



FEDERICO MALATESTA

Founder, FM Transformational Coaching™
Author | Transformational & Executive Coach



**Executive coach to senior leaders in transition.
Author of *They Are Lying to You*, a critique of the self-help industry.**

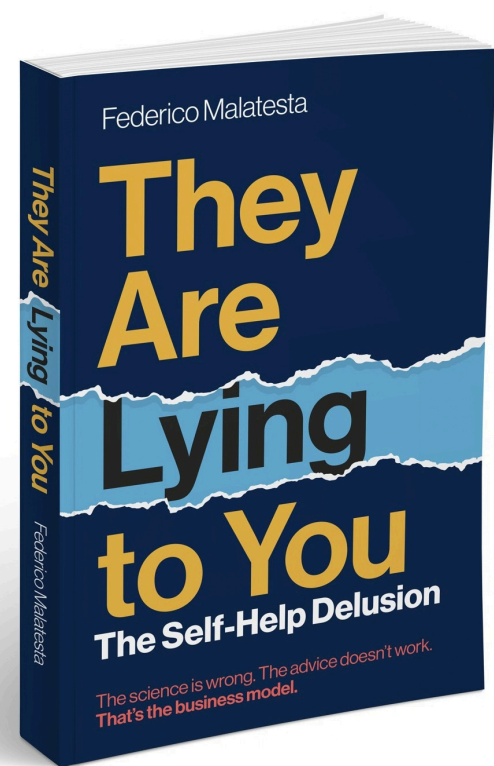
Federico Malatesta is an author and executive coach. He is the founder of FM Transformational Coaching™ and The Artha Ranch™. His third book, ***They Are Lying to You: The Self-Help Delusion*** (October 6, 2026), argues that the self-help industry sells protocols, scripts and methods for the one thing it cannot manufacture: the cultivation of a life.

Federico works with executives and senior leaders who have hit the ceiling of what performance can deliver: people who are competent, accomplished, and stuck. His approach draws on narrative theory, neuroscience, and contemporary psychoanalytic thought rather than routines and protocols.

He writes regularly on identity, leadership transitions, and narrative collapse on his website and Substack.

Before coaching, Federico spent fifteen years in global energy, last as Chief Investment Officer of a major Oil & Gas company overseeing a \$40 billion capital portfolio.

Originally from Rome, Italy, he has lived and worked in six countries in the last thirty years. He is now based in Texas at The Artha Ranch, where he breeds, raises, and rides performance reined cow horses.



OUT OCTOBER 6, 2026

They Are Lying to You: The Self-Help Delusion

amazon.com

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EDITORIAL AND SPEAKING TOPICS

- Why sports are a terrible metaphor for life
- Why protocols and routines cannot transform a life
- Why “find your why” produces fragility, not purpose
- Why habits don’t make an identity
- Midlife and the impact of Success Inflation
- Why you should rarely “trust your gut”
- Why you should listen to your desire
- Why leadership is neither control nor group therapy