

## **Engenesis CEO's first book, *BEING*, debuts as Amazon best-seller**

*In BEING, Ashkan Tashvir unpacks a world-first ontological framework used by leaders, investors and coaches globally for transforming leadership, performance & influence*

**August 10, 2021** – Ashkan Tashvir, founder and CEO of Engenesis and creator of the Being Profile®, spent more than a decade working with and critically analysing entrepreneurs, startups, SMEs, leaders and investors, including many of the world's highest achievers, to discover the human patterns and behaviours that determine success or failure. <https://engenesisis.com>

His research, diverse personal experience and findings provided unique insights into why only a tiny percentage succeed. Contrary to popular belief, it is not due to a lack of capital, technology or the right techniques, systems and strategies; it is because of who and how they are BEING, the underlying qualities that influence their decisions and choices and drive their behaviours and actions. Tashvir's discovery led him to develop a comprehensive paradigm called the Being Framework™, which maps out and measures those qualities.

“Awareness of these critical qualities is key in today's economy, for anyone leading an organisation or team, or supporting those doing so,” said Tashvir. He asserts that focusing on the human beings within organisations, starting with who and how they are being, is the source of lifting the subsequent levels of effectiveness and integrity across the entire organisation.

In his best-selling new book, *BEING*, Ashkan lays out the results of his research and explains the Being Framework™ in detail. His methodology extends far beyond popular quick-fix or positive affirmation techniques, providing a structured and analytical approach to deeply understanding and working with human beings.

The Being Framework™ breaks down the critical qualities for human beings to be effective and integrous, into thirty-one 'Aspects of Being'. A key point made in the book and framework is that a human being is not destined to be as they are now. Any individual can transform their relationship with each Aspect of Being to produce the results they are seeking and fulfil the objectives they set for themselves.

Today, thousands of people across the globe are successfully applying the Being Framework™ to their lives and/or their organisations by measuring these qualities or Aspects of Being through the Being Framework's official assessment tool, the Being Profile® - <https://beingprofile.com>. A growing global community of accredited Being Profile® Practitioners, predominantly ontological coaches, are also finding success producing transformational results with the directors, leaders and managers of teams and organisations they work with. Clipex founder Ashley Olsson said, “Ashkan's work is pivotal in helping people become aware of the truth about themselves and be challenged to walk the path of ruthless discovery and stop living an illusion. He is empowering people to become aware of what wholeness can do for them.”

*BEING* is available for purchase on Amazon, where it has been awarded #1 Best Seller status across multiple categories. More information about the Being Framework™ can be found at <https://beingbook.net>.

### **About Ashkan Tashvir**

Ashkan Tashvir is on a mission to lift awareness, integrity and effectiveness in the world. He is a philosopher, venture builder, investor, best-selling author and founder/CEO of Engenesis.

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