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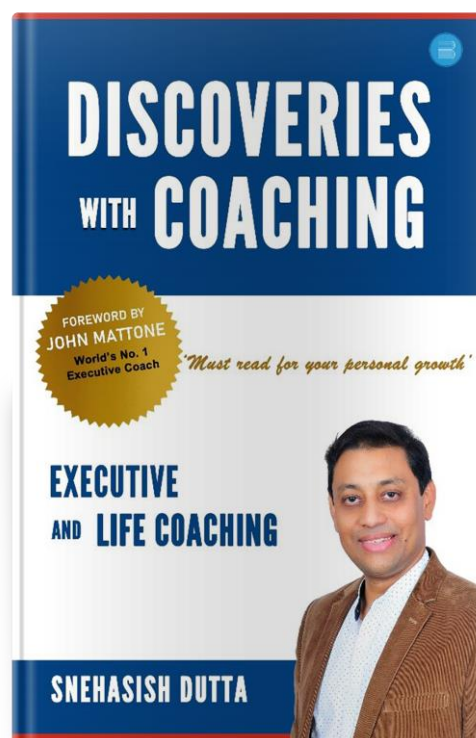
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AN EXCLUSIVE INTERVIEW WITH DR. SNEHASISH DUTTA

Q Firstly, Big Congratulations on your book, *"DISCOVERIES WITH COACHING – Executive and Life Coaching!"* What responses are you getting from this book of yours? Please share your experience about this book.

Dr. Snehasish Dutta: Thank you so much and thanks to The Literature Today group. My book was launched in January across all leading online stores, published by Bluerose publishers, and available across India, Europe, the US, Australia, Japan, Dubai, Canada, and SE Asia countries. It has been a pleasure to say that my book has foreword done by Mr. John Mattone (Ex-Apple CEO Mr. Steve Jobs Coach) and many International Master Coaches. The book focuses on coaching which is a need across every individual and touches on the need, process, and planning of various challenges and milestones in life. Glad to say that the book has got a tremendous response across many countries and sold 100+ copies within 1 week. Book has been appreciated across the corporate HR fraternity, Global Trainers, and Coaches community. To mention in particular we have been appreciated in Germany, Australia, and India with ongoing purchases by several readers who are sharing their appreciation with us and sometimes their selfies too.

The book also has reached many of my colleagues and friends, coaches who have expressed the simplicity of concepts, working tools, and methods which anybody can apply and plan their goals and visions across their personal and professional journey.



About DR. Snehasish Dutta

Dr. Snehasish Dutta is a Business Leader, Speaker, Executive-Leadership and Life Coach, International Trainer, and research scholar. He is an ICF (International Coaching Federation) Coach and trained from John Mattone's Academy of Intelligent Leadership. Ph.D. in Business Studies, he also excels as a Business Coach, DISC – Assessor, Leadership Assessment, Business Effectiveness, Soft-Skills, and Automotive Training. Worked across last 22 years with Major companies like Tata Motors Ltd, BYD, Piaggio Vehicles, L&T-ECC Ltd & Kirloskar Oil Engines Ltd and would have groomed several leaders and individuals for success.



Q Your book is an amazing 'Personal Transformation' title, so what inspired you to write a powerful book like this?

Dr. Snehasish Dutta: Yes, the book is a journey to plan transformation with coaching intervention. Coaching differs from advising or mentoring and goes from a simple 'telling' mechanism of communication to an 'asking' method which ensures personal ownership of a situation. In our personal or professional ecosystem, we have been more exposed to the 'telling' mode which does not impact a long-term change and success plan. Each individual is different and they think, plan, and aspire differently. One success formula does not fit others and can not be replicated. Hence, being in the professional world for over 23 years and working with various Indian giants like L&T, Tata, Kirloskar, and Adani, I feel we need to understand our own journey well and plan progress. Coaching emphasizes going much deeper into your personal conscience and evoking your thoughts with higher ownership of planning and execution. The moment we plan on owning certain dreams and goals, we also own our current status and evaluate the progress with small and big milestones. This drive is actually the transformation of the core and gives always a lasting impact. Coaching drives transformation with success planning and is rated with more than 95% effectiveness.

Q What was your mindset, while working on this book? What was the impetus behind this work of yours?

Dr. Snehasish Dutta: It is quite evident that people across the globe have been struggling with stress at various points in their personal and professional life. More than 90% of people had hidden goals and ambitions and do not know how to approach them, many are confused about the relevance of the goal. More than 65% of the working population in the 2025-26 period would be millennials who have various new challenges, aspirations, and goals for modern life, a large population grapples with work-life balances, dissatisfaction at jobs, constrained personal life, failures at many aspirational goals, etc. In the post-pandemic situation of a highly jittered emotional life, various external challenges would have tantamounted to the existing turmoil. Hence coaching experience makes it highly relevant to pause, plan, re-look, re-energize, sharpen your skills, strategize your plans, consciously travel with the action plans, and shape your goals and actions with specific timelines being 100% in personal command of it.

Q How is your book different from the several other titles of the same genre? Is there any message that you would like to convey to your readers?

Dr. Snehasish Dutta: Well, this book genre does not have many Indian authors writing about it. We have an International diaspora of thought leaders, psychologists, and coaches who have various concepts given to the world. However, Indian authors who have a rich heritage of coaching, starting as early as Lord Krishna as a coach to Arjuna in The Mahabharata who shows the best path ahead with consciousness which is shaped in the form 'The Bhagwad Geeta'. India and Indian coaches and leaders have shared many concepts which needs to be better documented, concepts in my book like a PIERTER Model of Coaching, coaching dialogue samples in personal and professional space, etc can be a unique offering to a regular reader who can apply for results in life. There are more than 25+ sample tools for self-grooming and planning. Overall I would say, it's a unique offering by an Indian author at a very affordable price of less than Rs. 350/-

Q Which segment of readers are you targeting from this highly informative title like yours? Can you please explain, how this book will appeal to the readers?

Dr. Snehasish Dutta: Coaching brings on board the spirit of own performance with a lot of clarity about own goals, testing its hypothesis, planning a sure tested road map with checks at intermittent gaps, and leading to definitive success formula with a clear timeline in mind. Coaching is agnostic to any domain, locational, gender, profession, etc, and applies to all. International Coaching Federation (ICF) recommends every individual in the world should go through at least one session of coaching. I am sure, this book would be igniting a framework of self-engineering and address students, individuals, corporate professionals and leaders, housewives looking to restart with some goals, new and experienced coaches, mentors, HR leaders, etc.

Humans across the globe have one common characteristic. Dreams and Challenges. We are blessed with brains to speak and use reasoning. We have emotions and we are reactive to various stimuli. We interact and communicate, we are rational, we display conscience, we exhibit our feelings, we think, we decide between good and bad, we are driven by our conscience, we face hardships, we strive to find ways and means to survive, we win and we lose, we plan, we commit mistakes, we are social and learn from each other, we cry and we laugh. In modern times, everyone would be driven by various dreams and goals, face challenges and obstacles, would seek how better and quicker a path can be drawn for winning over the hurdles, and continuously evolve for their growth. Coaching has been one of the finest discoveries and people management skills for addressing these subjects, working towards a better life, and growing individually. I have tried to make Coaching simpler on how everyone can be coached and each one can coach. While we aren't new to coaching, often we may mix other concepts of mentoring, and consulting and not lead to real coaching dialogues.

As per the latest publication of ICF, Coaching effectiveness has been as high as 70%-90%. That simply means if the discussion is provoked with positive and constructive thoughts which have a futuristic outlook, gives much better impact and change 'than just telling or saying'. Get committed to the personal development, and development of your peer, organisation, family, friends, and contacts with a focus internally for your own growth. The book incorporates emotional intelligence (EQ) and your Spiritual Intelligence (SQ) and how they overall contribute to the behavioral changes. The performance incorporates professionals, just cannot be driven by pure appraisals, KPI, or KRAs. Coaching integrates uncovering true values, producing high levels of self-discovery, and aligning towards the goal which merges somewhere between the personal and professional achievements without which, it cannot be optimised. Coaching I call as Inner Engineering and Igniting your own potential which may have got subdued over a period of time owing to various circumstances. It reflects on the intra transpersonal psychology, which creates a much better will, determination, and preparedness for the responsibility. There is no right or wrong process of coaching. Each personality shows and unravels a plethora of human behavioral panorama and needs individual management. Unraveling of true potential beautifully merges between the 'self' and 'them/they/external'. The need for evolution in each individual overall contributes to the growth of overall perspective, organisation's larger vision and develops the collective strength.

After going through your work, one can understand that your personal journey too would have been amazing! Therefore, can you please tell our readers, some of those events, which shaped up your life?

Dr. Snehasish Dutta: Surely, I have been with several years with corporate and spent a good time understanding how a person can shape up individually. I was fortunate to spend some good time with senior leaders, thought leaders, and coaches who played an important role in my life. 2015-16 onwards I was exposed to coaching and I started seeing visions, goals, and achievement processes with better clarity. I was fortunate to get coached by Mr. John Mattone himself, who is the world's no. 1 executive and leadership coach, who coached legendary Apple CEO, Mr. Steve Jobs. I was trained and certified by ICF (International Coaching Federation), NLP, DISC, and other Psychometric tools. I started coaching people from 2016 professionally and found it had been one of the best tools for people's development.

INTERVIEW

AN EXCLUSIVE INTERVIEW WITH **ARYAN CHAUDHARY** AUTHOR OF 4 BEST SELLING PUBLISHED BOOKS.



INTERVIEW BY AKHILA SAROHA AT TLT

Q Before we begin with this interview, I would extend a heartfelt congratulation on the publication of “Your Last Step to Fast Financial Freedom.” As interesting as the title sounds, how did you come up with the idea of writing the book?

Aryan Chaudhary: Thank You, Akhila, for having me on the show. Writing is my passion, it comes automatically from within, and the Title “YOUR LAST STEP TO FAST FINANCIAL FREEDOM” is loved by every non-fiction self-help reader. I read & consume about 200+ books every year in a unique way. One day I was at my Pali hill apartment in Mumbai, reading a book on financial freedom. When I was about to finish it, all of a sudden, I got this feeling that “enough is enough” these books doesn’t layout a proper plan, doesn’t share the real hidden truth on becoming financially free. It was at that moment I realized that I should write the best book ever on financial freedom based on my own experiences that work for Indian audience! Therefore, I grabbed my notebook and a pen. I wrote this title within a few seconds and the whole process within the next 30 minutes. I recalled my experience from the age of 18 to 34 and shared it through the book. In short, this is how the journey of writing this book started!

Q Is “Your Last Step to Fast Financial Freedom” based on the human desire for quick wealth in this era of speed and quickness?

Aryan Chaudhary: No, but it’ll help you to do that. I believe that show people what they want, what they can achieve, and give them what they truly need!! I believe a strong foundation is all we need to become financially stable and free.

About Aryan Chaudhary

Aryan Chaudhary is the BEST SELLING PUBLISHED author of 4 long-awaited popular books based on his transformational real-life experiences. His last book “Money Mining Habits” become the best seller on the launch day. Aryan Chaudhary is passionate about the financial transformation of individuals & businesses through “Financial Freedom Marketing” & business growth strategies. A self made, successful, underground serial entrepreneur, an emerging thought leader, trusted financial advisor and mentor to hundreds of private & elite entrepreneurial clients running businesses worldwide.

If you truly wish to become FINANCIALLY FREE and have more money flowing to your personal or company account then don’t delay anymore! get your copy now!! Learn everything about mindset & money connections.

Q “Your Last Step to Fast Financial Freedom” has a catchy and attractive title. How did you come up with it? Or did you have any other titles in mind while writing?

Aryan Chaudhary: It was the first thought. It was like a direct call from my soul. In addition, my publisher also loved it so much, and he didn't even try to change it. They said everything is so perfect about this book, and we don't want to change anything. The idea of the title just came within seconds, as I shared earlier.

Q How easy or difficult was it for you to write in a straightforward manner on a subject as crucial as finance in “Your Last Step to Fast Financial Freedom” without making it sound complex?

Aryan Chaudhary: I always like to make things simple for my students, followers, fans, employees, and everybody else. I feel it should be an easy read for a 5th-grade student, so I don't use blurbs or high-end corporate vocabulary. My purpose is to help readers consume the knowledge, process it step-by-step so that they can achieve their desired results, and lead a happy life. My writing style is based on the KISS method that says KEEP IT SIMPLE STUPID!

Q Apart from “Your Last Step to Fast Financial Freedom,” you have written other books too? Would you like to share a little about them with the readers?

Aryan Chaudhary: Yes, Gladly. I've written Money Mining Book that talks about habits, mindset, human belief systems, productivity, and more in a cut-to-cut manner that shows how you can change your financial & social status without wasting your time. It's about decluttering your mind and adapting to new small habits that can lead you to more wealth. There're other books too, we'll talk about them some other time.

Q “Your Last Step to Fast Financial Freedom” clearly redefines one's approach to earning and success. Do you think this desire to be aware has evolved in the readers in recent times, or has it always been there?

Aryan Chaudhary: It has always been there just think for a moment! Why does someone want to retire? Retirement is also a kind of financial freedom, isn't it? However, I would say after the Covid crisis, people have become extremely serious about their financial stability issues.

Q “Your Last Step to Fast Financial Freedom” seems to be a combination of your experiences and research work. Which of the two would get more credit, in your opinion?

Aryan Chaudhary: Absolutely Experience, I would say 90% experience and 10% research. However, most of the best-seller books contain 40-90% of research work. In my opinion, research work doesn't add much value to impact someone's life. A book must be an outcome of an author's real-life experience that's what makes a book a masterpiece.

Q “Your Last Step to Fast Financial Freedom” would certainly add new readers to your existing readers. Are there more projects lined up from your pen? Please share a little about them.

Aryan Chaudhary: Yes, Absolutely! I'm super excited about this. My next book will be “FINUANCE,” and the subtitle would be “Let's Make YOU Filthy Rich & Truly Unshakable in less than 60 months without beating around the bush!” It should come out at the end of 2022, I guess!

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Q In today's time, many books are being written on the subject of finance. How is “Your Last Step to Fast Financial Freedom” different from them?

Aryan Chaudhary: That's the best question so far, Anything can trend, but what should be really trending? That's the BIG question! A “GET RICH QUICK” scheme could trend; a flashy & fake lifestyle could trend quickly. However, what should be trending is how to save a little, invest a little, reserve a little, automate a little, help a little, Accumulate a little, earn a little more! Moreover, this book shows you what should be trending through your mind and following in your actions if you want to be financially free and completely independent. The practical things should be in trend, and implementable strategies should be in trend instead of fake & flashy schemes. This book talks about practical stuff, nothing beyond your reach. The book is divided into three broader sections called fuel your engine, start your journey and reach your destination. While most of the books talk about the destination only! If your foundation is weak, your wealth, your money, and your income will be gone in a blink of an eye!

This book talks about a GPS system to reach the destination, You're lost on the way, the destination has always been there, it doesn't change! Your chances of financial freedom lie in the GPS and the way you use it, not in the destination! That's what most people aren't aware of. A GPS gives you a straight empty highway. That's why this book is different. While most of the books talk about the leaves or the tree itself, this talk about nurturing the roots first, building the safety walls first, and that makes this book a masterpiece.

Your Last Step To Fast Financial Freedom
By Aryan Chaudhary

FINGERPRINT PUBLISHING

₹189, 232 Pages





NIHAR SHARMA AUTHOR OF BOOK SPEAK ENGLISH IN 30 DAYS.

About NIHAR SHARMA - Nihar is an MBA and works as a marketer in a corporate. His debut book, "The Dark Lord" was published in 2019. It was based on fantasy fiction mixed with mythological characters. He lives in Pune; he was born and brought up in Assam and Madhya Pradesh. Reading and writing both are his hobbies. He loves different languages, cuisine, cultures, and dresses. Football and Chess make his adrenaline rush into the blood. He believes in 'dreams are meant to be lived.'

Q First of all, I congratulate you on the publication of your book "Speak English in 30 Days." How has the reading audience responded to the book?

Nihar Sharma: I would say the terrific response. First order was 400 units in just 2 days of launching. We are getting orders from across India. People have liked the concept of shortest way of learning English and they find it very interesting. It makes them comfortable with process, which is the most important in any learning.

Q "Speak English in 30 Days" explores a subject that has held vital importance since the early days. What, according to you, is the reason that people have difficulties in communication despite English being present on our soil for a significant amount of time?

Nihar Sharma: Reasons may be different as we live in a country where diversity is more lively and variant. What we see is changes in every 200 kilometres. However, what I have observed from my corporate career, people hesitate to speak, main reasons are – 1. Syntax, they cannot put words synced with grammar. 2. Habit of practice and speaking, we love to communicate in our native language but we forget to learn something new, English speaking is considered to be an official language and in office people feel shy when they are not confident enough to speak. 3. Word tanks – lot of instances, people forget proper words to put on lips and they make some mistakes, which become a part of fun before their colleagues.

INTERVIEW BY AKHILA SAROHA AT TLT

Q "Speak English in 30 Days" is like an exercise to educate the readers and give them practical experience. How is the book different from the earlier existing books on the same subject?

Nihar Sharma: I don't compare my book with others, every reader has their own taste, some buy books for competitive tests, some for speaking fast, and some for learning purpose only. While looking at the another perspective, I would say there are some people who really want to learn but faster and for them this book is the best option, it is tested and measured amongst people.

Q In this highly competitive time, what, according to you, is the quick way to improve communication skills in addition to going through "Speak English in 30 Days."

Nihar Sharma: Reading is the best solution and try to imitate words, and sentences. Focus on the sentences how they have been laid on papers. I would say, mirror talking is the only way one can make his/her habits perfect as I did for myself.

Q How easy or difficult was it for you to write on a subject in "Speak English in 30 Days," which is otherwise meant to be taught practically?

Nihar Sharma: It took 1 year to understand which points are essential and which are not. This isn't a grammar book, this is to break the ice book. It means people will start talking slowly with the habit of practicing.

Q You have written books other than “Speak English in 30 Days.” Please share a little about them with the readers.

Nihar Sharma: First book was THE DARK LORD in 2019, it was an adventurous and fantasy based goose bump book. Second one was based on romance and hardcore destiny oriented, ENTANGLED LOVE, it tells if someone is for you then your life is entangled with that soul only.

Q How did you come up with the idea of writing “Speak English in 30 Days” or what events led to the creation of the book?

Nihar Sharma: When we come across a thought after analysing those people, especially my colleagues from different companies started asking how to learn English faster. Then I came up with this idea of having more people who really want to make effort towards English learning and why not give them a book, the simplest teacher who is handy and always available.

Q Although everyone learns English from their very early days in school, what aspect of it is covered in “Speak English in 30 Days,” which, according to you, is not covered otherwise?

Nihar Sharma: The breaking point of hesitation and school syllabus is always looked as a part of test and marks where we face issues after schools and colleges. So missing point is perception to look at this subject.

Q Although everyone learns English from their very early days in school, what aspect of it is covered in “Speak English in 30 Days,” which, according to you, is not covered otherwise?

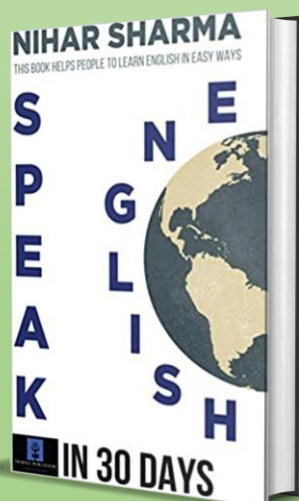
Nihar Sharma: The breaking point of hesitation and school syllabus is always looked as a part of test and marks where we face issues after schools and colleges. So missing point is perception to look at this subject.

Speak English in 30 Days

Nihar Sharma

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*The truth is life is unpredictable
As much as we want to control
We cannot change the past
And tomorrow is not in our hands
Life is fleeting fast
Nothing is constant or certain
Yesterday's love is today's hate
Friends of the past may be an enemy today.*

*Yesterday's success may fail any day
Yesterday's fun is today's regret
There is no chance even if you fret
Trust is a threat which brings downfall
A stranger becomes the reason for living
All relationship is loyal as long as you give
Moment they receive you exist no more
But in return you learn to grow.*

*We prefer staying in darkness
Unless we need the light
Options are always there
But chances are rare
We want to change our lives
But we keep God away till we face strife
Our devotion increases in adversity
In prosperity, God is not in our story.*

*The darker the night brighter the stars
An euphony strikes from far
Mornings bring future opportunities
God is remembered for changing our story
Changing mistakes into glories
Changing the wasteland into gardens
How we are spoiled without any toil!
We claim all victories without any pardon.*



Changing Our Story **BY JYOTIRMAYA THAKUR**

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