



Author Profile

STELLA PETROU CONCHA



Quick Facts

Stella Petrou Concha

Book Title:

Stone Heart Light Heart –
The Intelligence of Self Mastery

Companion Book Title:

The Mastery Journal

Genre: Self Help & Motivation /
Business, Management & Leadership

Target Audience: Business Leaders
and Executives across all industries

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Booktopia, Angus & Robertson and direct
from stellapetrouconcha.com.au



Control Your Outer World by Mastering Your Inner World

Stone Heart Light Heart – The Intelligence of Self Mastery will transform your mindset, stripping away past conditioning to allow you to thrive both in your personal life and your career.

Author Stella Petrou Concha is an industry authority in recruitment, talent selection and people development. The Co-Founder of Sydney talent agency Reo Group, Stella is a recognised Australian entrepreneur and influencer in the leadership sphere. Over the last 15 years Stella has interviewed more than 5,000 people, and speaks to at least 100 unique leaders each week, listening to their wins and failures, their dreams and their fears. Stella does not offer validated PhD research, instead she draws on a wealth of anecdotal evidence based on years of data collection and validation as she has watched people move through their careers. Being this close to the coalface provides rare, intimate and honest insights into what is really happening in leadership across industries.

As disruptive technologies, pandemics and climate change dramatically change the world as we know it, the hard skill set of self mastery,

characterised by such attributes as resilience, stress tolerance, agile thinking, learning agility, is fast becoming essential in order to thrive on a personal and professional level. Self Mastery is a way of approaching life, a mindset that permeates everything you do. It is a shift in your thinking, an everlasting journey of continuous improvement. It will transform your behaviour, enabling you to stop to people pleasing, embrace failure and detach from the judgement of others.

The life changing tools you will build on your Stone Heart Light Heart journey apply to all areas of your life, but they particularly transformative in your career. In a world where leaders now require the best of IQ and EQ your journey to self mastery needs to take priority. The World Economic Forum are telling us that self management skills are the future. This is the book to get you on the path to taking back control and realising your potential.

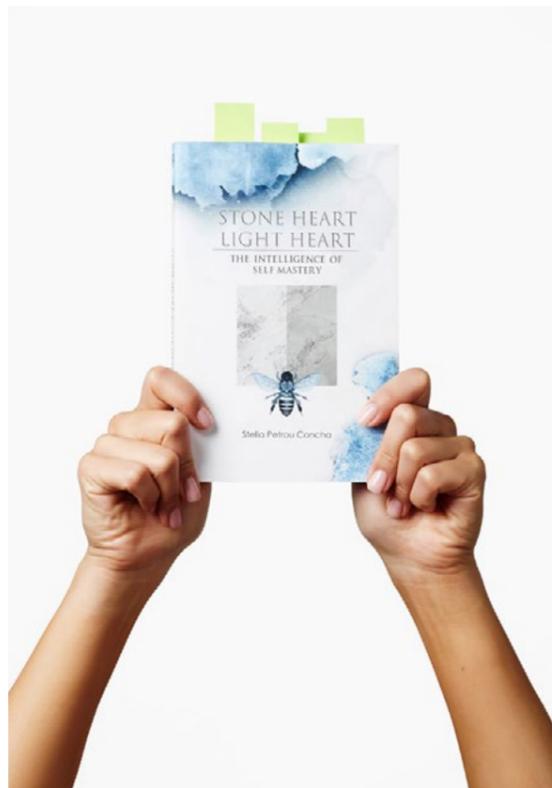


Stone Heart Light Heart in the Current Corporate Climate

Over the last few years all businesses have been in survival mode, even those with the agility to pivot at speed and respond to the market. This is the result of unpredictability across all industries, with external factors at play that have been outside of anyone's control.

This shift has had a significant impact on people's mental and spiritual wellbeing as we can only operate in 'survival mode' for so long. Stone Heart Light Heart – The Intelligence of Self Mastery was published as the effects of this period of survival were starting to emerge.

In her role as a Recruitment Leader, Stella Petrou Concha experiences day-to-day the unfolding of The Great Resignation, a symptom of the current climate and driven predominantly by what she describes as a 'Desire Pandemic'. People are opting out of their current work situation in droves, looking for something different, more creative, more fulfilling, overall more pleasure from their day-to-day.



A common thread among those looking for a change is the need to feel valued. This doesn't mean receiving praise or greater compensation, it is strongly connect to the desire to create value within your organisation. There has been little time for value creation in this period of survival, so in response people's priorities are moving quickly away from that which is safe and secure to that which is novel and exciting with a chance to make your mark.

Being a leader in this environment is an enormous challenge. What is required is a deeper understanding of your self; the ability to lead with heart and not with ego. Your vibrational energy matters. Leaders with high vibrational energy tend to more easily gain following from their staff, support from their

peers and achieve bigger career gains. Your energy, or your electromagnetic signature, is a collection of your thoughts and emotions. Clarity of thought, clarity of purpose and conviction in yourself heavily influences your vibrational tone. Leaders that invest in their vibrational tone master their inner world and therefore have the leverage to master their outer world and successfully navigate the challenges we are currently facing.

There is a revolt against control, loyalty and responsibility. There is a shift towards novelty, creativity and freedom. Times up in survival mode. As leaders we can only evolve forward and it starts with mastery of the self.

The Mastery Journal

The Mastery Journal is the official companion to Stone Heart Light Heart – The Intelligence of Self Mastery.

The journey of self mastery is a commitment to a way of life. Self mastery is not a goal, but a lifetime's work which evolves with you. Prioritising the understanding of your self requires observation of the processes and structures that make up your behaviours.

The Mastery Journal provides a tool through which you can create daily intentions, affirmations and tasks to support you. They can be work-related or as simple as creating a daily meditation or set period in which to exercise.

The journal encourages you to also take time to reflect on your day, to track your progress and recurring themes and to direct your attention to your inner world.

Daily habits and meaningful self reflection in your inner world, set up your outer world for mastery.

The Mastery Journal is on sale in Australia via stellapetrouconcha.com.au, and through popular online retailers, including Booktopia, Amazon and Book Depository.



Biography

In her role as a talent agency CEO, Stella has dedicated over twenty years to helping people realise their potential, working with top executives from some of the world's best-known brands. This work, coupled with an early career background in neuro-linguistic programming and medicine, uncovered what it takes to bring forth your inner power, to find your purpose and to shake off the limitations we impose on ourselves in order to find success.

One of the biggest themes of Stella's professional life has been mastering herself by building a positive relationship with failure and detaching from the opinions of others. Her success in the corporate world has been facilitated by taking risks; and alongside that success has come failure, which has delivered extensive personal and professional growth.

Stella's vision is to challenge people to embark on their own journey of self mastery. Her published work in this area circles back to three main questions for her audience to consider:

Who am I?

Do I like who I am?

Am I the master of my life?



Speaking Events

Stella is regularly invited to present keynote speeches or host workshops on the topic of self mastery. Stone Heart Light Heart is now a staple text, provided to graduates by multiple businesses and universities to start them on their journey to mastering their mind and shaking off any limitations to their careers. Stella's experience in this space has also led to appointments on a number of executive mentoring programs, coaching high performing university graduates and industry professionals at various stages of their careers.



Some of the businesses and universities Stella has worked with to date include:



Interview Questions

What inspired you to write this book?

When I was twelve years old my father brought home a book called 'Bring Out the Magic in Your Mind.' I was instantly taken with the concept of mind mastery and I'd argue this led in part to studies in Medicine and NLP, which in turn brought me into the recruitment world. The underlying theme and vision across my career has been to lead myself with self mastery and then to lead others through the same lens. This has proven to be a highly successful and deeply rewarding so sharing this is my vision for this book.

Can you tell me why this book is so relevant just now?

We live in a turbulent world, never more so than the last couple of years. The ability to flex, pivot, rebound and rebuild has never been more important to survive and thrive, whether in your career, as a parent or just in your everyday life. According to the World Economic Forum, Self Mastery is evolving as one of the most critical skills of the future.

What did you learn by writing this book?

I had an interesting experience through the editing processes where my first editor didn't understand self mastery and felt the book wasn't worth the paper it was written on. I was deflated and parked the editing process for 12 months. When Covid hit in 2020 I knew that the world needed to receive this intelligence. In finding a new editor, I experienced the challenge of facing judgement and walking the path of being an author irrespective of the opinions of others. This is Stone Heart in action.

Where did the title of this book come from and what does it mean?

When I was young, maybe 19, my mother said to me, 'Stella, you have a cold heart, there's ice in there!'. She was upset because I was detached from a particular situation. My detachment was mistaken as coldness; of course I cared I just didn't allow myself an emotional response. This is where Stone Heart was born, and then it's mirror, the Light.

What do some of the people featured in the stories in your book think of it?

Nearly all the people featured in my book, anonymously or otherwise, are close to me and have long understood my approach to self mastery. However I think there were some surprises for how significant some of those stories were in shaping my self mastery journey and where that has brought me today.



Testimonials

Stone Heart Light Heart

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“This is an incredible book on self mastery, with pockets of wisdom in every page. Hugely important in navigating this thing called life - especially the author’s concepts on stone heart vs light heart. Letting go of the ego, breathing techniques, meditation, awareness - it’s all there in one easy read.”

Stephanie P.G. - Booktopia

“A must read. Not your average ‘self-help’ book. The content is vulnerable, authentic, heart-felt and relatable. It’s a guide that does not need to be read from cover to cover but rather open and see when your mind feels compelled to explore and be inquisitive. One of those rare finds that you are drawn to read over and over again!”

Enlightened by Self Mastery – Booktopia

“Wow. I was recommended this book by a friend and it did not disappoint. Highly recommended for anyone looking to derive a deeper connection to their purpose or to delve into your inner monologue. The book represents a really nice blend between the intellectual and spiritual elements that make up who you are. Great stuff!”

BB – Booktopia

“

“Considering the world we live in, where insecurities and self-doubt are heightened by the isolation impacts of post covid life, this book is perfect timing. I am not normally a spiritual person, but Stella really does open my mind and shift my perspectives on the impact our spirituality and subconscious have on the lives we lead. There is a raw authenticity to this book which is rare and one I cherish as I read. I cannot recommend this book enough.”

Nathan Petrie - Amazon

“The Brene Brown of Self Mastery! I love that I can open this book to any page, and find a nugget of inspiration to apply to my day. This book is easy to read, understand and apply for anyone who starting their self awareness journey. Guaranteed to open your eyes to some new ideas and perspective!”

Nik M – Booktopia

“There’s never been a more critical time to learn about what this book offers. We need to start introducing these concepts to our kids at a young age but it’s never to late to adopt them.”

Advocate with Heart – Amazon

Testimonials

Speaking Events

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“Stella your presentation was stirring and uplifting on so many fronts. Your time, insights and passion to develop our future leaders is without question and I am sure the attendees are busy reading your recent book Stone Heart Light Heart. On behalf of the team at Chartered Accountants Australia and New Zealand - Thank you!”

“Stella’s session was really surprising, its made me think and reflect. I really really liked it. Its not what I’m used to. I feel inspired”

“The session with Stella on reflecting and creating our goals really opened up my mind. I have already sat down with my husband and we discussed and are trying to bring it to life in how we think now. Will let you know how it goes!”

“An engaging session and workshop that challenged my thinking and provided a reflection on past and future. Great morning!”

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