



'EFFORTLESS' coaching practice is a catalyst for ethical and positive-impact-driven business leaders to experience the power of profound and lasting transformation and discover freedom and meaning to live, lead, and create effortlessly by embracing authenticity, elevating mindset, and mastering their state of mind.



Erin Andrea Craske is an award-winning strategist, business author, and designer with a 20-year career in the industry, rising to Global Head of Consumer Brands. Her repertoire encompasses over 40 industry-leading brands spanning diverse sectors. Her expertise extends to strategic development, profitability, leadership, and communication. Armed with an honours degree in higher education and 16 years of successful leadership, coaching, and mentoring experience, Craske has emerged as an ICF-certified business and leadership success coach, mentor, trainer, speaker, advisor, and educator. She empowers ethical and positive-impact-driven business leaders to live, lead, and create effortlessly, be their best selves, and achieve profitable success on their own terms

Unlock Your Potential, Set Yourself Free: Celebrating Ethical Business Leaders Fearless in Bending Rules, Going Good, and Pursuing Success on Their Own Terms

Empower ethical business leaders to thrive on their own terms, embracing freedom and meaning in living, leading, and creating effortlessly, transcending profitability, and amplifying a wave of positive impact.

Often, business owners 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'. Continuously addressing surface problems demands considerable effort, while tackling the root cause once and for all results in an effortless journey. In business, this translates to strategy; in leadership - to self-concept; in life - to personal freedom; and in profitability - to holistic and mindful business growth.

Erin Andrea Craske proudly unveils the launch of a coaching practice that redefines success, delivering transformative executive, leadership, life, and business coaching, mentoring, advisory, and education for free-spirited, ethical, and positive-impact-driven business leaders.

'EFFORTLESS' coaching serves as a source of empowerment for those navigating the path of conscious entrepreneurship, ignited by purpose, non-conformism, and a drive to uplift society. It acts as a guiding light for those who dare to stand tall, disrupt norms, and champion beliefs.

It's a support system for those striving to sustain ethical businesses amidst financial and psychological storms, deserving tailored support to manifest their dreams that benefit humanity, profit, and the planet.

Harnessing two decades of strategic business expertise, an honours degree in high education, 16 years of team coaching and leadership, a passion for psychology, and a life-altering ego-dissolution experience, 'EFFORTLESS' coaching unfolds as a transformative force. Merging transactional and transformational coaching, therapy techniques, neuroscience, philosophy, mindfulness, meditation, art, and business advisory and education, 'EFFORTLESS' empowers conscious rebels to live and lead by their rules.

Erin believes in the innate wisdom within all, the power to shed limitations and cultivate life and business effortlessly. Blending proven methodologies with individualised approaches, she tailors solutions through the Effortlessness™ philosophy. This philosophy liberates individuals from burdens, unveils meaning, and crafts lives and businesses of their desires.

EMBRACING MY TRUE SELF, CULTIVATING UNSHAKEABLE BALANCE AND PEACE OF MIND, EXPRESSING MY THOUGHTS FREELY, MAKING AUTONOMOUS CHOICES, TAKING FULL RESPONSIBILITY FOR MY BUSINESS AND LIFE, LIVING IN HARMONY WITH OTHER BEINGS, AND TRANSFORMING EVERY ACTION INTO A MEANINGFUL CREATION IS MY ULTIMATE FREEDOM. HOWEVER, ACHIEVING THIS STATE IS EASIER SAID THAN DONE. IT REQUIRES INNER STRENGTH, VALUING ONESELF, REJECTING VICTIM MENTALITY, JUDGMENT, AND EXPECTATIONS, EMBRACING GROWTH, CULTIVATING FEARLESSNESS, ASSUMING RESPONSIBILITY, AND KEEPING ONE'S MIND EMPTY, WHICH IS THE ESSENCE OF THE COACHING TRANSFORMATION I CARE ABOUT.

ERIN ANDREA CRASKE

The 'EFFORTLESS' coaching presents a wealth of transformative programs:

- **Profitability Flow™** - achieving business longevity and profitability without struggle or collateral damage to businesses, teams or personal well-being.
- **Effortless Leadership™** - embracing effortless team and business leadership from the comfort of being true to themselves.
- **Effortless Strategy™** - turning businesses from drifting to strategic, crafting self-selling brands that are easy to build, fulfilling to manage, and effortless to grow.
- **Three Freedoms™** - re-shaping identities, re-writing life stories, and living and leading by their rules through embracing the three steps of freedom.

- **You Empowered** - navigating towards desired destinations in business and life through fostering a growth mindset, building emotional intelligence, and mastering the state of mind.
- **Creativity Unleashed** - infusing mindfulness-based and expressive arts to enhance self-knowledge and creativity, tame unhelpful brain patterns, and find authenticity through self-expression.

Embodying her dream of an authentic, meaningful, and humanistic business rooted in trust, respect, empathy, care, and integrity, Erin empowers clients to achieve effortless results in business and life.

By providing a safe, non-judgmental, open-minded, warm, caring, and empathetic environment, Erin fosters trust, challenges, supports, and encourages open dialogue, enabling clients to embrace effortlessness in progressing towards their destinations.

For more information, please contact:

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