

**Launch of 'EVOLVE', book written by Mrs Saira Easton, on Thursday
11th May 2023 at 06:00 hrs in conference room at Hennessy Park Hotel**

Global crises create an environment that is characterized by a fight for survival by countries, companies and citizens. Fortunately, there is in each one of us the power to adapt, to change and to evolve.

We are all aware that no industry was spared from the disruptions of the COVID-19 pandemic. Personal lives and businesses were forced to shift and shape to adapt to a new kind of normal.

We can, however, consider the Covid situation as a kind of a blessing because it forced us to redefine ourselves. Otherwise, it was mostly an unconscious existence. We were completely driven by our pleasures and things, but in a helpless situation like COVID, which is across the world, we had to redefine. We had to really put things in order.

This pandemic has blurred the division between our work and family lives, and shifted what we value. It has also fundamentally reshaped our relationship with institutions, employers and employees. This new reality requires a new approach from leaders. Increasingly, employees are challenging systems that have traditionally governed the workplace, such as hierarchical management and performance assessment.

Leaders must therefore shift their mindset to acknowledge that employees' experience goes beyond work. They must focus on designing holistic policies, structures and systems that are fluid and contextual.

Conscious Leadership is a revolutionary and impactful leadership technique implemented by some of today's most effective leaders.

It is the process by which a leader becomes radically responsible, self-aware, and focuses on building a culture of “we” rather than a culture of “me”.

Conscious leadership, which involves understanding the context and impact of each situation on the organization and its people, is critical to the success of organisations now and in the future.

The world has come to admire leaders who can mobilize people and evoke support for the specific cause they are advocating - be it a nation, an alliance, or a multinational company. Charisma, communication skill, influence, and vision have all played valuable roles in gaining this mass admiration.

However, our world has become incredibly complex over the past few generations and, like Einstein stated half a century ago, our thinking or consciousness needs to change if we are to solve the problems we have created with our now-outmoded mindsets.

Therefore, there is a new opportunity for a new breed of leader - one who embraces this new thinking that is better-suited to today's complex and interconnected society.

Conscious leadership is freely-assumed. It is not awarded, appointed, inherited, or earned as with conventional ideas about leadership. It is not a position, a title, or a personality. It does not originate from outside oneself. It comes from within oneself. It is a highly-personal stance in the universe that one takes, knowing the truth and being in relationship with all that is.

Traditionally, leadership was simply about directing the behavior of subordinates. The new era has completely turned around our concept of leadership, with its flatter hierarchies, digital advancements, greater access to information, and a battle to secure global talent. To thrive in this new era, we must develop a sense of leadership over our own lives, thoughts and beliefs, and only can we foster this in others.

We are thus grateful to Saira Easton for her book “**EVOLVE**” which is a perfect guide to conscious leadership for a new era.

Saira Easton is an international coach and conscious leadership consultant, and founder of the Conscious Leadership Academy. She had a corporate career working as the Global Head of Talent for technologists at Thomson Reuters, working and living in London, Geneva and Beijing.

The core of her work in Mauritius focuses on raising talent in organisations to reconnect with their passion, potential and purpose

She works with organisations that have an aspiration and open mind to pilot a new way to retain and develop talent, support high potential talent and lift women in leadership to impactful positions of influence.

The key aim and theme of the book is to help the readers discover who they really are, why they are here and how to make and fulfil a new promise to themselves to lead a more thriving purpose-led life.

The book is meant for people who wish to let go of any latent fears that are holding them back, raise their natural confidence and seek to succeed in work and life in a more aligned and authentic way.

In this book, international leadership coach Saira Easton will take you through a powerful, self-guided program to ignite your own conscious leadership. Combining modern Western thinking with the timeless wisdom of ancient Eastern techniques, this book will guide you on your own unique journey back to your authentic power and inner wisdom.

“**EVOLVE**” takes the form of a conscious leadership program. It progressively builds through the three R’s of personal transformation, namely **Release, Remember and Realise.**

Saira compared those three stages to an onion: We “**release**” the outer stages until we uncover and “**remember**” what lies beneath, eventually allowing us to reach the core where we “**realise**” true self through manifesting our purpose.

Besides, the author conveys 3 important messages to the readers: (1)**You are much more than you think** (2) **Profound Happiness comes from Giving** and (3) **In the end – love conquers all.**

Ladies and gentlemen, we all have leadership talents buried within us all. If you want to tap into the roots of your innate confidence, resilience, creativity and connection, I strongly refer you to “**EVOLVE**” - the book of Saira Easton which I have now the great pleasure to launch.