

Baiju Solanki, BSc(Hons), MSc, MBPsS, is a psychologist, entrepreneur, and change-maker committed to helping people transform how they live, lead, and show up in the world.

As founder of EnSpirit Global Ltd and EnSpirit AI Technologies Ltd, Baiju blends deep psychological insight, lived experience, and forward-thinking innovation to help individuals and leaders step into their full potential with clarity, courage, and compassion.

At EnSpirit Global, Baiju delivers coaching and training programmes that empower people to master their inner game and build resilience, focus, and purpose-driven performance.

Central to his approach is the philosophy of human-first self-leadership encouraging individuals to take responsibility for how they think, act, and grow.

Through EnSpirit AI Technologies, he's designing human-centred tools that support leadership and wellbeing in today's fast-paced, AI-driven world. Across both ventures, his mission is clear: to help people take full ownership of their lives and create meaningful impact.

Baiju's path has been anything but linear. From professional highs to personal lows including burnout, self-reinvention, and starting over he knows what it's like to face the mirror and choose growth. These experiences shape the core of his message: transformation is possible for anyone willing to do the inner work and take consistent, courageous action.

He's the author of influential books including *Change Your Game*, *Play Your Game*, and his latest work *Humanity's Edge: How Self-Leadership and Accountability Build High-Performing Teams in the Age of AI*, which offer practical strategies for mindset, identity, and sustainable performance in an evolving workplace.

His insights on modern leadership reach thousands through speaking engagements, workshops, and strategic consulting with global organisations.

Beyond business, Baiju is a passionate advocate for inclusion and community. Through platforms like sport especially cricket he helps build connection and challenge inequality.

He believes true leadership isn't about status, but service: lifting others as you rise and creating space for everyone to thrive.

Whether he's coaching high-performing executives, designing accountability frameworks, or delivering keynotes from the stage, Baiju brings empathy, energy, and hard-earned insight.

His work continues to inspire leaders worldwide to step up, own their journey, and lead with authentic impact.