

SPEAKER KIT

ERIN HATZIKOSTAS

SPEAKER
ENTREPRENEUR
EDUTAINER



b Authentic inc



Meet *Erin Hatzikostas*

**SPEAKER, PODCASTER,
INFLUENCER
& CEO OF B AUTHENTIC INC**

Erin is the living, breathing business case for authentic leadership.

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 that she could help solve what truly 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 is a prolific speaker, thought leader, and edutainer. She has spoken in front of thousands, is a regular contributor to Business Insider and several industry-leading publications. She also cohosts an offbeat career and leadership podcast. She is a CEO, wife, mother, coach, runner, MBA, and a Running Man enthusiast.

PROGRAM DESCRIPTION

YOU DO YOU **ISH**

Kick ass in your career,
without compromising everything else

[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*





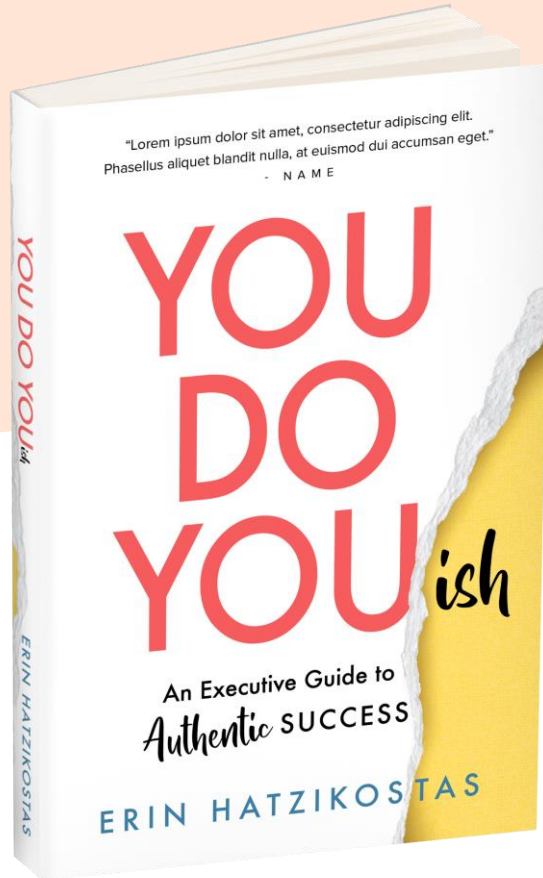
Erin Hatzikostas
2020

How you doing you-ish can change everything

OCTOBER 10, 2020

COMING OUT THIS FALL!

IN THE MEDIA



You Do You-ish

AN EXECUTIVE GUIDE
TO AUTHENTIC SUCCESS

PODCAST

b Cause with Erin & Nicole

The *b Cause podcast* is breaking the norm. Erin & Nicole come together to help people contemplate and contend with the “bS” that is in work...and life.


Episodes involve 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” like you’ve never experienced before.



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.

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 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.

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.

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

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