



'Effortless' practice is a catalyst for ethical and purpose-driven business leaders to experience the power of profound & lasting transformation, progressing from struggles, frustration, and overwhelm to effortless life, leadership, and business growth through addressing root causes, embracing authenticity, elevating mindset, and mastering a peaceful 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 leadership, strategic development, profitability, and communication. Armed with an honours degree in higher education, 30 years of psychology studies, 10 years of applied Eastern philosophy, and 16 years of successful leadership, coaching, and mentoring experience, Craske has emerged as a true multi-layered transformation catalyst - speaker, executive psychologist, mentor, trainer, and educator. She empowers ethical and purpose-driven business leaders to grow struggless businesses, be their best selves, achieve success on their terms, and live, lead, and create effortlessly.

New Transformative Practice: Unlock Your Potential, Set Yourself Free.

A Revolutionary Approach to Success: Empowering Conscious Business Leaders to Thrive with Effortlessness

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

Designed for the Fearless

Challengers and Investigators—some of the rarest Enneagram types, at 6.3% and 4.8%, respectively, are known for their rebellious, non-conformist spirit, self-direction, and the potential to change the world. They stand tall against conformity, forging their own path, often facing resistance and obstacles - living by one's own rules in a

world of suffocating conformity isn't for the faint-hearted. For these free thinkers and conscious leaders, Craske's Effortless Practice serves as a guiding light, offering psychological and strategic support to harmonise personal and business success while maintaining integrity and social impact.

Reality Shift

Erin Andrea Craske proudly unveils her groundbreaking practice that redefines business, leadership, and personal success. By merging psychological guidance, transformative mentoring,

bespoke training, speaking, and education, the Effortless practice empowers conscious business leaders, free spirits, and ethical rebels to bend the rules, live authentically, and create meaningful, profitable businesses on their terms.

EFFORTLESS' PRACTICE IS A SOURCE OF EMPOWERMENT FOR THOSE NAVIGATING THE PATH OF CONSCIOUS ENTREPRENEURSHIP. IT'S 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 AND MANIFEST THEIR DREAMS THAT BENEFIT HUMANITY, PROFIT, AND THE PLANET.

— ERIN ANDREA CRASKE

A Transformative Force

Harnessing two decades of strategic business expertise, 30 years of psychology study, and over a decade of deep engagement with Eastern philosophy, Erin's Effortless approach blends the wisdom of Buddhist mind science, cognitive and existential therapy, mindfulness, humanistic leadership and strategic business imperative. With her honours

degree in pedagogy, PhD in psychology, a diploma in Buddhist mind science (both she is pursuing), and a life-altering experience of ego dissolution, she offers a unique process that transcends traditional coaching. Craske's holistic, individualised guidance helps clients break free from the grind, elevate their decision-making abilities, and find effortless alignment between purpose, impact, and profitability.

TRUE FREEDOM IS LIVING BY YOUR OWN RULES, EXPRESSING YOURSELF FULLY, AND LEADING WITH AUTHENTICITY. HOWEVER, ACHIEVING THIS REQUIRES INNER STRENGTH, VALUING ONESELF, AND REJECTING VICTIM MENTALITY, JUDGMENT, AND EXPECTATIONS. IT'S ABOUT EMBRACING GROWTH, CULTIVATING FEARLESSNESS, ASSUMING RESPONSIBILITY, AND KEEPING ONE'S MIND EMPTY - THE HEART OF MY TRANSFORMATION PROCESS.

— ERIN ANDREA CRASKE

Effortless Success for Conscious Business Leaders

Craske's Effortless practice catalyses profound transformation, offering a blend of cognitive, existential, and humanistic psychology, Eastern wisdom, mentoring, therapy tools, arts, business analysis, development, strategy, optimisation, and continuous improvement. It empowers clients to elevate their mindset and cultivate peace of mind while navigating business challenges.

Grounded on the belief that true success in business and leadership comes from addressing root causes—not just symptoms—and cultivating a state of balance and effortlessness, the offerings include:

- Public speaking engagements
- Psychological guidance

- Executive coaching
- Group and individual mentoring services
- Bespoke educational workshops and training

Embodying her dream of an authentic, meaningful, and humanistic business rooted in trust, respect, empathy, care, and integrity, Erin provides a revolutionary space for leaders to cultivate profitability, creativity, and personal fulfilment—all without the struggle that traditional business methods and contemporary life rules often demand.

Headquartered in the UK, Effortless serves English-speaking impact business leaders across Europe and North America, helping them scale profitability, lead with purpose, and experience effortless living and leadership.