




PRESS KIT

COACHING PRACTICE

BY ERIN ANDREA CRASKE
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Established in 2023 and rooted in two decades of business strategy and life-altering experience, the 'Effortless' coaching practice is meticulously crafted to empower ethical and positive-impact-driven business leaders to achieve success on their own terms. It guides them in transforming their aspirations into reality, enhancing business sustainability and profitability, fostering harmonious relationships, attaining equilibrium and contentment, and embracing authenticity in both business and life while remaining true to their values.



While materialising her vision of cultivating a purposeful, genuine, and human-centred enterprise built upon trust, respect, empathy, care, and integrity, the founder utilises her expertise to empower clients. This empowerment leads to enhanced outcomes in business and life, generating a ripple effect of positivity through their products, teams, customers, communities, and the environment.

Based in the UK, the practice offers comprehensive, transformative business, life, leadership, and art coaching programs. Additionally, it provides business mentoring, training, and advisory services, public speaking engagements, and educational initiatives to English-speaking ethical business leaders across Europe and beyond.

By embracing authenticity, elevating mindset, and mastering one's state of mind, the 'Effortless' business and leadership success coaching practice invites clients to experience the power of profound and lasting transformation.

CONTACTS

 effortless@erinandreasraske.com

  +44 77 665 14 095 (Time Zone - GMT)

LINKS

 www.erinandreasraske.com

 [Multiple Links Hub](#)

 [Free Materials Library](#)

 [Media Library](#)

 [Practice 30sec Commercial](#)

INTERVIEW AND COLLABORATION THEMES

- Letting profitability flow
- Running a business strategically
- Building a self-selling brand
- Thriving as an effortless leader
- Turning one's world effortless
- Embracing Effortlessness™ and living by one's own rules
- Effortlessness™ as a key to mentally healthy success



Many individuals depart from the corporate realm for a variety of reasons. Yet, often, a singular cause lies beneath the surface - a sense of trivial dissatisfaction with the prevailing norm. Erin Andrea Craske, having firmly decided against returning to corporate employment, channelled her dedication into crafting the 'From Purpose to Profit' strategy guide. She sought to share her knowledge with those who would benefit from it while also paying homage to brands that had been undeservedly forgotten.

The path of becoming a professional coach wasn't something Craske had previously contemplated. A sudden revelation illuminated her path for professional growth as if the final pieces of a puzzle had clicked into place, making everything crystal clear. With two decades of strategic business experience and sixteen years in one-on-one and team coaching, mentoring, and education, Craske recognised a gap between her background and the prioritisation of immediate results and shareholder satisfaction that many businesses seemed to emphasise.

Her corporate experience demonstrated that the prevalent approach to running businesses often failed to benefit leaders, teams, customers, or the environment. Craske saw an opportunity to effect change. She could now devote her time to helping individuals tap into their innate potential and inner wisdom. Her expertise could guide businesses in focusing on essential aspects - strategy, customer empathy, growth, and leadership - in a way that is both humanistic and transformative.

Combining her professional acumen with her passion for Eastern, humanistic, and existential philosophies, Craske aimed to create something that was not only helpful and easily understandable but also capable of instigating life-altering changes. This marked a turning point that allowed her to fully embrace the realms of psychology and creativity. She realised that she could incorporate her 'free spirit' background and 'ego death' experiences for the betterment of her clients, moving beyond theory into practical, 'practice what you preach' territory.

Through her newfound direction, Craske found a meaningful way to channel her skills towards making the world a better place. Guiding ethical and positive-impact-driven business leaders to attain enhanced outcomes in both business and life while simultaneously igniting a ripple effect of positivity became her most gratifying pursuit.

BRAND POSITIONING SUMMARY

At the core of the brand is the profound belief that the effort invested in life directly results from our choices. Truly fulfilling choices are driven by the authenticity of our values and ethical principles, even if it means rejecting fitting into societal moulds, refuting victimhood trends, and challenging the status quo.

The brand aims to empower ethical and positive-impact-driven business leaders to be their best selves, to achieve success on their own terms, and reach their fullest potential while contributing to the ever-evolving world where welcoming change and growth is essential.

It guides individuals toward authentic success by embracing effortless living and holistic business approaches, where success encompasses more than financial or status achievement but includes freedom, inner fulfilment, authenticity, harmony, and serenity.

The roads to fulfilment are diverse, while the meaning of success is tailored to each individual. What paves progress are the values of strategy, meaningful human connections, leadership beyond the confines of business, mastery, gradual improvement, and the reciprocity of giving and receiving.

Aspiring to be the trusted source for achieving effortless success, the brand aims to transform how people approach their businesses, leadership, and lives, empowering them to be who they are and forge their own paths, shifting from an effortful to an effortless mindset, considering that the journey can be as satisfying as the destination.

Effortless is about embracing a conscious, rebellious spirit that transforms not only the outcome but also the very essence of success itself.



The 'Effortless' coaching practice emerges from the synergy of an award-winning business author, designer, and commercial strategist's business acumen and leadership expertise, amplified by a profound understanding of psychology, philosophy and a sincere desire to contribute positively to the world. This fusion is harnessed to enhance business competencies, elevate corporate impact, and facilitate personal growth, enabling individuals to evolve into their best versions.

Rooted in two decades of business strategy and life-altering experience, the 'Effortless' coaching practice is crafted to empower ethical and positive-impact-driven business leaders to achieve success on their own terms. It guides them in transforming their aspirations into reality, enhancing business sustainability and profitability, fostering harmonious relationships, attaining equilibrium and contentment, and embracing authenticity in both business and life while remaining true to their values.

While materialising her vision of cultivating a purposeful, genuine, and human-centred enterprise built upon trust, respect, empathy, care, and integrity, the founder utilises her expertise to empower clients. This empowerment leads to enhanced outcomes in business and life, generating a ripple effect of positivity through their products, teams, customers, communities, and the environment.

Fusing transactional and transformational coaching with various coaching-suitable NLP, mindfulness, art, and psychology-derived techniques and business advisory and education services, Effortless coaching creates a long-lasting impact beyond a traditional coaching engagement and helps address challenges business leaders may face now and in the future.

Based in the UK, the practice offers comprehensive, transformative business, life, leadership, and art coaching programs. Additionally, it provides business advisory services, public speaking engagements, and educational initiatives to English-speaking ethical business leaders across Europe and beyond.

By embracing authenticity, elevating mindset, and mastering one's state of mind, the 'Effortless' coaching practice invites clients to experience the power of profound and lasting transformation.

NORTH STAR PITCH

Welcome to Effortless - an ethical and inclusive coaching partner for ethical and positive-impact-driven business leaders!

Effortless is your key to unlocking your true genius, enabling you to navigate life and business challenges with ease and clarity while discovering freedom and meaning in your journey.

As a business and leadership success transformation coach, I invite you to experience the power of profound, lasting transformation by embracing authenticity, elevating your mindset, and mastering your state of mind.

This is your moment to shine brightly and embark on a path of newfound freedom and meaning in how you live, lead, and create effortlessly.

Let Effortless be your guiding light on a profound journey of growth, empowerment, and meaningful success.

Your business. Your life. Your way. Make it effortless.



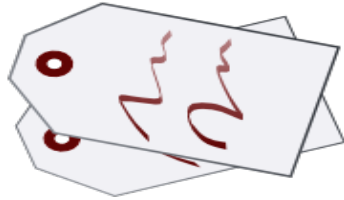


20

YEARS IN BRAND, BUSINESS AND COMMUNICATION STRATEGIES



18



PRODUCT CATEGORIES WORKED WITH

42

BRANDS MANAGED



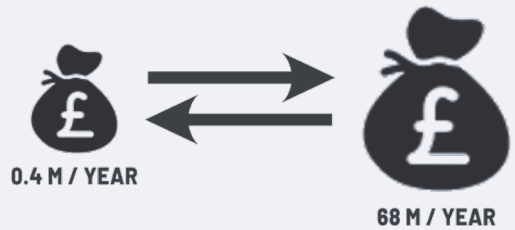
16

YEARS IN TEAM LEADERSHIP, COACHING, MENTORING, TRAINING, AND EDUCATION



40+

COUNTRIES WORKED WITH, FROM LOCAL IMPLEMENTATION TO GLOBAL STRATEGIES



0.4 M / YEAR

68 M / YEAR

BUDGET RESPONSIBILITY



ICF BUSINESS, LIFE, EXPRESSIVE ARTS COACH

HONOURS DEGREE IN HIGHER EDUCATION. CERTIFICATIONS IN NLP, MINDFULNESS & MEDITATION, MENTAL HEALTH, COUNSELLING, NICHE COACHING, ENERGY HEALING, EMOTIONAL INTELLIGENCE & THERAPIES



'FROM PURPOSE TO PROFIT' - EASY & PRACTICAL A TO Z STRATEGY GUIDE FOR TIME-STARVED BRAND OWNERS



100+

COACHING & BUSINESS ADVISORY HOURS TO ENGLISH-SPEAKING CUSTOMERS WORLDWIDE

SERVICES

COACHING, BUSINESS ADVISORY, MENTORING, TRAINING, EDUCATION, AND PUBLIC SPEAKING



Ethical and positive-impact-driven business leaders – individuals ready to fearlessly embrace authenticity, achieve success on their own terms, champion integrity, challenge the status quo, and make a meaningful impact. They are willing to infuse freedom and meaning into every aspect of their lives, leadership, and creations.

Driven by their passion, mission, and genuine concern for their teams and customers, free-spirited, ethical, socially, and environmentally conscious business leaders are ready to challenge conventional norms and traditions, prioritising purpose, ethics, and values for enduring success.



Often, they are overwhelmed by all the different things that go into being a good leader and running an ethical business. And quite often, the reason they have so many challenges is that they focus on the symptoms of the situation rather than the root cause, prioritising 'how-tos' over 'whys'.

The symptoms may come in various shapes and forms, from motivation and leadership confidence to relationships, productivity, decision-making, organisational performance, perception, resilience to external factors, limited resources, scaling impact, or mere stress.

Yearning for transformation, they seek to uncover untapped potential, elevate their business standing, find equilibrium, and lead while staying true to their authentic selves.

In their pursuit, they prioritise self-esteem, fostering respect, appreciation, and integrity, valuing relationships, well-being, inner fulfilment, and business prosperity over superficial gains.

Embracing their inner brilliance, they forge a path that benefits people, the planet, and profits, making it all seem effortless.





SHORT BIO

Erin Andrea Craske boasts a 20-year career in strategy, rising to the position of Global Head of Consumer Brands, earning her accolades as an award-winning strategist, author, and designer. Her exceptional journey has seen her collaborate with over 40 industry-leading brands across prominent companies, including L'Oréal, Reckitt Benckiser, British American Tobacco, SSL International, Mars, P&G, and Walgreen Boots Alliance.



Throughout her career, Craske assumed full accountability for shaping the strategic direction of assigned brands spanning diverse business sectors and industries. Her achievements include securing the Silver STEVIE International Business Award, being a runner-up for the PRCA Dare Communication Awards, and contributing to Capital One's corporate Diversity, Equality & Inclusion training.

Craske's expertise spans strategic development, profitability, leadership, and effective communication. Further enhancing her strategic insight through diverse judging and moderation assignments, she is renowned for her commitment to challenging the conventional norms of mainstream marketing, crafting brands that are both meaningful and authentically distinctive.



With profound expertise in business strategy and a genuine passion for brands, Craske laid the groundwork for her comprehensive A to Z practical strategy guide, 'From Purpose to Profit', securing FIREBIRD Book Award Winner in three categories: Marketing & Public Relations, Entrepreneurship & Small Business, Book Interior Design Nonfiction.

Bolstered by an honours degree in higher education and 16 years of impactful team coaching and development experience, she has risen to the stature of an ICF-certified business and leadership success transformation coach, revered business advisor and educator, and Effortlessness philosophy advocate.

Craske empowers ethical and positive-impact-driven business leaders to realise improved outcomes in both business and life, fostering a ripple effect of positive transformation.

Craske's profound grasp of business strategy, profitability principles and her genuine passion for brands laid the foundation for her comprehensive A to Z practical strategy guide, 'From Purpose to Profit', securing FIREBIRD Book Award Winner in three categories: Marketing & Public Relations, Entrepreneurship & Small Business, Book Interior Design Nonfiction.



Armed with an honours degree in higher education, 20 years of award-winning strategic business experience, 16 years of impactful team coaching and development, and a transformative 'ego dissolution' experience, Craske emerged as a leading figure in business and leadership success coaching, introducing the Effortlessness™ philosophy.



LONG BIO

Erin Andrea Craske's professional journey took her from a hands-on commercial marketer to an award-winning strategic marketing executive, author and designer, carving her path by crafting brands that directly contributed to business profitability. Her experience mirrored that of her clients, propelling her from local implementation to formulating global strategies—a testament to her authenticity in understanding the challenges and intricacies of the business landscape.

With a 20-year career that culminated in her role as Global Head of Consumer Brands, Craske collaborated with over 40 industry-leading brands, including L'Oréal, Reckitt Benckiser, British American Tobacco, SSL International, Mars, P&G, and Walgreen Boots Alliance. Her journey saw her shoulder the complete responsibility for the strategic development of diverse brands across various business sectors and industries, deftly managing multi-million budgets and steering budget-starved startup brands towards success.

Winner of the esteemed Silver STEVIE International Business Award, a runner-up in the PRCA Dare Communication Awards, and contributor to Capital One's corporate Diversity, Equality & Inclusion training, Craske's prowess spans strategic development, profitability, leadership, and communication. She has garnered additional strategic insight through her involvement in diverse judging and moderation projects, distinguished for her ability to challenge and redefine the norms of mainstream marketing, crafting brands that are not only meaningful and differentiated but also self-selling. Her fearless approach to pushing industry boundaries, combined with attentive customer listening, enabled her to drive brand equity to an impressive +57% in two months and contribution to an astounding +589% in a year.

Leading by example and embodying the principles she teaches, Craske guides her clients on a transformative journey from stress and dissatisfaction to meaning and effortlessness. Her credentials extend beyond various accredited courses, including being an ICF-certified Life, Business, and Expressive Arts Coach, a certified NLP practitioner, a Mindfulness and Meditation instructor, and an Energy Master Healer. Additionally, she holds NCFE CACHE certificates in Mental Health and Counselling Skills, bolstering her expertise in therapies and multiple niche coaching disciplines.



Fuelled by a robust foundation in business strategy and leadership, Craske combines her profound understanding of psychology with her sincere desire to better the world through enhanced business acumen, empowering business contributions, and nurturing personal growth. Her mission is to empower ethical and positive-impact-driven business leaders, fostering tangible improvements in both business, leadership, and life and propagating a ripple effect of positive transformation.



EFFORTLESSNESS™ PHILOSOPHY INTRO

We live in a world framed by our beliefs, societal expectations, parental conditioning, and life challenges. It's like walking uphill with a backpack filled with heavy stones. Every new negative experience we face is another heavy stone we put in our bag, making our journey even more challenging.

What we think about while struggling through existence creates our view of life, the people around us, and our abilities. We create our own reality as we think. Our extensive thinking and the content of our thoughts build up pressure that slows us down. It's like volcanic ash that turns daylight into complete darkness and thickly covers the earth, contaminating water and killing vegetation. We become prisoners of our thinking and forget that life and business aren't supposed to be so stressful.

Our perception of life, business, and ourselves robs us of experiencing our greatness. We accept it as given, forgetting about the genius we were born to be, as our ability to be our best is innate.

Struggling and denying ourselves, putting ourselves under the pressure of winning or losing, or living up to somebody else's expectations don't make us perform better.

When we accept ourselves for who we are and what we want to become while assuming the path of least resistance, we lead effortlessly. Finding authenticity and meaning reinvigorates our creative forces. Simply being our best, we let our skills and personalities shine.

PROGRAMMES

There is a selection of programmes to choose from, whether it's about achieving effortless success in business or life.

PROFITABILITY FLOW™

In times of struggle, top management often resorts to 'fixing mode,' leading to a constant struggle for immediate gains. Yet, profitability should flow effortlessly, not be a battle.

The 'Profitability Flow™' framework emerged from two decades of business experience, ongoing professional development, discussions with business owners, and research for the 'From Purpose to Profit' strategy guide.



Rooted in business wisdom, psychology, data analysis, and Kaizen philosophy, it empowers conscious leaders to enhance profitability without much effort or collateral damage to their businesses, teams or themselves.

This framework, beyond 'Effortless Leadership™' and 'Effortless Strategy™' programs, lays a foundation for growth and provides the tools, tips, and knowledge for flawless implementation.

Embracing the 'Profitability Flow™' framework is embarking on a transformative journey for a business. It's a complete experience designed to establish a robust basis for future expansion and transform business owners into powerful leaders, propelling their businesses towards effortless success.

EFFORTLESS LEADERSHIP™

Over time, self-imposed constraints and societal pressures lead us to bury our authentic selves, presenting a false facade. Our true self is corrupted by none of our faults.

As leaders, we strive to support our teams and businesses, often seeking external knowledge. However, despite learning and our best intentions, business pressures, stress, and adversity can crack our facade, affecting decisions and team dynamics.

Imagine believing you already possess everything needed to become an exceptional leader – inner wisdom, knowledge, ability, and power. Imagine leading from your true self, fostering trust, engagement, and success.

The 'Effortless Leadership™' program merges humanistic and transformational principles. It revolves around three 'Profitability Flow™' pillars:

- **Leadership** - Creating a satisfying, high-performing business.
- **People** - Cultivating motivation, trust, and productivity.
- **Personal Growth** - Embracing development and boosting performance.

Integrated into the 'Profitability Flow™' or stand-alone, it's about embracing one's true, confident, capable, and powerful self letting leadership skills flow effortlessly.

EFFORTLESS STRATEGY™

Introducing 'Effortless Strategy™', a personalised coaching program tailored to one's business's needs.

Following the 'From Purpose to Profit' guide, this educational program guides brand owners through step-by-step strategy development. Starting with assessing the situation and market, it covers differentiation, brand positioning, and effective strategies.

'Effortless Strategy™' focuses on three 'Profitability Flow™' pillars:

- **Strategy** - Build a strong foundation.
- **People** - Connect deeply with your audience.
- **Contribution** - Align with your purpose.

Stand-alone or integrated into 'Profitability Flow™', we may explore the product, marketing, portfolio, go-to-market, and growth strategies.

We'll closely examine the target audience, marketing mix, and brand architecture and devise strategies to guide

customers through various funnel stages. This programme enables business leaders to craft a unique strategy, gain confidence, and lay a solid path for sustainable business growth.

'Effortless Strategy™' fuels long-term success.

THREE FREEDOMS™

Introducing 'Three Freedoms™': a one-on-one bespoke coaching program. Step-by-step, it follows the Effortless philosophy passages, guiding clients toward profound peace, balance, and clarity in both business and life.

Leaving the life of mediocrity and unfulfillment behind it helps discover that one's life has a greater meaning. It empowers clients to effortlessly navigate life's changes and transitions, embrace challenges as opportunities, craft the next chapters of their lives and business stories, and seize control, once and for all, to live life on their own terms, reconnecting with forgotten dreams.

This transformative journey encourages them to:

- Define their unique path, vision, and purpose;
- Address internal blocks and assumptions;
- Build flexibly, reframe challenges, and shift perspectives;
- Overcome fears and embrace change and opportunities;
- Discover meaning and capitalise on resources for their vision; and
- Boost self-confidence and create their new hero's journeys.

'Three Freedoms™' unlocks potential, cultivates a new identity of success, and creates a fulfilling life aligned with one's authentic self.

YOU EMPOWERED

'You Empowered' is a personalised executive coaching program that caters to one's unique needs and goals. This transformative journey empowers clients in both business leadership and personal life by integrating emotional intelligence, a growth mindset, and mindfulness principles.

It equips them with tools to overcome challenges, fostering confidence and adaptability.

This flexible program addresses their chosen areas and ensures no critical aspects are overlooked. Whether it's about addressing business, relationships, or personal development,

'You Empowered' focuses on growth mindset, confidence, emotional intelligence, and mastering one's state of mind for lasting transformation.

'You Empowered' is a guide to unlocking one's inner power, while extending the positive impact to all aspects of one's life and future endeavours.

CREATIVITY UNLEASHED

'Creativity Unleashed' is a unique coaching experience that blends traditional coaching with the power of art. It offers two art coaching dimensions: expressive and mindfulness-based. The client can choose to focus solely on art coaching or integrate it into their sessions.



Art coaching provides a creative outlet to explore emotions, enhancing self-awareness and emotional intelligence. Guided artistic processes reduce stress, promote growth, and self-expression, leading to improved well-being.

Combining art exploration with mindfulness deepens clarity, resilience, and the connection between mind, emotions, and creativity. Both are rooted in the flow state, requiring deep concentration and engagement in the present.

Art coaching employs diverse modalities, catering to one's preferences. Clients may experiment but always by choice. Mindfulness-based art exercises extend as a practice outside sessions for lasting transformation.

All coaching programmes are rooted in strict adherence to ICF coaching standards and, depending on the programme, may combine classic principles of transitional coaching, deep transformational coaching techniques, NLP, mindfulness, art, and psychology-inspired exercises, education, and, if necessary, business advisory services, whereabout coaching is applied to a person, while the business advisory is to a problem.

Coach bio, business CV, case studies, programmes self-assessment surveys, pitch deck, coaching ROI, and 'Effortless Leadership™' glossary are available on www.erinandreasraske.com.

STRATEGY GUIDE

Too many companies make the same basic mistakes, either by ignorance, insufficiency of business knowledge, mindlessly following the latest trends, or rushing into immediate earnings. These often invisible mistakes jeopardise businesses and drive their teams to burnout or quiet quitting. As detrimental as they are, they can be easily avoided.

'From Purpose to Profit' is a practical strategy guide for entrepreneurs, executives, and marketers. It equips them to build a self-selling brand, achieve profitable longevity, navigate competitive markets, and sidestep detrimental strategic errors.

This comprehensive all-in-one solution streamlines marketing and strategy insight for time-pressed brand owners. It's presented in an accessible, informal style, covering core principles and offering actionable steps to enhance brand uniqueness, relevance, and diversification. The guide delves into foundational business, brand, marketing, launch, portfolio, and communication strategies, also detailing how to present brands through identity and experience.

Structured for easy skimming, it combines renowned thought leadership with hands-on implementation experience. It provides theory, practical insights, research data, examples, quotes, frameworks, and actionable steps. With coaching questions, mistake explanations, recommended actions, research techniques, and supplementary materials available on www.erinandreasraske.com, it supports comprehensive strategy development.

Rooted in 20 years of strategic business experience, an honours degree in high education, and 16 years of coaching and mentoring, this essential book will:

- Equip you with tools and a step-by-step strategy creation process
- Enhance decision-making confidence and illustrate the strategy-profit connection
- Encourage challenging competition and create a strong, unique brand
- Shift focus towards customer-driven strategies rooted in empathy
- Help translate beliefs into tangible business contributions
- Infuse meaning into your business journey for fulfilment and enjoyment.

The guide meets the needs of busy, time-constrained professionals by offering a comprehensive repository of valuable, bite-sized information. It's designed to springboard a well-informed business journey and boost confidence and belief in one's business abilities. It caters to young and mature, small-to-medium-sized businesses across various sectors, entrepreneurs seeking to craft winning business plans, as well as agencies, coaches, and consultants providing business services to their clients.



TRIGGER WARNING: The guide mentions alcohol, tobacco, and sexual products that might not be suitable for sensitive readers.

Book press release, the first sample chapter, business CV, case studies, marketing frameworks and quotes, and complementary materials are available on www.erinandreasraske.com.

BOOK POSITIONING SUMMARY

At the book's heart lies the fundamental belief that there is no getting without giving.

The book aims to empower business leaders on their journey to sustainable profitability, where businesses are not just entities but meaningful contributors to society.

It provides practical tools and guidance to nurture self-selling brands and foster a strategic mindset, all driven by empathy, to boost long-lasting business success and align with its purpose and values.

The book promotes sustainable growth, where progress is synonymous with strategy, mastery, genuine human connections, continuous improvement, and contribution.

Aspiring to be the go-to source for ethical business strategy, the book aspires to redefine how businesses are run, shifting them from conventional to conscious and from tactical to strategic. It aims to turn business beliefs into tangible contributions, injecting enjoyment into a business journey and making it effortless and deeply satisfying.

COACHING

Being a coach is like being a change agent serving as a torch to illuminate the darkness of fears, worries, stress, insecurities or feeling 'stuck' with inner knowledge and awareness, so you can see different ways of being and creating your own reality and future in the way you dreamt of. It's about seeing the world, your businesses, and yourself in a different light of innate greatness that empowers positive transformation.

The beauty of this role is that my professional growth and development won't stop at the launch, as I am keen to provide continuously better services.

What I love about coaching is the magic of helping people feel unstuck, finding relief, discovering hidden resources, and being more optimistic about their present and future. When you see a positive transformation, you facilitate in another person, you realise that life is worth living.

I care about changing the world for the better, one company, one team, and one person at a time, and I am keen to share my knowledge to help others.

I aspire to empower social, ethical or conscious business owners to create a ripple effect of goodness. This amplification of the positive contribution to the world is what makes my work so enviably meaningful.

BUSINESS BACKGROUND

I spent years deepening my business knowledge and keeping up with the latest trends in strategy. I dove into behavioural psychology to get a better understanding of customers. With time, I solidified my leadership, influencing, and persuasion skills to achieve what I deemed necessary. I aspired to be the best in my craft and was certainly getting there.

I was fascinated by strategy. Strategy is about winning by differentiation using a combination of substance and style. The substance is rooted in an in-depth understanding of sociology and psychology. The style is rooted in art, design, and aesthetics (looking back, I was naturally predisposed to strategy since both appeared to be my life-long passions).



What I enjoyed the most was giving new brands and businesses a strong start. I loved developing brands, launching or repositioning them, bringing them to the world, and ensuring they were successful. It was about challenging industries, rusty category rules, and established thinking. Not being short of ambitious, I never wanted to launch anything less than 'iconic'.

Building a brand involves approaching a new audience with an unbiased opinion and an unbrainwashed mindset. It's about appreciating that customers not only differ from one product category and price segment to another but, with time, evolve within these parameters.

I didn't want to be pigeonholed into one industry. I was confident that the same approach to devising strategies would apply to B2C as B2B, P2P, and nonprofits. And I was on a mission to prove it to myself and the broader market. I was changing industries, business sectors, and company sizes to demonstrate that I could create a successful brand no matter what. All I needed was a sound knowledge of strategy fundamentals and an in-depth understanding of a new product category, its customers, and its competition.

I learned that businesses could succeed in markets overcrowded with competition only by building an unshakeable connection with customers and creating a differentiated, relevant, and appealing positioning.

Early in my career, I also learned that brand marketing is the critical business function responsible for the company's profitability. Knowing that strategies mean contributing to the bottom line, I was determined to build financially successful businesses by bringing powerful brands to the world.

What I wasn't trained on and had to discover through experience is that leadership isn't only about transformation. It's also about humanness. It's about listening, appreciating, and respecting people, taking care of their emotional and mental well-being, helping them realise their potential, addressing their aspirations, and empowering them to be their best selves.

Seeing my brands grow, profitability flow, my people smile, and agencies accepting me as part of their teams were my biggest corporate joys.



AWARDS

STEVIE INTERNATIONAL BUSINESS AWARD

EMEA Communications Campaign of the Year - Social Media Focused, Silver, 2016

The Stevie® Awards are the world's premier business awards. They were created in 2002 to honour and generate public recognition of the achievements and positive contributions of organisations and working professionals worldwide.

PRCA DARE AWARD

Digital and Social Media Award, Runner-up, 2016

The PRCA DARE Awards seek out and reward the best communications professionals in the UK. This award recognises campaigns that include a significant element of digital and social media work, whether on their own or as part of an integrated programme of PR and targeted marketing activity.



FIREBIRD BOOK AWARD 2024

Winner Marketing & Public Relations

Winner Entrepreneurship & Small Business

Winner Book Interior Design Nonfiction



RECOGNITION

Invited judge and moderator to multiple forums and awards, including PRCA, The Marketing Forum, and The Transform Awards in excellence in rebranding and brand strategy.

Contribution to Capital One's corporate Diversity, Equality & Inclusion training, where the materials from the award-winning Take A SEQond Look campaign were used to understand and consider issues of empathy by exploring stereotypes.

CASE STUDIES

Please download the business case studies from www.erinandreacraske.com.



CV & BUSINESS TESTIMONIALS

CV is available for download from www.erinandreacraske.com.

A few business testimonials are featured on www.erinandreacraske.com, while all can be found on www.linkedin.com/in/erinandreacraske.

FORMAL TESTIMONIALS

Erin is INCREDIBLE at what she does! She has a unique gift in really understanding the essence of your brand and the message that you want to put out into the world.

Erin was patient, professional and went above and beyond to support me in bringing coherence and consistency to my products and services.

Erin has absolutely nailed this for me. As a solo entrepreneur with a big mission, she has given me the confidence and clarity to connect with the people I am here to serve.

I am deeply deeply grateful for her time, energy, wisdom and expertise, I only wish I had found her earlier.

If you are a coach, mentor, entrepreneur or have a product that you want to put out into the world then I highly recommend reaching out to Erin, I can thank her enough.

Lorna MacPhail

I am fortunate to have met Erin for several reasons and to have had the opportunity to work with her. Her dedication, seriousness, and professionalism in her work are contagious.

On the other hand, you feel that you are working with someone who understands you and will not leave you, giving you security and trust.

From the bottom of my heart, I recommend anyone who wants to work with a very experienced professional to help you achieve your dream.

Erin knows and understands what you need and will tell you honestly everything you need to grow. I believe Erin will help many people in the future, and it was a pleasure to work with her.

I look forward to possible cooperation again in the future.

Nikola Maras

I hired Eirene to help me with my brand positioning. She helped me dig deep into my purpose through her precise

questions and exceptional understanding of the topic. She encouraged me to infuse all of my truth into my business and made me realise the heart of it.

She was excellent at finding the right words for my thoughts and thus creating my brand messaging. I am pleased about the cooperation.

Marta Štolfová

Erin is a wonderful coach. I've worked with her to gain clarity and come up with strategies that helped me professionally. She has great work ethic and really cares about her clients. She is brilliant, authentic and always finds a way to support her clients. I highly recommend her to any executive and entrepreneur that wants to improve themselves and their business.

Mihaela Dramba

Erin has been coaching me in brand management and getting a clear message. She is a great coach who is not only well prepared but also skillful in reflecting what her clients are trying to say in a clear and effective manner.

Laurie Sjostrom

INFORMAL FEEDBACK

As I said over and over again, Erin, the ways you guide me and other coachees are always "to the point" and professional.

Your questions are always pertinent. Your timing to reveal/ share your insight/experience is perfect.

You always give enough time for me to explore my mind/ feelings/past experiences. You're genuinely actively listening and respectful, even when it's not comfortable to hear.

Your summary/insight always gives me (client) "Aha" moment, especially because your questions are so pertinent. And I believe (from what I see) that you're seeing where you're going with your clients. That's why I always have an eye-opening experience during and after the sessions with you.

Chia W.

Thank you so much for supporting me! I appreciate you! Your coaching was very powerful - I am aligning more with my truths as I am conscious of my limiting old patterns that surface through triggers. This is a very powerful exercise to practice.

Susan H.

Thanks for your session today and last time too! I think that both times when you coached me last week and this time, you were amazingly natural and empathetic. There is something with your voice; you have a gift. It felt really great and safe speaking with you.

Fabien V.

It was so wonderful being with you today! I want to say that I left with the impression that you absolutely would be able to help me given the time. You are a very good listener. And I appreciated you didn't rush through trying to create some sort of quick-fix result given the conversation. You were doing an excellent job of reining me in questions, narrowing the multitude of issues toward something applicable; I felt it was unfolding beautifully. It was just a very limited amount to fit. I really look forward to seeing you again. Thank you so much.

Elizabeth J.

You are so lovely! Thank you for this. Yes, I have been successful, and I know I can do it again. I need you to move in with me, lol. I am so blessed to have gotten the opportunity to be in your presence in this group. I can literally feel your goodness and kindness through Zoom. Thank you for caring so much. You are an amazing coach!

Dre N. E.

I deeply appreciate your time and your helpful reflections and thoughts. I feel uplifted and have already been taking your advice - not thinking-just taking a lovely block of time and chipping away at the putting away / organizing little by little - no thinking-just doing. Very helpful.

Elizabeth B.

That session was great! I felt a good report and I trusted you and feel you are well prepared for helping me and any others. I also felt you care for me genuinely. You helped me discover engrained beliefs and I had an aha moment and that is what counts. I feel good and we did make progress. And you were on point as I did reflect a lot so that is good.

Monica N.



HOW DID YOU DECIDE TO MOVE INTO COACHING?

Having completed the first draft of the book, I woke up one morning with a sudden inspiration: I wanted to become a coach, something I had never considered before.

This thought felt incredibly natural to me, providing a clear path forward. Excitedly, I began reaching out to all my friends, sharing the news that I had finally discovered my life's calling. While it may sound a bit dramatic, reshaping your identity after it has dissolved takes time, and forming a vision becomes crucial at this stage.

Despite my limited knowledge of coaching, I eagerly embarked on the journey. The more I delved into the art and science of coaching, the more I realised that this was what I was meant to do.

Striking a balance between relevance, credibility, and authenticity was my greatest challenge in this endeavour (beyond the endless learning). I faced the task of merging seemingly unmergeable elements: my clients' desires with my business background, the strategy guide in the making, cherished psychology, personal interests, personality traits, life experiences, and the direction I wished to further develop myself in.

Solving this puzzle led to creating the 'Effortlessness' philosophy, which now serves as the guiding principle for a portfolio of programs catering to various client needs and circumstances.

WHY DID YOU DECIDE TO BECOME AN EXECUTIVE COACH?

I suppose it's driven by my previous employment experience.

I used to take pride in my delivery, so I worked crazy hours perfecting my skills and delivering above expectations. True, I was progressing up the corporate ladder, yet the environment made me feel miserable.

I was already on my path of studying psychology, an area that had always captivated my interest - indispensable to crafting powerful customer-driven strategies and leading a team, so I knew what psychological comfort, motivation, and appreciation can do to human beings, business performance included.

However, shockingly and contrary to established psychological theories...

- *I learned that in most corporate settings, professionalism, knowledge, drive, and authenticity aren't considered virtues but rather inconveniences.*
- *I discovered that, often, shareholders take precedence over customers.*
- *I realised that directions from above often aren't the 'gospel truth'. However, they have to be silently accepted as such, even if they are damaging to a business.*

The stark contrast between my and my colleagues' desire to grow professionally and contribute to the business and the actual workplace experience prompted me to question



the status quo. It became evident that something was amiss.

Despite these challenges, I had the privilege of working with great leaders who showcased a different approach. They demonstrated that it's possible to create an environment where people can enjoy their work, be themselves, grow, and willingly contribute to the business. Empowering conscious business rebels in leadership positions is the key to initiating a transformative change. These people are natural change-makers and have the gift and capacity to improve the existing setup for the benefit of all involved.

WHAT DOES MAKE YOU AND YOUR PRACTICE UNIQUE?

What would make it unique, to be genuinely me? I guess it's the fusion of my free-spirited, highly rational, yet spiritual and artsy personality with a thought-empty mindset and strong ethics, complemented by my extensive business strategy and leadership expertise, as well as life experiences that let me evolve through the toughest challenges.

It's my love for and knowledge of psychology, philosophy, and passion for making the world better through improving business skills, empowering business contributions, and 'freeing' people to let them be themselves, achieve success on their own terms, and learn how to live, lead, and create effortlessly.

As an ICF-certified life, business, and expressive arts coach, a certified NLP coach and practitioner, a mindfulness and meditation instructor, and an emotional intelligence master practitioner, I integrate transactional and transformational coaching, therapy techniques, neuroscience, psychology, philosophy, art, mindfulness, and business advisory and education.

I see business leaders as human beings first, before they are entrepreneurs. While my primary focus is on executive, business, and leadership coaching, I have also completed various therapy, mental health, and niche coaching certification courses to deepen my understanding of human nature and ensure my ability to coach individuals in diverse circumstances, facing any challenge, and with varying perspectives of themselves and the world.

According to feedback from my clients, my open-mindedness, lack of judgment, empathy, genuine care, authenticity, comforting presence, trustworthiness, and warm heart define my coaching style and are integral to the positive impact I strive to make.

WHAT DO YOU WANT TO ACHIEVE?

I firmly believe running a business should be enjoyable, benefiting owners, employees, and customers alike, rather than draining or effortful. While I don't possess a magic wand to instantly transform situations, I am confident that through coaching, I can contribute to making the journey of growing a business less stressful, more satisfying, and ultimately more profitable for a few well-deserving individuals, their customers, businesses, and teams.

My goal is to help my clients find comfort and power in being true to themselves, living by their own rules, freeing their minds, and achieving success on their own terms. By doing so, they can not only improve the quality of their lives and businesses but also move closer to realising their dreams and aspirations. If my coaching can bring about such positive transformations, I would consider my time and efforts well spent, marking it as a success in the pursuit of making business a fulfilling and rewarding experience for all involved.

