

MEDIA KIT



ARJUNA GEORGE

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ARJUNA GEORGE

PRONOUNCED (R-JUNE-AH)

BIO

Arjuna George is a trauma-informed resilience coach and TRE® Provider specializing in performance coaching for burnout prevention and recovery for Fire Chiefs and fire leaders. Arjuna retired in 2021 as Fire Chief (Salt Spring Island Fire Rescue) after 24 years of service.

Arjuna is a certified professional coach specializing in Fire Chief/Officer Stress Mastery & Resilience. He has helped Fire Chiefs and Officers across the country be emotionally intelligent leaders.

He is a family man, entrepreneur, author, and retired fire chief with a passion for helping others lead healthier and happier lives. He is now the principal owner of Silver Arrow Coaching and Consulting, specializing in Fire Chief coaching and training.

Arjuna graduated from Royal Roads University in 2022 with a Graduate Certificate in Executive Coaching.

Arjuna is a regular contributor for Canadian Firefighter magazine, Firefighting in Canada and is the author of *Burnt Around The Edges*, A guide to Mastering Stress and Surviving Burnout.

BOOKS

- *Burnt Around The Edges*

PAST PRESS

- Canadian Firefighter magazine
- Firefighting in Canada magazine



BURNT AROUND THE EDGES

A guide to Mastering Stress and Surviving Burnout

This easy-to-read book highlights decades of real-life experiences as a firefighter and a Fire Chief in BC, Canada. The first-hand accounts outlined in the book highlight how occupational and life stress can dramatically affect our well-being. It draws readers through a journey and many lessons from Arjuna's battle with unease and occupational Burnout. This honest, vulnerable, authentic narrative reassures readers that we can master and harness stress in our lives.

In Arjuna's first book, you will learn:

- Arjuna's story from his childhood to the present day
- Strategies and tactics Arjuna used to master stress and recovery from Occupational Burnout
- Tips on how to become more mentally strong and resilient in a stressful world
- The importance of investing in your health and well-being to become your most authentic self

Non - Fiction

140 pages

8"x10"

Categories:

- Health & Fitness, Mental Health
- Self-Help, Post-Traumatic Stress Disorder (PTSD)
- Biography & Autobiography, personal memoirs

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Paperback

ISBN 978-1-03-914248-0

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eBook

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\$9.99 CAD

Available at:

- www.burntaroundtheedges.com
- Amazon Kindle
- Apple Books
- Google Play

TESTIMONIALS

★★★★★

"This book is fantastic and a must-read! Arjuna brings you into his life of being a Fire Chief at an early age and tells you how the stress affected him in his professional career and personal health. Through his experience, he advises navigating the stress and creating boundaries for yourself. Arjuna provides multiple tools in the book to assist you in preventing burnout throughout your professional career." - Steve

★★★★★

"This is required reading for anyone in the fire service at all levels, or emergency services as a whole. I wish I would have had this material 36 years ago when I entered the fire service. Thank you Arjuna for your continued contribution to the fire service." - Keith S

★★★★★

Arjuna's book is easy to read and contains much useful information that should be a "must read" for firefighters, fire officers, fire investigators and fire chiefs. Highly recommended read for all fire service personnel. Well done Arjuna this book is of my all-time fav reads. And thank you for your service!! - Brad D

★★★★★

"Stress and burnout- the fire service is unquestionably at the top tier of risk. But these things are universal... anyone who has ever had to fight to manage their stress levels can greatly benefit from this book. I myself struggle to control anxiety and have a good working familiarity with a myriad of useful strategies. Even so, there's plenty of new material in the book for me, and of course, we all benefit from reviewing the things we've learned from a fresh perspective. I highly recommend this thoughtful and comprehensive guide." - Jill B

★★★★★

"This is an amazing book written by a Fire Chief that cared about the profession, his community and his team. It came with a price and Chief Arjuna George writes from his heart about the stress that caused him to burnout, however, he also writes about how he was able to fight back to regain his physical and emotional health. He provides guidance that every Chief Officer and Firefighter should pay attention to. Through the openness of his experience, Chief Arjuna George is able to provide tools and guidance for those in the fire service and how they can avoid falling into the same trap. This really is a book that should be a mandatory read for those in the fire service and especially for those in leadership positions." - Les K

