

SPEAKER KIT

# ERIN HATZIKOSTAS

SPEAKER  
AUTHOR  
EDUTAINER



b Authentic inc



## Meet *Erin Hatzikostas*

**FORMER CORPORATE CEO  
TURNED SPEAKER (TEDx),  
PODCASTER, AUTHOR  
& CEO OF B AUTHENTIC INC**

Erin is a former Corporate CEO turned Professional Pot-Stirrer. She's a best-selling author, TEDx speaker, podcast co-host, and career & leadership coach.

Erin spent her career "first half" working in the corporate world, where at the age of 42, she became the CEO of a \$2bn healthcare financial institution. In just 3 years, she tripled earnings and sent employee engagement skyrocketing.

And just when things were going great, she decided to walk away so she could help solve what breaks her heart: the immense lack of

authenticity and happiness in Corporate America.

Through her company, b Authentic inc, Erin is provoking a movement to eradicate the all-too-fake Corporate environment by inspiring and enabling an army of people to crush their career, without compromising everything else.

Erin has spoken in front of thousands, is a regular contributor to Business Insider and other industry-leading publications. She is a CEO, wife, mother, coach, runner, MBA, and someone that loves to dance where you're not supposed to dance.

## PROGRAM DESCRIPTION

# YOU DO YOU (ish)

## Make Authenticity Your New Secret Weapon for Success



[CLICK TO WATCH DEMO VIDEO](#)

### PROGRAM BIO

We have a crisis on our hands; Gallup's latest Employee Engagement Survey avails that two-thirds of employees don't really give two hoots about their job. At the same time, we still have more CEOs named John (or Dave) than women CEOs.

Why is it that despite the proof that companies with engaged and diverse workforces perform exponentially better, we can't seem to crack these nuts? Erin Hatzikostas believes that the solution to these big problems is simpler than you think. Authenticity.

In this highly...authentic talk, Erin will take you on a roller-coaster ride of emotions and inspiration that will prove out the business case for authenticity in the workplace. She'll also help you understand the pillars of her proprietary H.U.M.A.N.S. Framework so that you too can take your badass self (including your flaws and all that junk too) to lead yourself and others with authenticity. With a collection of stories and data, plus a healthy dose of straight-talk, you will walk away immediately armed to stop the BS while also transforming your company, job, and life...forever.

### *Leaving this presentation you will:*

- Understand the proven impact that authenticity can have on companies and their results.
- Learn a simple framework for unleashing authenticity in your work. And well beyond too.
- Be empowered that authentic leadership can come from the top down AND the bottom up.
- Gain a foundation for the simplest changes to make in order to inspire an authentic culture.
- Have a stitch in your side from laughing!

## PROGRAM DESCRIPTION

# Don't Change For The Job. Instead, Change The Job.

5 Myth-busting Strategies to Lead with Authenticity and Propel Your Career

 [CLICK TO WATCH DEMO VIDEO](#)

## PROGRAM BIO

Yeah, yeah we all get that there's a gender diversity issue. But what we don't always talk about is one of the most common limiting factors: the "stories" we tell ourselves.

Erin Hatzikostas believes that the best talent is all-too-often opting out (or opting down) because they fear having to compromise to rise; compromise their family, their health, or even who they are.

And it does not have to be this way.

Join Erin to help you bust through the biases, barriers and BS that plague all too many of us. She will help you see that you BELONG in a big career, without selling your soul.

In fact, she will argue and inspire you to believe that the most effective way to do big things is in fact to be bold, stand out and do things your own, authentic way.

## TAKEAWAYS

*Leaving this presentation your audience will:*

- Understand the 5 most common myths that hold people, especially women, back from rising in their career.
- Start to seek out "Expanders" to help them fire up "what's possible" in their bellies.
- Begin to use storytelling in their everyday lives to inspire, motivate and captivate people around them.
- Stop fearing and using terms like "Executive Presence" and "Politics" to hold them back.
- *Incorporate* their children and family (vs. *balance*) into their work lives.
- Chant "Do it your own way" in their heads on an almost annoying frequency.

## PROGRAM DESCRIPTION

# Once Upon a Sale

## How to Use the Power of Storytelling as Your Secret Sales Weapon

 [CLICK TO WATCH DEMO VIDEO](#)

### PROGRAM BIO

My Uncle Bob tells the story time and time again of his greatest coaching moment. Long story short, unlike any other dad out there, he coached my 3 year-old cousin to keep running until he got to trees way in the distance. And not that Easter egg hunts have winners, but...Matthew won.

All of us are in one big Easter egg hunt. Or race to capture the attention, trust and wallets of companies and consumers. Sadly, many companies (and their marketing, product, sales, everything teams) are missing out on the single most powerful sales tool – storytelling.

In this talk, I will persuade you to obsess over using stories in everything you do. She'll highlight research, case studies and...well...likely tell lots of stories!

### *Leaving this presentation your audience will:*

- Understand the neuroscience behind why storytelling is so powerful.
- Learn about other companies' turnarounds and success after embracing storytelling.
- Be able to understand the most important building blocks for a real and effective story.
- Have all kinds of ideas of places where you can infuse storytelling (and no, it's not just in a sales meeting)
- Start building your own story "library."
- Be fired up to go sell your "widgets!"



# In the Media



Don't try to change women for the job.  
Instead, enable them to change the job.

- Erin Hatzikostas, Business Insider



Human Resource Executive



INSIDER



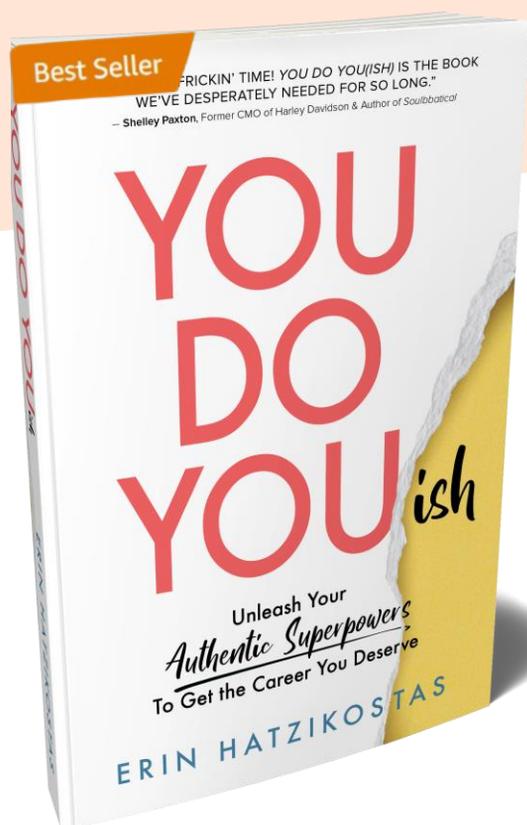


*Why you don't have to compromise for your career*



# *You Do You(ish)*

UNLEASH YOUR  
AUTHENTIC SUPERPOWERS  
TO GET THE CAREER YOU DESERVE



Former Corporate CEO turned Professional Pot-Stirrer, Erin Hatzikostas, is on a hell-bent mission to help people have the big career they deserve, without compromising everything else.

*You Do You(ish)* hurls aside the crusty, centuries-old career advice you've likely heard for way too long: lean in, executive presence, network, blah, blah, blah. Instead, the book will help you see that there's a better way to have success and get great results. An approach that will produce a massive win-win: you succeed, you don't sell out.

## PODCAST

# *b Cause with Erin & Nicole*

The *b Cause podcast* brings listeners real career advice and coaching, wrapped in a delightful package of humor, histrionics, unsanitized thoughts, random encounters, important guests, and who knows what else.

It is a bold, badass, and unbleached take on making it “big” without compromising who you are.



CLICK TO WATCH OUR PODCAST TRAILER



“

This is a real, hilarious, relatable and insightful look at the world we navigate every day! Take a listen! You'll definitely get some useful advice and you'll probably laugh your 🍷 off!

“

Erin and Nicole take the drudgery of corporate office culture by the horns and make you think about what is actually worthy of your energy. The honesty of best friends venting it out; with actual advice and deep reflection on what you can do about the BS.



Erin was a speaker at our Women in Technology Summit and she was just PHENOMENAL!! Everyone loved her session, energy, and of course, authenticity. She kept it 100% real. I would highly recommend Erin to anyone who is looking for a speaker for an event.

*Kanvi S.*  
IT Leader, CVS Health



Erin brings relevant, reasonable, and innovative tips that inspire people to see the possibilities in their own career journey. Her story-telling keeps audiences at the edge of their seats while giving participants nuggets of information they will not forget.

*Kathy K.*  
VP Technology, Fortune 10 Company



Erin is the speaker you always hope to hear at any meeting! Her vibrant honesty, engaging style and ability to tell it as she sees it is both unique and refreshing.

*Carolyn P.*  
Former CEO, Minnesota Health  
Action Group



Erin says what we're all thinking, and offers not just the observation, but relatable and fresh ways to think and act that really CAN change the game. Solidly grounded by her Midwestern common sense, she's refreshing, funny and real. She was THE hit of the Summit. MORE PLEASE!

*Barb F.*  
Founder & Principal, AMP

## ADDITIONAL PARTICIPANT FEEDBACK

b Authentic./ Erin H was fantastic....AMAZING!!

Erin is an excellent, inspirational speaker - would be great as a keynote speaker in the future!

I loved her presentation. Gave me a lot of incite as to trying new ways.

Erin was a great speaker - very entertaining. I felt she provided many good tips as how to stand out in a crowd and make a name for yourself...even if it's not in the 'conventional' or traditional manner.

Presenter was very engaging and energetic. The topic was interesting and 'next day' usable.

She was a riot and I can relate in my current role as I have been able to make it my own, based on my management style.

Erin shared strong points as well as making it comical.

Erin was amazing! She was very energetic and down to earth. Erin made the session fun and engaging.

She was a truly inspirational speaker.



**Jeff Bernhard** · 1st

President, Commercial Markets

3m · 

**Erin Hatzikostas** and I used to work together at another large company years ago. I invited her to inspire, fire up and to get our large team thinking about how we could best build our relationships, and trust, with our customers/prospects to help us grow. We also wanted to take a fresh approach to thinking about how our employees could grow personally and professionally. I will not give her talk away, but it was excellent and each of our team members received a copy of her book. We will be implementing many of her ideas and thoughts. If you are looking to hire someone to "bring it" and speak the truth around being Authentic in your organization, connect with Erin. A very different speaker that can benefit any company looking to grow through authenticity. BTW her book is excellent too!

# Fee Schedule

## IN-PERSON (U.S., Canada & Mexico)

60-90 Minute Program \$12,000  
Half day (up to 4 hours) \$18,000

## IN-PERSON (Other Countries)

60-90 Minute Program \$20,000  
Half day (up to 4 hours) \$30,000

## NON-PROFIT AND EDUCATION

60-90 Minute Keynote \$7,500  
Half day (up to 4 hours) \$12,000

## VIRTUAL

30-90 Minute Keynote \$7,500  
Half day (up to 4 hours) \$12,000

### FEW OTHER THINGS

- Connecticut, in-person events receive a 25% discount.
- All programs include a customized approach to ensure your audience feels like it is for **them!**
- Travel: recommend a \$1,500 travel buyout for airfare, ground and food for all US speaking engagements. Hotel to be booked and direct billed by client.
- International engagements must include business class airfare, minimum of 2 nights hotel, ground transportation and food.

hms  
Global Conference

“

People respect  
authority, but they  
follow authenticity.

*Erin Hatzikostas*





# Book Erin to Speak

To book Erin for your next event  
please contact:

Email: [hello@bauthenticinc.com](mailto:hello@bauthenticinc.com)

Phone: 860.508.7267



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[www.bauthenticinc.com](http://www.bauthenticinc.com)



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