

ERIN ANDREA CRASKE

SPEAKER | BUSINESS GROWTH & LEADERSHIP PSYCHOLOGIST | BESPOKE TRAINER | STRUGGLESS BEING & PUBLIC SPEAKING MENTOR | THOUGHT LEADER | AWARD-WINNING AUTHOR & PROFITABILITY STRATEGIST | EFFORTLESSNESS ADVOCATE



Erin Andrea Craske is a distinguished business and leadership psychology expert known for her seamless integration of academic rigour, corporate experience, psychological insight, Eastern philosophy, and authenticity.

With over 20 years of hands-on experience across 40 industry-leading brands in 43 markets, Erin offers deep cultural understanding paired with a holistic approach to business strategy. In addition to her corporate success, she has spent over three decades studying psychology and a decade immersed in Eastern wisdom. She holds a diploma in Buddhist mind science and is certified in coaching, mentoring, counselling, cognitive therapies, mindfulness, meditation, and mental health studies.

Internationally recognised with awards in brand strategy and communication, Erin is also the author of the award-winning guide, From Purpose to Profit.

As a thought leader, she challenges conventional success paradigms with her revolutionary philosophy of 'struggless success'. She believes that life, business, and leadership are only as effortful as we make them, and she advocates for a more natural, effortless path to growth and fulfilment.

Through visionary yet practical solutions, she empowers ethical business owners to embrace a state of effortless success in life, leadership, and business creation.

Are you ready to have your thinking challenged?



BA (Hons) FRENCH PEDAGOGY



MBA IN APPLIED PSYCHOLOGY



NITAKTHA INSTITUTE



SPEAKER REEL



"Erin's wisdom and excitement made the information she provided come to life!"



"I highly recommend Erin for any platform seeking expertise in strategic development, leadership empowerment, and building impact-driven businesses. Her depth of knowledge, passion, and commitment to excellence make her a true standout in the business and leadership space."



"Authenticity in a world so full of fake!"



"Erin is a very intuitive, visceral and driven pro with grand insights and stories... her depth and intellect are very, very refreshing."



"Your passion truly shone through, and I believe the listeners will benefit from the valuable insights you shared."



"Your insights on strategic thinking and authenticity are truly enlightening. Your approach offers a refreshing perspective that can inspire anyone seeking purpose and fulfilment."

SIGNATURE KEYNOTES

BEYOND THE HOW-TO: THE PSYCHOLOGY OF EFFORTLESS PROFITABILITY

This keynote challenges conventional business thinking by exploring the intersection of psychology, philosophy, and business. It introduces a holistic mindset that integrates ethical foundations, strategy, authenticity, continuous improvement, human value, and Eastern wisdom to achieve sustainable profitability with ease. Rather than providing step-by-step 'how-to' instructions, this speech offers new perspectives, opening the door to a new world of business thinking, making sustainable growth effortless.

THREE FREEDOMS: A PATH TO EFFORTLESS LIVING, LEADING, AND CREATION

This speech guides leaders through the stages of freedom—from breaking free from the status quo to embracing authentic self-expression. By shedding false identities and embracing their true selves, leaders can foster genuine connections and create harmonious, effortless team cultures, positively impacting their cognitive, emotional, mental, and relational health. The presentation uncovers how elevating the mind and cultivating peace can lead to effortless success in life and business leadership, offering a transformative perspective beyond practical steps.



+44 77 665 14 095

@eacraske

effortless@erinandreascraske.com

www.erinandreascraske.com