



b Authentic inc

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# Erin Hatzikostas

SPEAKER | AUTHOR | EDUTAINER

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# MEET ERIN HATZIKOSTAS

FORMER CORPORATE CEO TURNED SPEAKER, AUTHOR,  
PODCASTER & CEO OF B AUTHENTIC INC



## ERIN IN ACTION



CLICK TO WATCH ERIN'S  
SPEAKER REEL

"She's an up-and-coming Mel Robbins."

Gina Davilla, Founder of The Keynote Shop

**Erin is an internationally-recognized leader on the topic of authenticity in the workplace. She is a former Corporate CEO turned Professional Pot-Stirrer and 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 (\$17M -> \$50M) and sent employee engagement skyrocketing.

help solve what breaks her heart: the immense lack of authenticity and happiness in Corporate America.

Through her company, [b Authentic inc](#), Erin is helping people and companies use authenticity as their secret weapon to success.

Erin has worked with many large companies, has spoken in front of thousands, and is a regular contributor to Business Insider and other industry-leading publications. Erin is a CEO, wife, mother, MBA, coach, runner, and someone that loves to dance wherever you're not supposed to dance.internationally recognized

## How to Use Authenticity as Your #1 Strategic Advantage

Why is it that despite the proof that companies with engaged and diverse workforces perform exponentially better, we can't seem to truly crack these nuts?" Erin will inspire you with a clear business case for authenticity and its power to be the difference maker.

Erin talks about (and demonstrates!) authenticity and Authentic Leadership in a way you've never heard before. She'll reframe how you think about the word "authenticity" itself (it is NOT synonymous with "being yourself" or "transparency"), share her Six Principles of Strategic Authenticity framework, and her proprietary national research that quantifies the impact Authentic Leadership can have on your company...and your career.

In the end, authenticity is tangible, and it's also work. Because it's so easy to flow down the inauthentic river that is gushing in business today, Erin's tangible, practical, and authentic advice will give leaders the stepping stones (and life vest) they need to start swimming in the other direction and into a beautiful oasis of success!



### LEAVING THIS PRESENTATION YOU WILL:

- 1 Gain a better understanding of what authenticity really is and is not.
- 2 Understand the proven impact authenticity can have on companies and their bottom-line.
- 3 Be empowered that authentic leadership can come from the top down AND the bottom up.
- 4 Learn a practical framework (H.U.M.A.N.S) you can use to put authenticity into motion immediately.
- 5 Have a stitch in your side from laughing!

# Once Upon a Sale: How to Use Authenticity as Your New Sales Playbook

You do *not* have to be authentic to make a sale, but you *do* have to reduce your prospect's Zero Moments of Truth down to zero. And authenticity is the most effective (and least exhausting) way to do that.

In this talk, Erin will talk about what Zero Moments of Truth (ZMOT) are and the requirements it places on every client sale you hope to make. She'll help you understand why in the olden days, sales required so many golf outings, steak dinners, and popcorn tins. *Hint: ZMOT requirements.* She'll then give you a more modern playbook to avoid all that pomp and circumstances and use authenticity as your ZMOT speed pass.

But the talk is much more than theory, she'll provide you with her proprietary research, the Six Principles of Strategic Authenticity (H.U.M.A.N.S.) framework, and three "starter plays" to help you start building a new, more modern, sales playbook.



## LEAVING THIS PRESENTATION YOU WILL:

- 1 Understand ZMOT requirements and why these are so critical to resolve
- 2 The three, more modern alternatives to help you reduce ZMOT to zero (sans steak dinners)
- 3 How the H.U.M.A.N.S. framework can give you tangible actions to be more authentic
- 4 Understand the components (and power) of crafting an Intriguing Intro, and how it helps you make a stand-out first connection with clients and prospects
- 5 Have a starting playbook to experiment and build upon to crush your goals!

# The 50% Rule

## Stop Chasing and Start Competing in a League of Your Own

What's the hidden secret behind people who are self-propelled to create extraordinary innovation, capture widespread attention, and have a blast while doing it? They do half.

They don't work harder, and no, they don't half-arse things. Instead, they use The 50% Rule to stop comparing to everyone else or trying to do fancy, expensive things to innovate. Instead, they leverage The 50% Rule to compete in a league of their own.

In this talk, Erin will bring this Rule to life through tangible and inspiring stories of people and companies that successfully used The 50% Rule to innovate, stand out, and have massive success. You'll also walk through The 50% Rule JIGSAW Puzzle framework, the 6 key principles you and your teams can use to activate The 50% Rule and go from underdog status to unmatched success!



Understand how Hamilton, The Savannah Bananas, Weird Al and others all used The 50% Rule to go from underdog status to unmatched success

Recognize Sleepwalking Syndrome and how it's plaguing your team and their ability to move forward powerfully

Be able to also implement The 50% Rule as a central component of your leadership strategy

The 50% Rule JIGSAW Framework to help you remember and activate the Rule to its fullest

Three experiments you can take back to your team to start playing, and innovating, with the Rule

LEAVING THIS  
PRESENTATION  
YOU WILL:

# IN THE MEDIA



WHY YOU DON'T  
HAVE TO  
COMPROMISE  
FOR YOUR CAREER



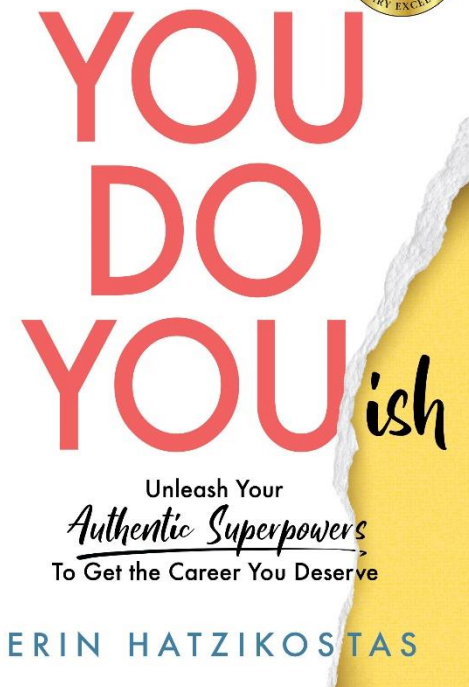
CLICK TO WATCH  
ERIN'S TEDX TALK

## FEATURED IN



"IT'S ABOUT FRICKIN' TIME! YOU DO YOU(ISH) IS THE BOOK WE'VE DESPERATELY NEEDED FOR SO LONG."

—Shelley Paxton, Former CMO of Harley Davidson  
& Author of *SouBbotical*



*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.

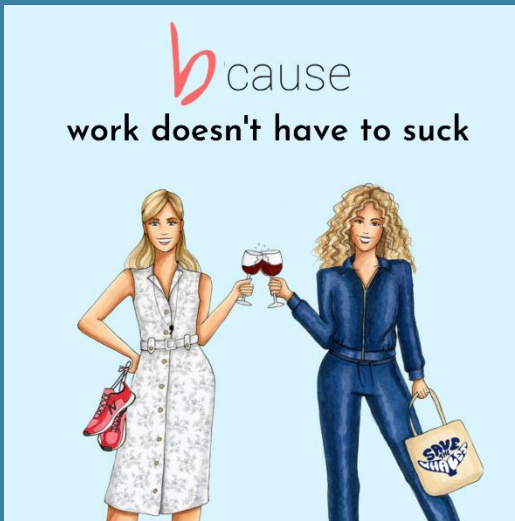
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## WHAT PEOPLE ARE SAYING

“I admit it, I rarely read self help books...because I feel like the suggested changes I'd have to make after reading them don't seem sustainable. This book is COMPLETELY DIFFERENT! Following Erin's advice should actually make life and work EASIER.”

“A literal hook, line and sinker situation here. I was standing reading this in my kitchen, laying in my 7 year old's bed, wherever I could keep reading it. I laughed so much. Erin is raw and hilarious and it felt like talking to a friend over wine about your career woes.”

# *b Cause Work Doesn't Have to Suck*



The 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

“

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.

“

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 has been speaking on the impact of authenticity in the workplace for years. But here's the truth: she was largely making stuff up.

Until now. She and a team launched a national research study to quantify the impact and bring hard, cold facts to what has historically been a subjective topic.

In 2022, her company released the findings of this study, and she now brings this research to the stage and your audience to make the business case even stronger!

Authenticity is no longer just fluffy unicorn doo-doo!

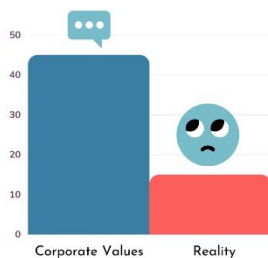
Would you like to see the full report?

[DOWNLOAD THE STUDY](#)

## A FEW OF THE FINDINGS

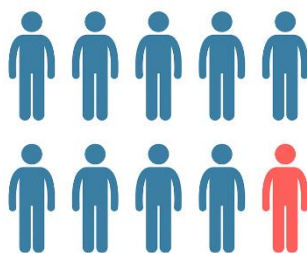
### There's a Corporate Culture Disconnect

While almost half of employees report that authenticity is listed in their company's corporate values, only 16% report it's something always practiced in their company's culture.



### Worker's Crave Authenticity

Nearly all employed Americans (90%) believe that authenticity is important now more than ever.



**KANVI S.****IT LEADER, CVS HEALTH**

"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."

**DR. NAN TERTEL****CHAIR ON ANNUAL MEETINGS AT AMERICAN DENTAL ASSOCIATION**

"Erin received soooooo many compliments. She made such a connection with our attendees! One attendee even looked at me straight in the eye and said, "I changed my schedule to come back today...because I've never seen a speaker give me so much information I can use with my staff on Monday."

**CAROLYN P.****FORMER CEO, MINNESOTA HEALTH ACTION GROUP**

"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."

**BARB F.****FOUNDER & PRINCIPAL, AMP**

"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! "

**Jeff B.****FORMER PRESIDENT OF COMERCIAL MARKETS, HIGHMARK INC.**

"I was looking for someone to help us in changing the culture and creating an organization where everyone felt empowered to speak up and create transformation. If you're looking for some to create lasting change to your company and empower them for growth and transformation, I would recommend hiring Erin."

**EMILY D.****DIRECTOR / WISE NATIONAL CO-CHAIR, CVS HEALTH**

"We hired Erin to speak to over 10,000 colleagues across our company's colleague resource groups. She generated so much excitement across our community and gave the group immediate, tangible action items to help them achieve success in their careers and for our company. I highly recommend Erin for anyone that's looking for a dynamic, engaging, and easy-to-work with speaker!"

# More Authentic Feedback

“I cannot tell you how much this one event gave me the reassurance and confidence I needed in the workplace. Erin is breaking the mold on this and I’m excited to recommend her to all my friends and colleagues.”

“Presenter was very engaging and energetic. The topic was interesting and ‘next day’ usable.”

“Bright , funny , energetic, engaging. Erin truly has the ability to capture her audience, keep their attention, and drive home a very important message. If your organization has not had the pleasure of hearing Erin message you’re losing out. I recite clips on a continuous basis of things she said that drove home to me.”

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

“I had the and honor to attend one of Erin's presentation. My only regret is that I didn't learn this when I was just starting my career!!!

“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.”

“She was a truly inspirational speaker.”

“I loved the "sucky song" analogy - I keep thinking about it throughout my day as I notice myself thinking "sucky song" thoughts. Game changer.”

“It was one of the best workshops I've been to. Erin was incredibly knowledgeable, approachable, and engaging, and I'm truly inspired by how to bring more of my authentic self to my life each day.”

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

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



## What are you waiting for? 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

CONNECT ONLINE



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

“People respect  
authority,  
but they follow  
authenticity.”

ERIN HATZIKOSTAS



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