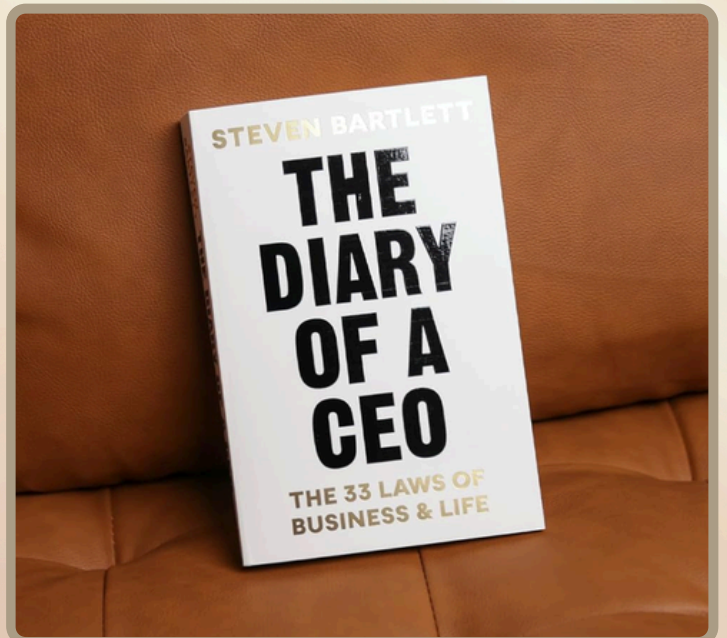




# FROM THE FOUNDER'S DESK

MARCH EDITION





## DEAR BOOK A TREAT FAMILY

Some evenings do more than bring people together—they awaken ideas, challenge assumptions, and leave us thinking long after the conversation ends. Our April huddle was one such evening.

This month, we immersed ourselves in the compelling wisdom of *The Diary of a CEO*—a book that sparked sharp reflections on mindset, growth, leadership, relevance, and the choices that quietly shape our future. What made this discussion especially powerful was how each principle moved beyond theory and became deeply personal. We examined how beliefs are formed through the evidence we repeatedly accept, and how those beliefs eventually begin to define our identity, actions, and outcomes. We also explored the importance of knowing when to lean in—when to adapt, innovate, and evolve before comfort turns into complacency. In a fast-changing world, growth belongs to those who remain curious, courageous, and willing to reinvent themselves.

Another compelling theme was the power of framing—how the way we present an idea, product, or even ourselves can influence perception, trust, and long-term loyalty. Equally significant was the reminder to reject the “ostrich approach”: avoiding uncomfortable truths only allows small issues to become larger obstacles.





What I cherish most about these gatherings is not just the book itself, but the brilliance each member brings into the room. Your interpretations, insights, questions, and experiences transformed the session into something far richer than a summary of chapters—it became a masterclass in shared wisdom.

Thank you to every member who contributed and made the evening so engaging, thoughtful, and memorable.

As we step into a new month, may we continue to read not just for knowledge, but for sharper thinking, deeper awareness, and stronger action.

Until next time—keep reading, keep growing, and keep showing up for your evolution.



With appreciation,  
**Shilpa Gupta**  
Founder, Book A Treat 🌟