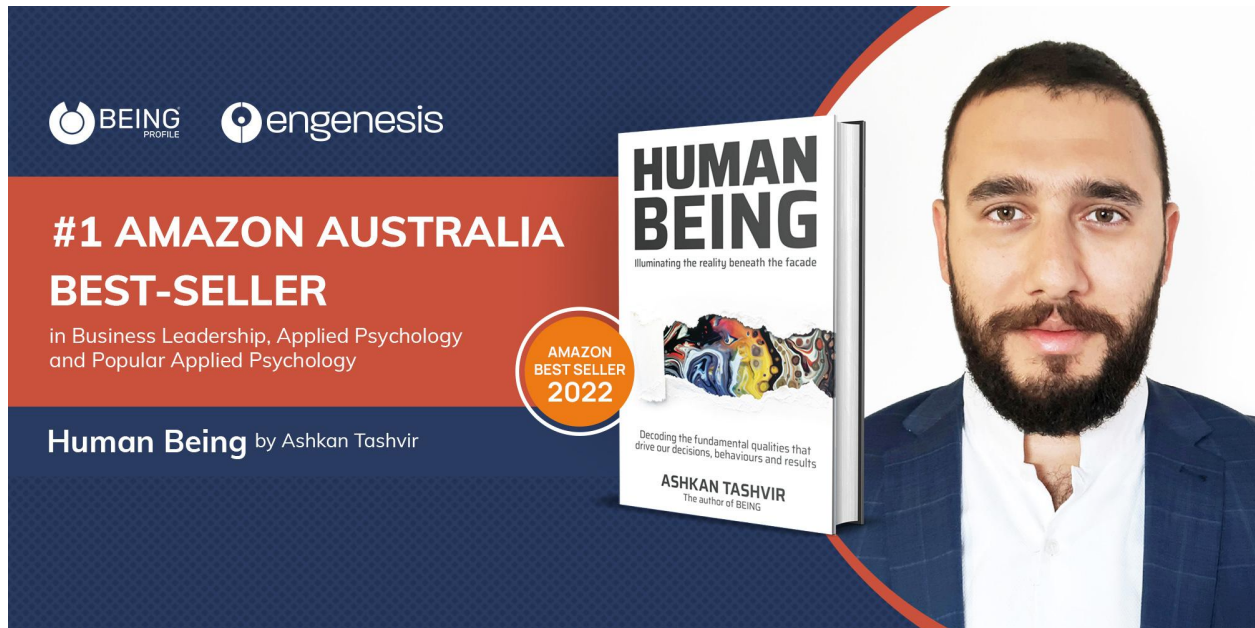


Human Being an Amazon best-seller within days of its official global launch



[Ashkan Tashvir](#)'s second book, [HUMAN BEING](#) – *illuminating the reality beneath the facade*, has surged to become an Amazon best-seller in the categories of Business Leadership, Applied Psychology and Popular Applied Psychology within days of its global launch. This has placed Tashvir's name alongside renowned authors like Brené Brown and Stephen R. Covey. The book, which follows Tashvir's critically-acclaimed body of work, [BEING](#), was launched to an online audience of more than 120 from all corners of the world on Thursday, July 28 2022. The launch included an expose of the book presented by the author and short talks delivered by several practitioners of the Being Framework™ – a series of principles, practices, methodologies and tools for understanding human beings in the scope of performance, effectiveness and leadership that Tashvir developed over years of study. The practitioners who spoke at the launch included business leaders, coaches, CEOs and professionals who have adopted the framework throughout their lives and organisations.

Ashkan Tashvir is a technologist, parallel entrepreneur, investor and philosopher. In his address during the launch, he shared that he is, "extremely obsessed with human beings and humanity", and added that being a philosopher is particularly significant for him at this stage of his life. He can now also add two-times best-selling author to his list of credentials.

In *HUMAN BEING* – illuminating the reality beneath the facade, Ashkan Tashvir adopts an ontological ('let's get real') approach to understanding human beings – ourselves and others. It introduces to the reader the radical paradigm he engineered after a decade of intensive studies called the Being Framework™ and the philosophy behind it. Explored in this book in a clear,

tangible way, the Being Framework zooms in on, breaks down and articulates the qualities and drivers of our decisions, behaviours and actions. By providing you with the tools to identify and transform the elusive root causes behind the blockages holding you back, this book supports you to prioritise your intentions, express your authentic self, enjoy successful relationships and lead a life of influence, wellbeing and fulfilment.

In his latest book, Ashkan walks you through these qualities, mapping out how and why each plays a critical role in an individual's and a team's performance, effectiveness, influence and leadership. The book also explores the practical tools he designed: the Being Framework™, incorporating the Being Profile® assessment tool and Transformation Methodology™, which are used by professional coaches, executives and leaders throughout the world in their organisations and lives.

The Being Framework™ transcends far beyond today's popular quick-fix recipes for success and positive thinking or affirmation approaches. Instead, it draws your attention to the extraordinary power of discovering and honing your well-polished qualities and casting light on your Being to reveal the 'shadow' or troubled parts of you, explaining how those can be transformed. In so doing, you will be empowered to take charge of your life and circumstances, leading to a life of thriving, high performance and achievement, as well as deep fulfilment and meaning for yourself and others. Fundamentally, this book focuses on how to BE so you can DO what it takes to HAVE whatever you care most about in life and make a meaningful contribution to humanity.

HUMAN BEING – illuminating the reality beneath the facade is available to purchase in [hard copy or ebook formats](#) on most major platforms including [Amazon](#).

About Engenesis

www.engenesis.com

Engenesis is both a business and a movement committed to transformation across the globe, one success story at a time. They are known for formulating comprehensive frameworks that significantly impact personal and business effectiveness. A global community of leaders, coaches, consultants, investors and entrepreneurs use their hub for human transformation — www.engenesis.com — to access an ecosystem of articles, programs, courses, resources and tools, to elevate their awareness, integrity and effectiveness.

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Example

PRESS RELEASE: Corporate Psychologist Warns of Expensive Hiring Mistakes

Australian businesses are on the edge making some very expensive mistakes. “With an acute labour shortage, it is tempting to conclude that ‘Anyone is better than no one. This can be an attractive but fatal trap” said Dr. Ken Byrne, a Corporate Psychologist with over forty years’ experience.

Dr Byrne says that “Companies hire people for what they know. Invariably they fire people for who they are.” Experience counts more than character. Apparent skills trump integrity.

Hiring mistakes are extremely expensive...more than most people realize.

In his new book, Seeing Behind the Job Applicant’s Mask Before Your Hire he provides clear, easy to read solutions to the challenges of attracting and selecting the best employees. Dr Byrne hopes that this will fill the gap caused by owners and managers having little formal training in how to hire staff.

Recent Research Findings

LinkedIn surveyed 5000 recruiting professionals from 35 countries. They found that “89% said that when a new hire doesn’t work out, it’s because they lack the critical soft skills”. And by soft skills they mean people skills.

They conclude that most interviewers have no objective way to assess these skills.

“Unless someone has the character and values for your business, they pose a high risk of becoming a problem performer.” says Byrne. When times get better, these are the people you will dismiss...unless you’re forced to fire them sooner.”

The Cost of a Hiring Mistake

Several studies put the cost of a hiring mistake at two to three times the annual salary. Having closely observed hundreds of hiring mistakes, Dr. Byrne estimates the cost can be as high as six times the annual salary.

Some costs can be calculated. At a minimum these will include:

- Advertising
- Time invested in reviewing applications,
- Effort and time in conducting interviews

However, according to Byrne, “The biggest costs are invisible. Consider the potential damage to your reputation, or the impact on your customers and other staff. What is the cost of damage to your corporate culture, or stress on the manager who has to supervise a marginal performer?”

Most insidious – and difficult to measure – is the opportunity cost. “Where would your business be if you had hired just an average performer who didn’t cause you problems?” asks Dr. Byrne.

Byrne notes that every hiring decision is an exercise risk assessment. “What is the cost of being sued, either by the employee for unfair dismissal, a fellow worker for bullying or harassment or a member of the public who alleges harm done by the employee?”

A Solution is Available

Dr Byrne wrote his book to offer practical solutions to the problems every business face when selecting staff.

The book describes:

- The single most important – and rarely asked – question to begin your search
- The Five Inevitable Problems in every hiring process
- Twelve High Value Strategies for attracting the best candidates
- Steps in designing a foolproof selection process
- Two powerful and essential questions for every applicant
- How to make the final hiring decision.

His book is readily available from Amazon.

For more information, including case studies, contact Dr. Byrne on 0419-182-227 or by email at kbaiofp@gmail.com. Learn more about him at www.drkenbyrne.com

