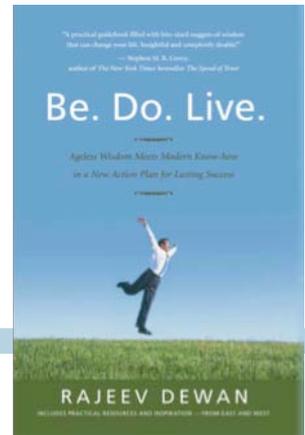


Media Kit

Be. Do. Live.

Ageless Wisdom Meets Modern Know-how in a New Action Plan for Lasting Success

Media Professionals; Please visit www.BeDoLive.com OR
Contact Rajeev Dewan 0414 775 107 or Alexia Attwood 0417 288 825



Press Release

The most direct path to success and fulfillment in your personal and professional life, from Rajeev Dewan, an Inspirational Speaker and Peak Performance Coach to Fortune 500 “C” Level Executive teams.

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For millions of people worldwide, who want to be more fulfilled, do work that they love, and live on purpose, these are confusing times. We can learn from thousands of historical and modern thinkers, but we’re so bombarded by competing theories that it’s hard to know what works and what doesn’t.

That’s the beauty of *Be. Do. Live.* From a world of possibilities, it identifies the few critical ideas that have the power to transform your life. That’s a pretty big call! True, and there is substance behind it. Rajeev Dewan has devoted 20 years to the study and practice of lasting success. Through attending hundreds of seminars, reading thousands of books and studying successful people from all walks of life, he has uncovered and applied **“The few philosophies and practices that make the biggest difference in living a happy and successful life.”**

Now Rajeev Dewan shares these philosophies and practices in his new book, *Be. Do. Live.* Dewan says, “It doesn’t matter who you are, what your background is and what you do. If you want to live life on your terms, even in times of economic challenges and global turmoil, you need a proven and practical roadmap. You need easy-to-understand and ready-to-apply practical insights. That’s what *Be. Do. Live.* is all about.”

Recommended by over 40 Personal & Professional Development Experts, CEOs, Global Consulting Executives, Academic Authorities, General Managers and Executive Coaches, *Be. Do. Live.* synthesises the best thinking on the subject of personal growth and achievement, and provides readers with a catalyst for taking action, along with a robust plan for getting results. You will quickly learn to:

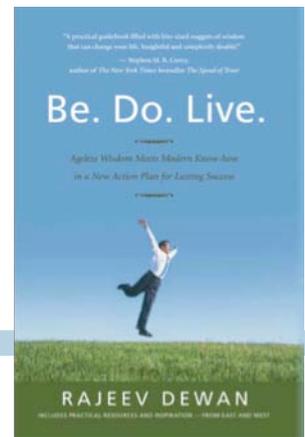
- Create a compelling vision for your life, one that truly inspires you
- Identify precisely what’s stopping you from sustainable success
- Establish your shortest path to enduring success and fulfillment
- Act on the vital few strategies that will make the biggest difference right now

For anyone determined to live a rewarding and genuinely happy life, *Be. Do. Live.* is the ultimate practical roadmap and encouraging companion.

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What people are saying about "Be. Do. Live."

“A practical guidebook filled with bite-sized nuggets of wisdom that can change your life.”

- **STEPHEN M. R. COVEY**, author of *The New York Times* bestseller, *The Speed of Trust*

“..like a Swiss army ‘life-knife’ – armed with profound wisdom & tools to change your life and career for the better. An excellent read.”

- **DANIEL H PINK**, *The New York Times* best-selling author of *A Whole New Mind*

“This is a wonderfully insightful book that helps you ask the questions and make the decisions that assure you live a happy, successful and prosperous life.”

- **BRIAN TRACY**, author of *The Way to Wealth* & over 40 books on personal development

“...whether you are a parent, a friend, a colleague or a business leader, take the time to read this book to discover your purpose and passion, and improve all aspects of your life.”

- **STEVE TUCKER**, CEO, MLC

“*Be. Do. Live.* is an integrated blueprint to an exceptional life! It closes the gap between who you are ,what you do, and, ultimately, how you live.”

- **MARSHALL GOLDSMITH**, author of *The New York Times* bestseller *What Got You Here Won't Get You There*, the 2007 Harold Longman Award-winning business book of the year

“...Refreshingly addresses the total person....great reference source with very practical solutions...”

- **PETER SCOTT**, Chairman, Sinclair Knight Merz

“...Wisdom of ten’s of thousand’s of pages in one place. I have been on a journey...”

- **SANDRA BIRKENBLEIGH**, Senior Partner, PricewaterhouseCoopers

“...provides a holistic blueprint to help ambitious professionals resolve the sometimes inherent conflicts that exist between their personal and professional aspirations. Powerful blend of head, heart and spirit...”

- **ROB CHANDRA**, Managing Partner, Bessemer Venture Partners; MBA, Harvard Business School

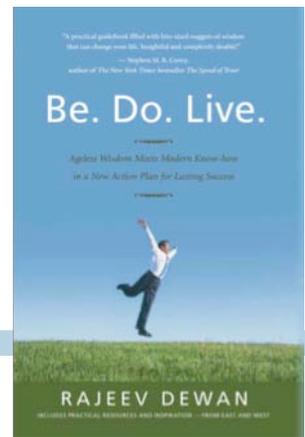
“Category killer... singular work on personal development and life leadership.”

- **MATT CHURCH**, Creator of Thought Leaders and best-selling author

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About Rajeev . . .



Rajeev Dewan is an international author, inspirational speaker, and peak performance coach to senior executives and their teams.

His basic thesis: most organizations barely touch the true potential of their people. This theme has driven Rajeev's approach to all his work.

For the last 20 years, his mission has been to discover, create and share “nuggets of practical wisdom” that ignite the full potential of individuals and teams. The results: Cohesive teams with Clarity, Mojo and Execution-obsession that produce breakthrough results.

Rajeev has partnered with Fortune 500 companies, Entrepreneurs and Small-to-Medium enterprises to create immediate and sustainable impact by influencing shifts in mind-set, skill-set and tool-set. Alongside Stephen Covey, Jack Welch and Richard Branson, he has been featured as one of the “100+ Great Authors to follow on Twitter for Business Success.”

His style is best described as: Energetic, Engaging and Experiential. An expert in creating “raw and real” environments, he moves people from “Awareness-to-Acceptance-to-Action-to-Accountability” in the most direct manner. Whether doing a one-hour keynote or leading multi-day experiences, he is passionate about creating tangible results that are not just obtainable in the moment, but are sustainable over a longer term.

Rajeev's background is the portrait of a high-achieving citizen of the world. Having lived more than a decade each in the U.K., India and Australia, he has experienced the best of East and West. Graduating with First Class Honors in Computing Science from Imperial College, University of London, he served 14 years in senior roles at Accenture, a Global Management Consulting firm.

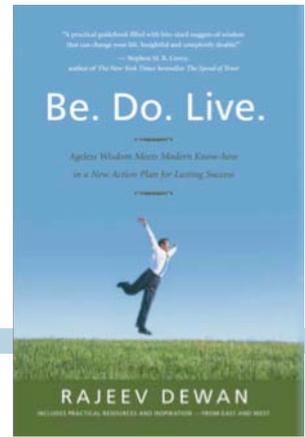
Rajeev is a sought-after facilitator with the international FranklinCovey Group and a trainer with Robbins Research International. He is an accredited Coach with the International Coaching Federation (ICF), and a Certified Professional Facilitator with the International Association of Facilitators (IAF).

His charity, Making a Difference (MaD), donates to worthy causes around the globe. He lives with his family in Sydney, Australia.

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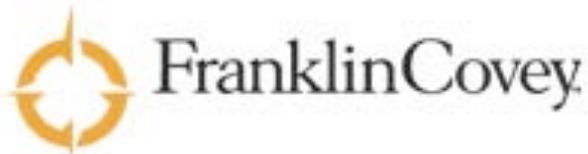
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Sample of organisations Rajeev has consulted with



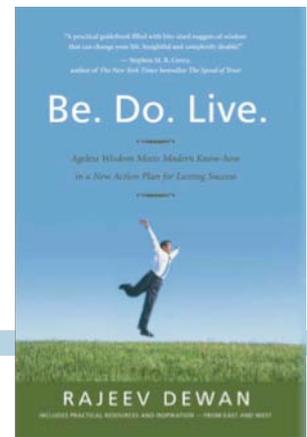
EAGLE STAR



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Some Recent Media Coverage



THE AFR BOSS BEST BOOKS OF 2009

The Daily Telegraph
NOVEMBER 21-27 2009



"...Inspiring..."



"With this solid debut, Rajeev is on the path to sharing greatness with the Coveys and Robbinses"



Featured Expert - "How to Make Goal Setting Work"

The Tribune

MARCH 10

"Indeed, a great book definitely worth reading and revisiting every single day throughout the wonderful journey called life."

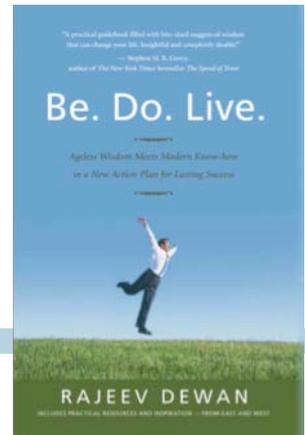


Chapter Extract from "Be. Do. Live."
Double page feature

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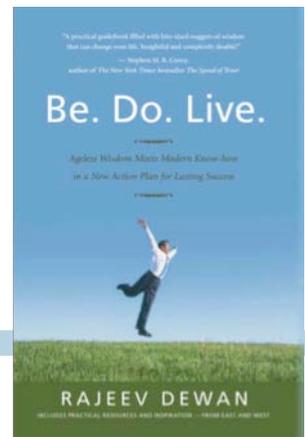
On Air Possible Interview Questions

1. There are tons of self-help and success books out there. What makes yours different?
2. You claim the book contains the few critical ideas that have the power to transform our personal and professional lives. That's a pretty big call, isn't it?
3. The title "*Be. Do. Live.*" – what does that mean?
4. You encourage people to live by design, as opposed to by default. What does that mean? Why is that so important?
5. Many studies show that most people aren't fulfilled or engaged at work. What would you suggest to anyone who's in that situation?
6. You say that all of us suffer from the "Knowing-Doing" gap. What is that and what do we do about it?
7. You outline many practical ideas in your book - to do everything you suggest maybe overwhelming for many of us. Is this book therefore only for the super-motivated and high-achievers?
8. If everyone can be more successful and fulfilled, why do most people continue to feel frustrated with their day-to-day lives?
9. If people aren't sure where to start or what to do or afraid of the changes they might have to make, what would you advise?
10. If you had to leave us with just a few key messages from your book what would these be?

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Fast Track to Your Goals From the pages of "Be. Do. Live."

Whether consciously or unconsciously, we are continually setting and striving to achieve our goals. One could argue that this is an essential element to lasting success and fulfilment. But, is there is a fine art to speeding up this process? Having studied successful people for two decades and applied this in his own life, Rajeev believes there is indeed a formula to getting to your goals much faster. Coined the “**Accelerated Goal Achievement Formula**,” this formula comprises the following eight parts:

1. Be clear.

What is your goal? Why is this a “must” to achieve? When do you want to achieve it by? How will you know when you get there? How far from the finish line are you?

2. Take complete responsibility for:

Both the goal itself and the process for achieving the goal. Accept that “If its to be, its up-to me.”

3. Decide and commit.

Decide on and commit to limits – how far are you prepared to go to achieve your goals. Where do you draw the line?

4. Believe that:

You deserve to achieve your goal. Trust that you will somehow reach your destination, and that the right people and resources will show up at the right time along your journey.

5. Have a documented plan.

What actions will you take? Be clear on the sequence of your actions. Set interim targets. Learn from others who have already achieved what you want. Invest in a coach or a mentor.

6. Execute your plan.

Take action. Observe the results you get from the actions you take. Be flexible and refine your plan as necessary.

7. Be congruent.

Align your thoughts, words, and actions with what will help you progress toward your goal.

8. Persist.

Recognize the inherent delay between taking action and seeing results. Be patient. Don't give up. Continue to review, refine, and evolve your plans and your execution.