



b Authentic inc

---

# Erin Hatzikostas

SPEAKER | AUTHOR | EDUTAINER

---

# 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

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.

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 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.

## How to Win (Big-Time) Using Authenticity as Your Secret Weapon for Success

You've probably heard "Bring your authentic self to work" a hundred times in the last year [insert eye roll]. But here's the reality: being "yourself" at work probably feels like fluffy unicorn doo-doo that isn't really actionable or possible.

During this talk, Erin will help you see that authenticity is a much more nuanced and complex concept. And, when embraced in this way, it turns authenticity from a passive, la-ti-da concept to an active, dy-no-mite strategy that should be at the heart of your leadership and culture strategy.

Erin will do more than talk theory. Grounded in her proprietary framework, "The Six Principles of Strategic Authenticity" (H.U.M.A.N.S.), she will help you see that authenticity can be purposefully practiced. She'll also provide some initial "plays" for your own Authenticity Playbook, which will have you putting your authenticity in motion as soon as you leave the session. In this new, post-pandemic world, this is THE strategy you need to modernize your culture, maximize your career, and make lots more moola!



### 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 Secret Sales Weapon

Erin's 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 her three-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, a 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 – authenticity.

In this talk, Erin will persuade you to obsess over using authenticity in everything you do. She'll highlight research, case studies and...well...sell you through lots of authentic stories!



LEAVING THIS  
PRESENTATION  
YOU WILL:

Learn about other companies' turnarounds and success after embracing authenticity.

Understand the neuroscience behind why storytelling is so powerful.

Get several ideas of places where you can infuse authenticity (and no, it's not just in a sales meeting.)

Learn a practical framework (H.U.M.A.N.S) you can use to put authenticity into motion immediately.

Start building your own Authenticity Playbook.

Be fired up to go sell your "widgets!"



# Don't Change for the Job. Instead, Change the Job.

There's no doubt we still have a ginormous gender gap at the top of the leadership ladder. However, we often ignore the biggest issue: women aren't being held down, they're opting down. Women often fear they'll have to compromise to rise - compromise their family, their health, or even their soul. As a result, we don't lean into the big girl job.

In this talk, Erin won't encourage you to lean in, but rather to lean in a totally different way. She'll bust down the "Sucky Songs" women often sing to themselves and inspire you to rewrite them by using authenticity as your new secret weapon for success.

Using her framework, "The Six Principles of Strategic Authenticity (H.U.M.A.N.S.)", Erin will show you how authenticity isn't some fluffy unicorn doo-doo, but rather an actionable strategy you can enact immediately. Her talk will inspire you to change the job - and the entire game - so you can opt up, without selling out!



## LEAVING THIS PRESENTATION YOU WILL:

- 1 Understand the common "Sucky Songs" that often hold people, especially women, back from rising in their career.
- 2 Realize that authenticity is more than a permission, it's a power.
- 3 Begin to start seeing authenticity as an active strategy that you can use to increase connections, trust, and intrigue.
- 4 Learn a practical framework (H.U.M.A.N.S) you can use to put authenticity into motion immediately.
- 5 Activate your own "Authenticity Playbook" with some simple starter "plays."

# IN THE MEDIA



WHY YOU DON'T  
HAVE TO  
COMPROMISE  
FOR YOUR CAREER



CLICK TO WATCH  
ERIN'S TEDX TALK

## FEATURED IN



FAST COMPANY

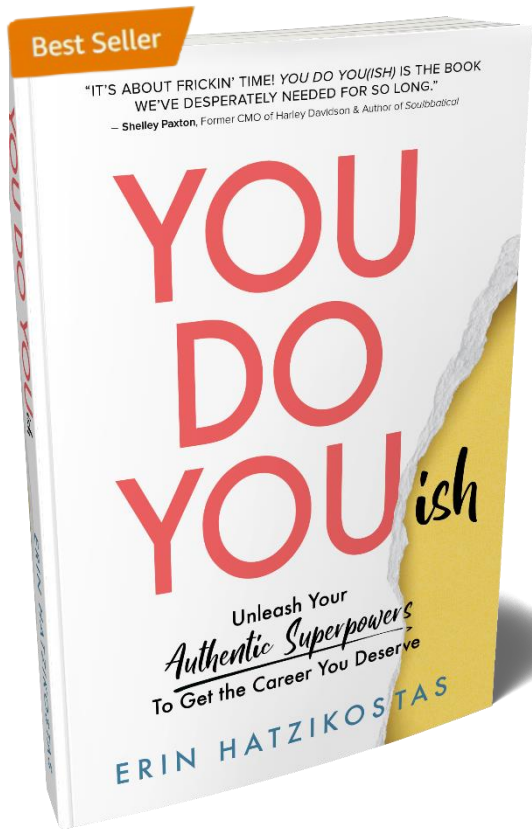


BUSINESS INSIDER



THRIVE  
GLOBAL





*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.

“

## 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 Podcast with Erin & Nicole



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



“

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.



**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."

**KATHY K.****VP TECHNOLOGY, FORTUNE 10 COMPANY**

"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."

**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

## TESTIMONIALS

"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."



# 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



b Authentic inc