



 **SPEAKER REEL**

# ERIN ANDREA CRASKE

**SPEAKER | AUTHOR | BUSINESS MENTOR  
LEADERSHIP COACH**



Erin is a business and leadership expert known for her unique blend of academic rigour, corporate experience, psychological insight, Eastern philosophy, and authenticity.

With over 20 years of hands-on business expertise across 40 brands and 43 markets, Erin combines deep cultural understanding with a holistic approach to business strategy. Her decade-long study of psychology and philosophy, along with certifications in coaching, mentoring, and mental health, grounds her approach in both science and wisdom.

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

As a thought leader, she challenges the traditional view of success through her groundbreaking philosophy of 'success without struggle.' She believes that life, business, and leadership are as effortful as we make them. Erin questions conventional thinking and provides visionary yet practical solutions to empower ethical business owners to achieve effortless success in life, leadership, and business creation.

Are you ready to have your thinking challenged?



*"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 presentation challenges conventional approaches and redefines business leaders' thinking about profitability by merging classic business principles, psychology, and Eastern wisdom. It advocates for a holistic mindset that integrates ethics, strategy, empathy, continuous improvement, and mindful progress. Rather than offering quick fixes, this talk opens the door to a new world of business thinking, making sustainable growth effortless.

### FROM STRUGGLES TO EFFORTLESSNESS: A PSYCHOLOGICAL RESET FOR LEADERS

Drawing on cognitive psychology and Eastern wisdom, this presentation challenges conventional leadership wisdom by addressing the root causes of a toxic culture and ineffective leadership. Attendees will explore how embracing their true selves, free from imposed roles and beliefs, leads to authentic leadership that naturally fosters human connection and cultivates an enviable team culture.

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

This presentation explores the three stages of freedom, offering a transformative journey that redefines how we live, lead, and create. It delves into the psychology of thought and philosophy, challenging listeners to break free from mental constraints and embrace a mindset of rebellion and authenticity. This talk inspires a profound shift in identity, thinking, and leadership, leading to effortless progress and fulfilment.



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