

FRANK ASAMOAH

AUTHOR | ENTREPRENEUR | LIFE COACH | SYSTEMS & STRATEGY CONSULTANT

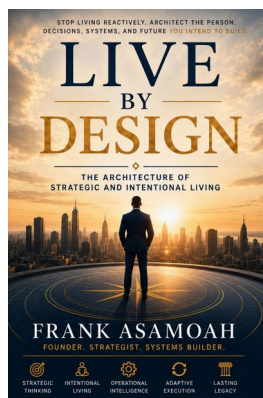
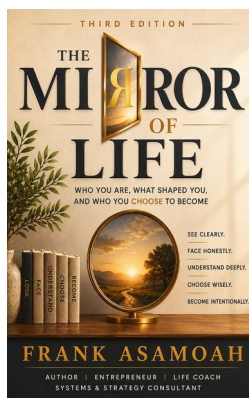
Books and ideas for people who want to understand what shaped them, make more conscious choices, and build a life of direction.

Media focus

- Identity and intentional living
- Human development and leadership
- Strategy, systems, and execution
- Operational Intelligence Architecture
- Purpose, resilience, and legacy

www.realfrankasamoah.com

info@realfrankasamoah.com



Who Frank Asamoah Is

Frank Asamoah writes and speaks at the intersection of identity, strategy, systems, leadership, and intentional living. His work asks a practical question: how can people understand what shaped them, choose more consciously, and build systems that turn intention into responsible action?

Approved Short Bio

Frank Asamoah is an author, strategist, entrepreneur, and systems thinker. He is the Founder and Principal of Asamoah Group and creator of Operational Intelligence Architecture. His work explores identity, human development, business, intentional living, and the systems that help people translate insight into responsible action.

Approved Full Bio

Frank Asamoah is an author, strategist, entrepreneur, and systems thinker whose work explores the intersection of identity, human development, business, leadership, and intentional living. He is the Founder and Principal of Asamoah Group and creator of Operational Intelligence Architecture, a framework focused on converting strategic intent into disciplined execution. His professional experience spans strategy, healthcare operations, finance, entrepreneurship, and human centered systems. He holds a STEM designated MBA in International Business from the Brandeis School of Business and Economics. Through his books, speaking, and advisory work, Frank helps readers and organizations examine the forces shaping their decisions, strengthen the systems around their goals, and act with greater clarity, responsibility, and intention.

Approved 30 Second Introduction

Frank Asamoah is an author, strategist, entrepreneur, and systems thinker. He is the author of *The Mirror of Life* and *Live by Design*, and the creator of Operational Intelligence Architecture.

Recommended host introduction

Quick Facts and Approved Positioning

Official Identifiers

- Name: Frank Asamoah
- Website: www.realfrankasamoah.com
- Media and booking: info@realfrankasamoah.com
- Books: The Mirror of Life, Third Edition; Live by Design
- Education: STEM designated MBA in International Business, Brandeis School of Business and Economics
- Professional focus: identity, intentional living, strategy, systems thinking, leadership, human development, resilience, execution, and legacy

How to Position Frank in Media

Author

Writes about identity, intentional living, human development, responsibility, systems, and legacy.

Strategist

Connects clarity of intent with better decisions, architecture, and execution.

Systems Thinker

Examines how habits, structures, incentives, and environments shape repeated outcomes.

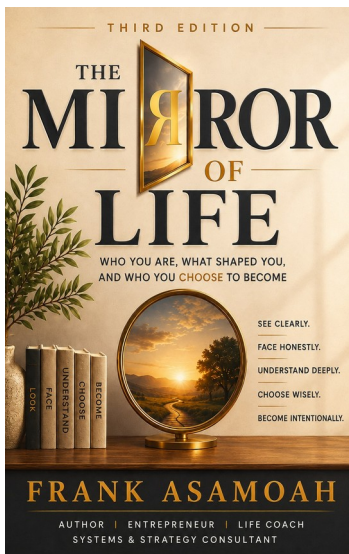
Entrepreneur

Builds ideas and platforms around strategy, human development, and practical problem solving.

Best Fit Formats

- Podcast and long form interview
- Television or radio conversation
- University or leadership forum
- Book club and author conversation
- Keynote or fireside discussion
- Feature article, essay, or expert commentary

The Mirror of Life



WHO YOU ARE, WHAT SHAPED YOU, AND WHO YOU CHOOSE TO BECOME

Third Edition

Core question

How much of the person I have become was consciously chosen?

The Mirror of Life invites readers to examine identity, family, culture, success, contradiction, work, faith, relationships, and responsibility. It is not about rejecting the past. It is about understanding what was inherited, recognizing what no longer belongs, protecting what should remain true, and becoming more intentional about what happens next.

Four Core Themes

Identity

How self perception, roles, and inherited stories shape the person we believe ourselves to be.

Family and Culture

How expectations, belonging, environment, and inherited norms influence choices and behavior.

Faith and Contradiction

How belief, tension, inconsistency, and inner conflict reveal what is governing a life.

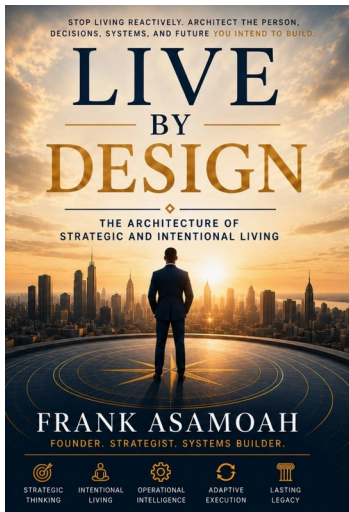
Responsibility and Becoming

How awareness becomes ownership, and how ownership creates the possibility of intentional change.

You cannot design the person you are becoming until you understand the person who is already looking back at you.

The Mirror of Life

Live by Design



THE ARCHITECTURE OF STRATEGIC AND INTENTIONAL LIVING

Design your life. Lead your future. Leave a legacy.

Live by Design is a strategic roadmap for people who refuse to settle for a reactive life. It introduces Operational Intelligence Architecture for Life, a practical framework for thinking clearly, deciding wisely, and building systems that turn intention into impact.

Operational Intelligence Architecture for Life

The core argument is that intention alone is not enough. A meaningful future requires architecture: clear purpose, better decisions, repeatable systems, protected attention, adaptive capacity, and a definition of legacy strong enough to guide action.

Six Core Outcomes

Purpose

Clarify direction and design a life around what matters.

Strategic Mindset

Think in priorities, tradeoffs, consequences, and sequence.

Systems and Habits

Build routines and structures that make consistency easier.

Focus and Energy

Protect attention, time, and energy from unnecessary drift.

Resilience

Adapt, grow, and remain effective through changing seasons.

Legacy

Create impact that outlives the moment and guides daily choices.

Six Conversations Worth Having

01 Identity Before Strategy

Many people try to optimize a life they have never examined. Frank can discuss why understanding identity, inherited patterns, and internal contradictions should precede major goals or reinvention.

02 The Hidden Cost of Reactive Living

Busyness can look productive while still being reactive. This angle explores why people drift, how pressure becomes the default decision maker, and what it takes to move from reaction to direction.

03 Motivation Is Not an Operating System

Motivation is temporary. Systems shape repeated behavior. Frank can explain how better architecture around time, habits, attention, and decisions makes intentional living more sustainable.

04 The Inherited Life and the Chosen Life

Family, culture, faith, education, work, and social expectations shape identity before people can name what is happening. This conversation asks what to keep, what to question, and what to consciously choose.

05 Responsible Reinvention

Personal growth is often sold as becoming someone new. Frank takes a different position: understand what is true, stop carrying what no longer belongs, protect what should remain, then choose the next chapter responsibly.

06 Legacy as a Daily Operating Choice

Legacy is not a retirement question. It is built through what a person repeatedly chooses, protects, creates, and contributes. This angle connects purpose and execution to long term impact.

Suggested Interview Questions 01 to 09

01 What made you write *The Mirror of Life*?

02 What do you mean when you ask, “How much of the person I have become was consciously chosen?”

03 How do family and culture shape identity without people realizing it?

04 Why do you distinguish self understanding from reinvention?

05 What role does contradiction play in personal growth?

06 How does responsibility change once a person sees their patterns more clearly?

07 What led you from *The Mirror of Life* to *Live by Design*?

08 What is Operational Intelligence Architecture for Life?

09 Why do you describe reactive living as a systems problem?

Suggested Interview Questions 10 to 18

10 What is the difference between a goal and an architecture for achieving it?

11 How should people protect focus and energy in a world designed to fragment attention?

12 What makes a habit strategic rather than merely repetitive?

13 How do you think about resilience without turning it into empty motivational language?

14 What does legacy mean to you in practical terms?

15 How can leaders apply these ideas inside organizations?

16 Where do identity and execution intersect?

17 What is one question you believe most people should ask themselves this year?

18 What do you hope readers do differently after finishing both books?

Signature Topics

These themes can be adapted for keynotes, fireside conversations, universities, leadership programs, book clubs, podcasts, community events, and selected organizational workshops.

The Mirror Within

Identity, inherited patterns, and the courage to choose consciously. Audience fit: readers, universities, leadership groups, and community audiences.

Live by Design

How to move from reaction to direction through purpose, decisions, systems, focus, resilience, and legacy. Audience fit: leadership events, corporate programs, universities, and community audiences.

Operational Intelligence for Life

A practical introduction to turning intention into repeatable personal execution. Audience fit: organizations, leaders, founders, and professionals.

Identity Before Execution

Why better goals fail when the person pursuing them has not examined the beliefs and patterns shaping behavior. Audience fit: leadership programs, professional development, and universities.

From Insight to Responsible Action

How reflection becomes ownership, and how ownership becomes disciplined change. Audience fit: book discussions, faith and community programs, and leadership audiences.

Building a Life That Outlives the Moment

Purpose, resilience, contribution, and the daily architecture of legacy. Audience fit: community events, leadership forums, and universities.

Boilerplate and Media Copy

Author Boilerplate

Frank Asamoah is an author, strategist, entrepreneur, and systems thinker focused on identity, intentional living, leadership, and the systems that turn insight into disciplined action. He is the Founder and Principal of Asamoah Group and creator of Operational Intelligence Architecture. His books include *The Mirror of Life*, Third Edition, and *Live by Design: The Architecture of Strategic and Intentional Living*. Learn more at www.realfrankasamoah.com.

The Mirror of Life Boilerplate

The Mirror of Life, Third Edition, explores who we are, what shaped us, and who we consciously choose to become. Through identity, family, culture, faith, contradiction, work, relationships, and responsibility, Frank Asamoah invites readers to examine inherited patterns and move toward a more intentional life.

Live by Design Boilerplate

Live by Design: The Architecture of Strategic and Intentional Living is a practical roadmap for moving from reactive living to intentional architecture. The book introduces Operational Intelligence Architecture for Life and helps readers clarify purpose, strengthen decisions, build systems and habits, protect focus, develop resilience, and create lasting legacy.

Media Pitch Subject Lines

- Interview idea: Why identity should come before reinvention
- Author conversation: Moving from reactive living to intentional architecture
- Book feature: *The Mirror of Life* and *Live by Design* with Frank Asamoah
- Leadership conversation: Why motivation is not an operating system
- Guest expert: Identity, systems thinking, resilience, and intentional living

Short Feature Pitch

Frank Asamoah is the author of *The Mirror of Life* and *Live by Design*. His work connects identity with execution, asking what shaped us, what we should consciously choose, and what systems are required to turn intention into responsible action. He is available for interviews on identity, leadership, intentional living, systems thinking, resilience, and legacy.

Press Resource Checklist

Use these standards to keep Frank Asamoah's public identity consistent across interviews, event programs, media coverage, promotional materials, and partner websites.

Approved Assets

- Professional author portrait
- The Mirror of Life, Third Edition front cover
- Live by Design front cover
- Short and full author biographies
- Book summaries and media boilerplate
- Interview questions and speaking topics

Usage Guidance

- Use the supplied author portrait without adding text over the face or altering facial features.
- Keep book covers intact and proportional. Do not crop titles, subtitles, author name, or core cover artwork.
- Do not describe Frank as a bestselling, award winning, world renowned, or internationally acclaimed author unless that claim is independently verified for the specific use.
- Use the approved biography most appropriate to the available space. Do not invent credentials, endorsements, audience figures, or media appearances.
- For interviews or event promotion, confirm the final topic, date, format, and promotional language before publication.

Official Contact

MEDIA, SPEAKING, BOOK, AND PARTNERSHIP ENQUIRIES

info@realfrankasamoah.com

www.realfrankasamoah.com

Frank Asamoah | Author | Strategist | Entrepreneur | Systems Thinker