One Year After Burn the Rules, Chet Hirani Is Bringing His “Lead From Within” Philosophy From the Page to the Stage

International Executive Leadership Expert Expands the Book’s Self-Leadership Philosophy Through Speaking Engagements and Leadership Workshops



Chet Hirani, Author, Burn The Rules: Lead From Within

LONDON, UNITED KINGDOM, September 9, 2026 /EINPresswire.com/ -- One year after Burn the Rules: Lead From Within was published on September 9, 2025, leadership strategist, author and speaker Chet Hirani is taking the philosophy behind the book beyond the page, bringing its lessons into leadership workshops and conversations with executives.

At the center of Hirani’s message is a simple idea: before leaders can effectively lead organizations, teams or change, they must first learn how to lead themselves.

“You can’t lead a life that matters by following rules that don’t,” Hirani says.

Published one year ago by Soul Sparks Press, Burn the Rules challenges readers to examine the assumptions, expectations and unwritten rules shaping their decisions and determine which ones still serve them. Through straightforward concepts and exercises, Hirani encourages readers to identify what consumes their attention, confront limiting patterns and reclaim control over where they are going.

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>
> *Chet Hirani*

A year later, one response has particularly resonated with Hirani: readers consistently describe the book as simple and accessible. One reader even described it as “too simple” and “too basic,” a comment that ultimately reinforced exactly what Hirani intended to create.

“The fact that Burn the Rules is such an easy read means people can take each point, apply it and actually do something with it,” Hirani says. “That is exactly what I want everybody to take from it.”



Chet Hirani Leadership Expert, TEDx Speaker & Author

From Self-Leadership to Organizational Leadership

That emphasis on practical application shapes Hirani’s work with executives, leaders and organizations. Through customized leadership workshops, he asks leaders to temporarily put aside the business and examine the person making the decisions.

“Let’s put the business aside. Let’s think about you as an individual,” Hirani says. “Now let’s see how that shifts your process and your decision-making.”

His approach is built around the belief that organizational barriers cannot always be solved through policies, procedures or corporate strategies. Sometimes the breakthrough begins with how leaders think, respond to discomfort, make decisions and lead themselves.

That distinction is increasingly relevant as executives face technological change, evolving workplaces and pressure to adapt. Hirani encourages leaders to develop the self-awareness and clarity to determine what deserves their attention rather than allowing the world around them to dictate their direction.

Over the past year, Burn the Rules has opened opportunities for Hirani to share his ideas with audiences around the world and has become what he calls his “business card,” a tangible representation of his approach to leadership and performance.

Everyone Has Their Own Gold Medal

Drawing on analogies from elite athletes, entrepreneurs and high performers, Hirani encourages individuals to identify their own “gold medal,” the achievement, transformation or next level they are working toward.

Thinking like an athlete, he argues, means understanding what must happen between where someone is today and where they want to be. What must that person learn, change or develop to reach that goal?

“Everybody is capable of achieving their own gold medal,” Hirani says. “You don’t need to be an

athlete, but you can think like one."

As Burn the Rules enters its second year, Hirani is expanding that conversation through keynote speaking, conference appearances and customized leadership workshops for companies and organizations. His speaking and workshop themes include self-leadership, breaking through personal and organizational barriers, navigating change, performance mindset, decision-making, reclaiming focus and developing leaders who can lead effectively from within.

One year after publication, Hirani's message remains intentionally simple: leadership does not begin with a title. It begins with the individual.

Burn the Rules is available on Amazon across formats.

About Chet Hirani

Chet Hirani is an international executive leadership expert, TEDx speaker and two-time award-winning bestselling author of Burn the Rules: Lead From Within. He works with CEOs, senior leaders and their teams to strengthen leadership in the age of AI, helping organizations develop the clarity, decision-making and self-leadership needed to navigate rapid change. His philosophy is simple: AI did not replace leadership; it exposed it. When organizations have access to the same tools and technology, the competitive edge becomes how their people think, decide and lead. His approach begins with one principle: lead from within first. Everything else follows.

About Burn the Rules: Lead From Within

Burn the Rules: Lead From Within, published by Soul Sparks Press, challenges readers to examine the rules, expectations and assumptions shaping their lives. Combining accessible leadership concepts with practical reflection and exercises, the book encourages readers to regain control, confront limiting patterns and intentionally determine where they want to go next. To learn more, visit SoulSparksPress.com.

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