

b Cause Experience



SPEAKER

b Cause

EXECUTIVES | PODCAST HOSTS

INSPIRATIONAL EDUTAINERS

KIT



b Authentic inc



Meet Erin

**FORMER CORPORATE
CEO, PODCAST HOST,
SPEAKER & CEO OF B
AUTHENTIC INC.**

[Erin Hatzikostas](#) is a former corporate CEO who crushed the business case for the power of authentic leadership, tripling earnings in her 3 years as CEO of PayFlex. At the same time, employee engagement scores skyrocketed.

Now on a new mission, she is the Founder of b Authentic inc and cohost of the *b Cause with Erin & Nicole* podcast. She's hell-bent to shake up what she sees as an all-too-fake and uninspiring corporate world.

Erin is a nationally-recognized thought-leader on the power of authentic leadership. She's been featured in publications such as Forbes, Business Insider, Well+Good, and Authority Magazine.

Erin is well known for her Midwestern-inspired, unpretentious, witty, and authentic style of leadership. She is a truth-teller, coach, MBA, runner, skier, wife, mom of two, and someone who is not afraid to dance in public.



Meet Nicole

**DO-GOODER,
STORYTELLER &
PODCAST HOST WITH
B AUTHENTIC INC.**

By day, [Nicole Licata Grant](#) is an economist and executive director of a non-profit, philanthropic foundation for a global energy company, which helps her keep the lights on at home, while also providing daily inspiration for the *b Cause with Erin & Nicole* podcast.

Nicole is an expert at solving big issues through conflict and chaos (often quite literally). She grew up working-class in New Haven, Conn., graduated from Yale while poor, navigated divorce, worked in warzones, and survived being "arrested" overseas. Nicole is thrilled to now add "ridding Corporate America of inauthenticity" as her latest (and possibly, biggest) cause.

When not working in public service or podcasting, Nicole spends her time evangelizing for New Haven pizza and grappling with owning a 200-year old home. Nicole is known for seeing the humor in all things and staying gainfully-employed for over two decades while refusing to get an adult haircut.

PROGRAM DESCRIPTION

b Cause You Can

Unleash your career mojo through the power of living and leading authentically



CLICK TO WATCH OUR DEMO VIDEO

PROGRAM BIO

Study after study shows that gender diversity is key to maximizing your bottom line. But the reality is that your female, high-potential talent are opting out or opting down for fear they'll have to compromise their family, health, or souls for the "big job."

You're likely spending tons of money and time on gender diversity initiatives that are too safe, uninspiring, and not making a measurable impact.

Your top talent deserves *inspiration* and *permission* to do things their own way, so that they can say "yes" to the bigger opportunities and bring their best selves to the job, which in turn will drive greater business results for you.

That's where Erin and Nicole come in. They created a live experience, which is not about saying all the right words, it's about *demonstrating* and *enabling* change.

Think Talk Show meets Ted Talk.

Through a bit of theater, a bunch of truth-telling, and a little therapy, Erin and Nicole will give your audience the most forthright, interactive, entertaining, and action-oriented women's event you've ever attended.

Why? b Cause you deserve it!

TAKEAWAYS

Leaving this event your audience will:

- Be empowered to bring more of their unique self to work
- Understand strategies that will allow them to NOT opt out of the next big job or role
- Learn to craft into a personal leadership narrative that embraces success and failures equally.
- Be connected to a dynamic community of people who are committed to empowering change in their lives and the lives of others
- A stomachache from laughing (and maybe a slight tinkle too)

PROGRAM DESCRIPTION

$$E = Emcee^2$$

Give your conference the energy power bar it needs to be the most energizing, appetizing event evah.



CLICK TO WATCH OUR DEMO VIDEO

OVERVIEW

Why is the average worker largely indifferent about the concept of a conference?

Because most conferences are the professional development equivalent of a takeout meal: quick, easy and only momentarily satisfying.

It takes a lot of thought, energy, and resources to bring a conference together that will make a lasting impact on your people and your business.

You have the strategic vision, subject matter experts, and the detailed logistics lined up. So why leave out the secret ingredient that would make your conference exquisite?

A great emcee... or two.

Erin and Nicole are the “conference chefs” you need to synthesize your world-class inputs into a consumable delight of inspiration, connection, and information.

These masterful emcees will bring the fire, momentum, and chemistry to create a remarkable experience that will engage and delight audiences...and leave them ravenous for more.

Don't let your conference be another drive-through corporate experience. Make it a feast with Erin & Nicole.

TAKEAWAYS

Leaving this event your audience will:

- Be empowered by both the knowledge and the ENERGY from your conference
- Synthesize and see the connections between your speakers' presentations
- Be delighted to see you stepped outside the box; you aren't just going through the “conference motions”
- Feel like they attended the most well thought-out, orchestrated event ever
- Possibly experience a tiny tinkle or two from laughing



I feed on conferences.

-Marilyn Ferguson

“



“Erin and Nicole showcased their combined professional experience, life experience and perspective in a fun, interactive setting that is certainly not the norm for leadership talks or events. Looking forward to the next one!”

Julie G.
*President, Women’s Association of
Venture & Equity (WAVE)*

“



“It was the most raw, authentic environment I’ve ever been part of. Be ready to be real. Be ready to speak your truth. Be ready to learn.”

Mia J.
Partner, Oxeon Partners

“



“I didn’t really know what to expect, but it was absolutely amazing. This event for me was fresh, very authentic, and it was breathtaking.”

Kelie L.
VP, Mint Medical

“



“Dynamic, energetic, captivating. Come with no expectations and you’ll be pleasantly surprised!”

Nicole Chiarella
Tax Partner, Citrin Cooperman

“



“This event was frickin’ amazing! It was different. it was refreshing, and just awesome.”

Danilsa L.
Sr. Audit Manager

“



“Often times it’s about fitting into the mold and how you can fit in and do that successfully. And this was really about flipping that on its head and bringing your self to the workplace everyday.”

WAVE Member

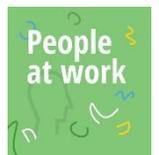


In the Media



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

- Erin Hatzikostas, *Business Insider*





Their Together *Story*

EXECUTIVES + CO-HOSTS OF THE B CAUSE PODCAST + LONGTIME FRIENDS

Erin and Nicole have known each other long enough to go from “idiots to executives”.

Picture it: 20-plus years ago in Hartford, Conn. Erin was an aspiring Actuary (fail) and Nicole was working where many confused Ivy-league grads first land - at a major consulting firm (also a fail). As fate has it, they found themselves at the same Halloween party. Nicole rolled in as Boogie Nights’ “Roller Girl” (skates and all) and Erin, dressed as a star athlete, knew immediately they had to become friends.

Fast forward two decades; they’ve experienced many divergent career and life successes and challenges, and they’ve pushed the boundaries on their wildest dreams. Yet they always cheered each other on, commiserated and conspired together.

Then one day, buried deep in an email, Erin “proposed” to Nicole – she asked if she would do a podcast with her. Erin was sick of hearing from too many people how stuck and miserable they were in their careers. At the same time, all of the podcasts were just a bit too “normal”...boring and theoretical.

A few months later, the *b Cause with Erin & Nicole* podcast was born. Through it, they are on a mission to set aside the traditional career and leadership “BS”, and instead inspire others through their real-life stories, interviews and personal journeys.

Truly opposites in just about everything, Erin & Nicole share a powerful common thread; their ability to be deeply thoughtful and extraordinarily funny all in virtually the same unscripted breath.

PODCAST

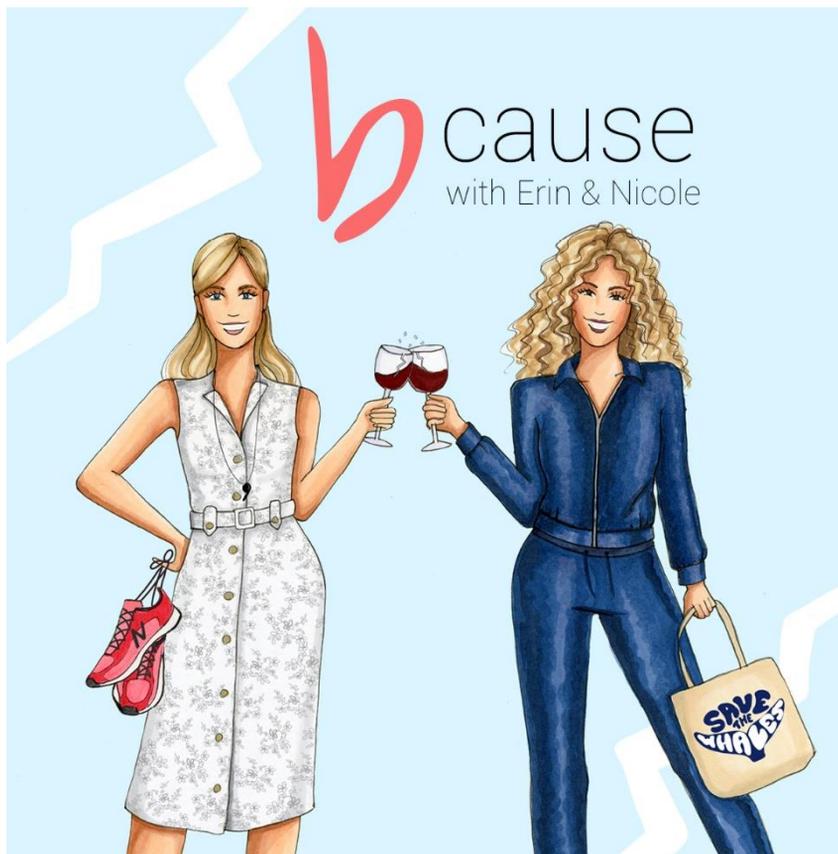
b Cause with Erin & Nicole

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.



*The real reason we have
gender inequality in the
workplace*

OCTOBER 10, 2020



“

If you want to do something, whether it's change the world or change the way you dress, I don't care what it is. You just start somewhere."

Nicole Licata Grant
b Cause Cohost



Book Us to ~~Speak~~ Wow

To book b Cause for your next event please contact:

Erin Hatzikostas

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Phone: 860.508.7267



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