarity, and impact**

1

## Handling a self-made mistake

- **Beta:** "Sorry, it's not entirely my fault, but anyway..."
- **Alpha:** "This error is my responsibility. Here are the steps I'm taking to correct it."
- **Effect:** immediate respect, strengthened credibility.

2

## Delegating a task

- **Beta:** "Could you perhaps take care of it if you have time?"
- **Alpha:** "I want you to take charge of this file. Here are the priorities and the expected deadline."
- **Effect:** clarity, asserted leadership, collective efficiency.

3

## Asking for a raise

- **Beta:** "I think I might deserve a bit more... if it's possible?"
- **Alpha:** "Here are the results I've generated. I want to discuss compensation aligned with my value."
- **Effect:** respect, recognition, salary credibility.

4

## Reacting to criticism

- **Beta:** "Yes, you might be right..."
- **Alpha:** "Thank you for your feedback; I will analyse it and decide what is relevant for me."
- **Effect:** emotional mastery and natural authority.

5

## Managing an employee's lateness

- **Beta:** "Uh... well, it's not serious, just try to be on time next time..."
- **Alpha:** "Your lateness impacts the team. I want you to take steps to be punctual from now on."
- **Effect:** respect for authority, reinforced credibility.

6

## Difficult decision or under pressure

- **Beta:** "I don't know, maybe we should wait..."
- **Alpha:** "We are acting now; here is the way forward."
- **Effect:** visible leadership, reinforced trust and respect.

7

## Managing opportunities

- **Beta:** "I'm not sure if this is the right time..."
- **Alpha:** "This is the ideal time to act; I will do it now."
- **Effect:** swift action, success, and Alpha positioning.

Speaking like an Alpha means aligning your words with your inner power – in every context, **you command respect, influence, and impact.**

Speaking like an Alpha is much more than just words. It is the perfect alignment between your intention, your language, and your posture. It is a strength that emanates from within and manifests through every sentence, every tone, every glance.

By mastering these principles, you don't just communicate; you inspire, you lead, and you leave an indelible mark of confidence and authority.





# Imagine Becoming the Ultimate Man: Transform Your Life Today

You now hold the essential tools to sculpt the Alpha version of yourself.

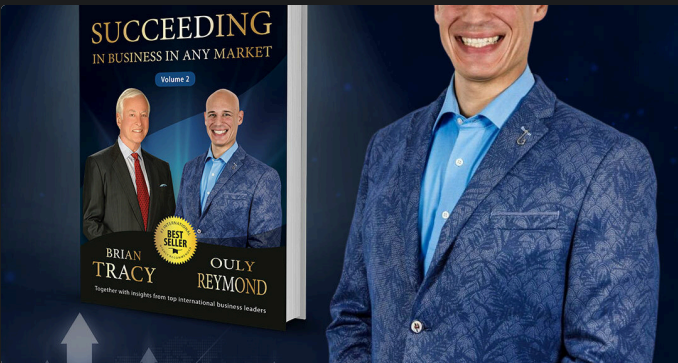
- The **5 essential pillars** to becoming an Alpha: Leadership, Excellence, Masculinity, Confidence, Charisma.
- The **practical exercises** for each, simple, quick, and effective.
- The **morning and daily routines** that put you in the Alpha state every day.
- Mastery of the **Alpha language in common contexts of your** professional and personal life.


These principles are not theoretical. They have **transformed the lives of leaders, entrepreneurs, and ambitious men**. Every exercise you apply helps you embody what you truly value and want: **charisma, respect, influence, and success.**

## Your Next Steps Towards Alpha Mastery

### → Discover THE ULTIMATE MAN Ebook

The most comprehensive guide on masculinity and leadership, 400 pages covering all aspects of your development: physical, mental, emotional, energetic, sexual, financial, spiritual, and seduction. Learn how to embody an Alpha male by ordering it here:



Maximum Performance

**The Ultimate Man – Maximum Performance**

Unleash your true potential and step onto the path of ultimate success.  
Empower yourself to achieve greatness and transform your life with Oul...

### → Join the Alpha4Performance community

The place where determined men become embodied leaders: for even more practical applications.

<https://www.youtube.com/@Alpha4Performance>


### → Transition from an ordinary man to an undisputed Alpha leader

Access the ALPHA leadership coaching programme reserved for elite men who want to **assert their authority, embody magnetic charisma, and dominate their professional and personal lives** by booking an exclusive session using my calendar below.

+41 79 677 52 94

youle@bluemail.ch



Calendly

**Session Charisma – Ouly Reymond**

This interview isn't for everyone. It's designed for men who want to command respect and attract others with their charisma and leadershi...

