



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

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

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 and 2x 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 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 an 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

Throw Out Half the Playbook to Start Competing in a League of Your Own

What's the hidden secret behind people and companies like Weird Al Yankovic, *Hamilton*, The Savannah Bananas, and so many others who create extraordinary innovation, capture widespread attention, and have a blast while doing it? They enact the power of half.

They don't work harder, and no, they don't half-arse things. Instead, they use The 50% Rule to stop copying, chasing, or comparing themselves to everyone else. 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!



LEAVING THIS
PRESENTATION
YOU WILL:

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

Recognize Sleeprunning 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.

IN THE MEDIA



WHY YOU DON'T
HAVE TO
COMPROMISE
FOR YOUR CAREER



CLICK TO WATCH
ERIN'S TEDX TALK

FEATURED IN



FAST COMPANY



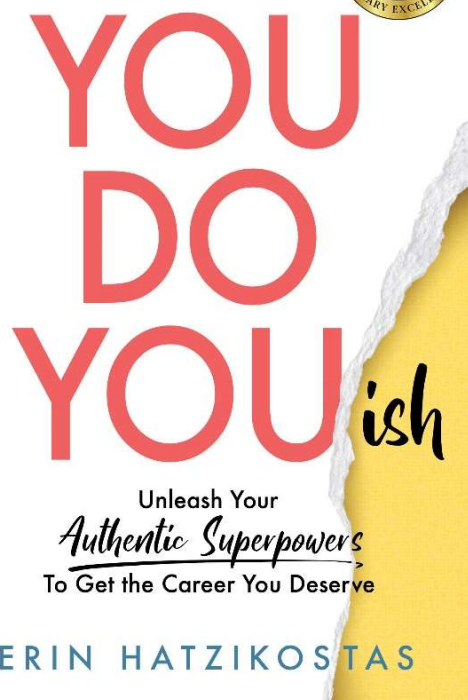
BUSINESS INSIDER



THRIVE
GLOBAL



"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 *Soulbotter!*



You Do You(ish), winner of four literary awards, hurls aside the crusty, centuries-old career advice you've likely heard for way too long: lean in, executive presence, network, blah, blah, blah.

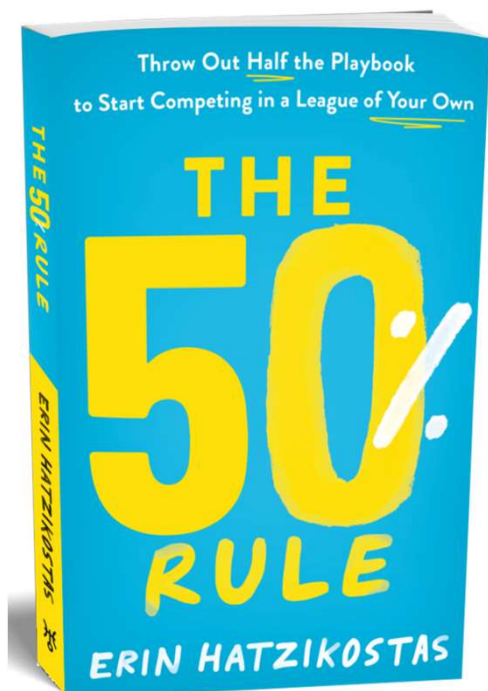
Instead, the book will help you see that there's a better way to have success and get great results. An approach that will produce a massive win-win: you succeed, you don't sell out.

“

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.”



Discover the power of half.

In *The 50% Rule*, award-winning author and former CEO Erin Hatzikostas unveils the creative shortcut that has helped her and so many others go from underdog status to unmatched success in career and daily life. The 50% Rule is a simple compromise: Do things half-normal, half-you—and work half as hard—for amazing results that are grounded in your authentic strengths.

“

WHAT PEOPLE ARE SAYING



“There is so much good stuff in this book!”

“Well, I’ve 50% Ruled a couple of business days now and have read *The 50% Rule* cover to cover. Next step...read it again! There is so much good stuff in this book!”

-Bruce Wallace, Chief People Officer of Newman's Own, Inc.



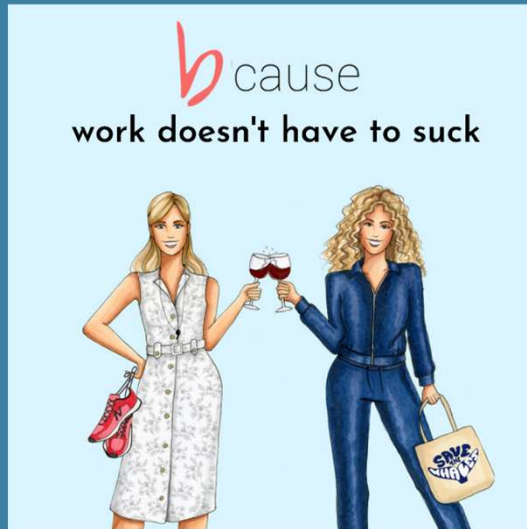
“Everyone needs this book!”

"The day I received *The 50% Rule*, I thought I would take a quick peek. Many hours and one meeting postponement later, I had read the entire thing in one sitting. This book flows, is full of great stories, and is rich with practical advice. If I would have known about this rule thirty years ago, my life would have been a lot more fun. Everyone needs this book!"

-Julie Ann Dubek, Chief Human Resources Officer of a 50,000-employee company



b Cause Work Doesn't Have to Suck



The 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 HEAR TO CHECK IT
OUT ON APPLE PODCASTS

“

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!



Authenticity is no longer just fluffy unicorn doo-doo!

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.

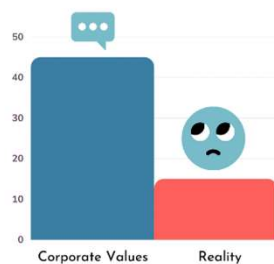
In 2022, her company released the findings of this study, and she now brings this research to the stage and your audience to make the business case even stronger!



A FEW OF THE FINDINGS

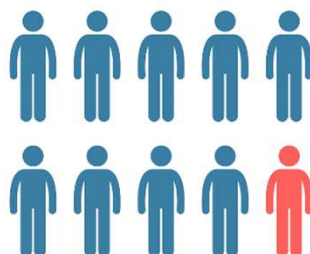
There's a Corporate Culture Disconnect

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."

**RENEE B.****FOUNDER, SHE WHO WINS CONFERENCE**

"Erin was THE BEST speaker at our event! Her energy was dynamic and I was blown away at the journey she took the audience on during her talk. She led them through a perfect rollercoaster of emotions through her storytelling, framework, and hilarious orange suitcase bit/metaphor that had everyone both laughing AND nodding.. I highly recommend Erin for any audience/event!"

**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."

Fee Schedule

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

30-90 Minute Program	\$18,500
Half day (up to 3 hours)	\$25,000

IN-PERSON (Other Countries)

30-90 Minute Program	\$25,000
Half day (up to 3 hours)	\$32,500

NON-PROFIT AND EDUCATION

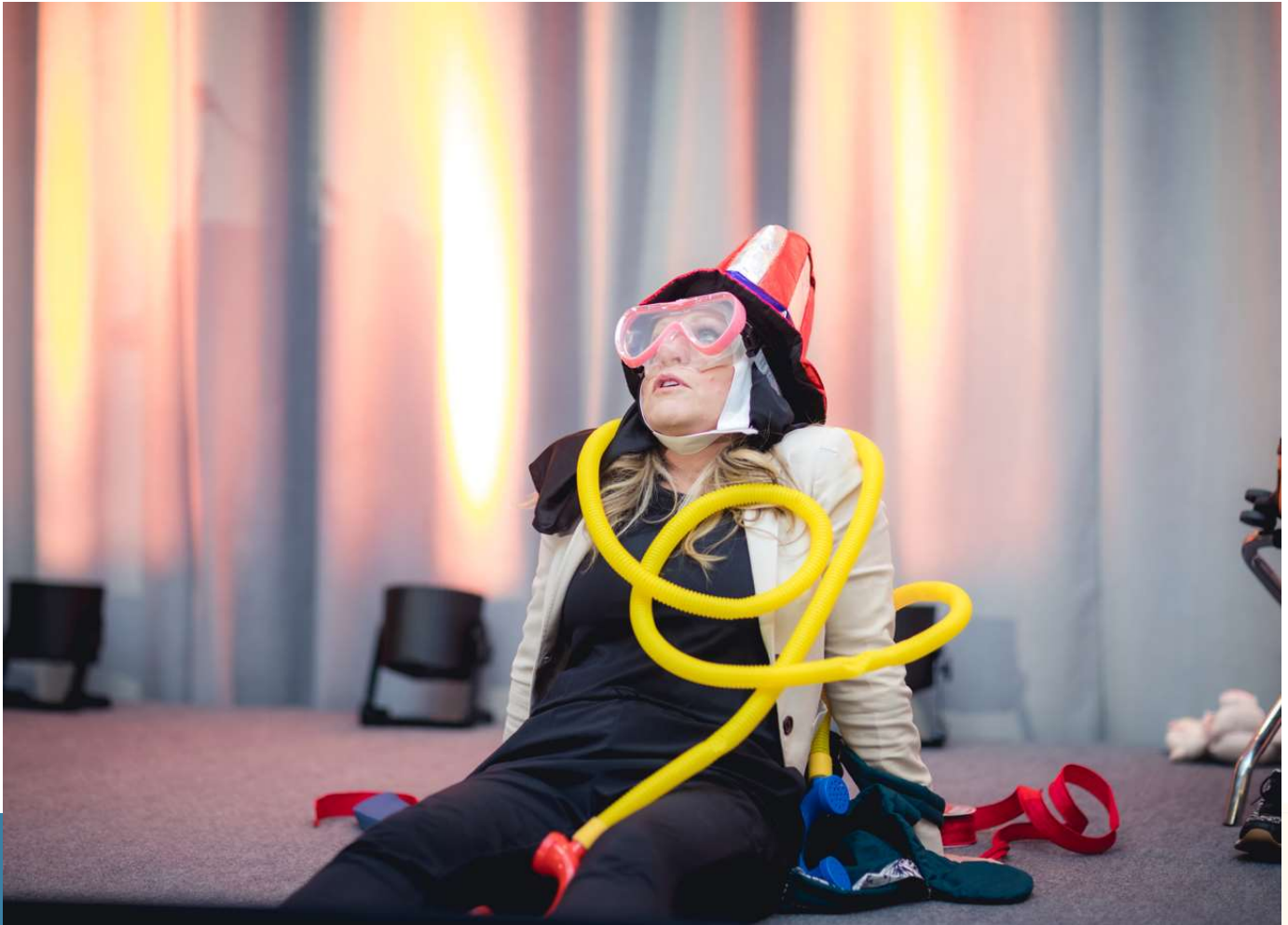
30-90 Minute Keynote	\$15,000
Half day (up to 3 hours)	\$20,000

VIRTUAL

30-90 Minute Keynote	\$10,000
Half day (up to 3 hours)	\$15,000

FEW OTHER THINGS

- Connecticut in-person events receive a 20% discount.
- All programs include a customized approach to ensure the audience feels like it is for **them!**
- Domestic travel: \$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 two nights hotel, ground transportation and food.



What are you waiting for? Book Erin to speak!

To book Erin for your next event, please contact your Speaking Bureau partner



“People respect authority,
but they follow authenticity.”

ERIN HATZIKOSTAS