



Having demonstrated a commitment to areté through the mastery of ancient wisdom, modern science, and the fundamentals of Heroic living, both in their own life and in service to others, let it be known that

Ryfka Heyman

is hereby recognized as a Certified Heroic Coach
and granted all privileges thereunto appertaining, for as long as they continue to demonstrate their commitment through practice.

In witness whereof, we hereby commit to do our best to operationalize virtue and live with areté, honoring the fundamentals and striving to be our Optimize = Optimus = Best = Eudaimōn = Hērō selves in Energy, Work, and Love.

A stylized, handwritten signature of Brian Johnson, consisting of a large, bold letter 'B' followed by a horizontal line.

Brian Johnson
Founder + CEO

A handwritten signature of Michael Balchan, featuring a series of loops and a horizontal line at the end.

Michael Balchan
Head Coach

A handwritten signature of Ryfka Heyman, written in a cursive style.

Ryfka Heyman
Heroic Coach - Class VIII