

# ERIN HATZIKOSTAS

Internationally-recognized thought leader on  
authenticity in the workplace.



## MEDIA KIT



CEO | SPEAKER | COACH | AUTHOR | PODCAST  
HOST | EDU-TAINER



## MEET ERIN HATZIKOSTAS

Erin is a CEO, best-selling author, career coach, TEDs/keynote speaker, and podcast co-host.

Erin is a former corporate executive, where at the age of 42, she became the CEO of a 9-figure company. In just 3 years, she tripled earnings and sent employee engagement skyrocketing.

When she realized that it was her extreme authenticity that both allowed her to say “yes” to the job and achieve incredible results, she walked away to start b Authentic inc.

Erin is determined to create a massive authenticity movement to eradicate the all-too-fake Corporate world and enable people to have a big career, without compromising everything else.

Erin is a prolific speaker (including TEDx in Oct 2020), truth-teller, and edutainer. She’s spoken in front of thousands and is a regular contributor to publications such as Business Insider, Fast Company, and Well+Good. She also cohosts an offbeat career and leadership podcast, b Cause with Erin & Nicole..

Erin is a CEO, wife, mother, coach, runner, MBA, and Running Man enthusiast.

# BACKGROUND QUESTIONS

HERE ARE SOME BACKGROUND QUESTIONS TO GET THE BALL ROLLING



## Question 1

I see you started as an Actuary? How did that translate into becoming a corporate CEO?

## Question 2

You crushed it in your CEO position. What made you decide to walk away from it to start your own company?

## Question 3

Why do you think the corporate workplace is so “fake” and what can we do to change it?

## Question 4

Have you always been authentic? What made you that way?

# AUTHENTICITY AS A STRATEGY

**Authenticity is exposing yourself, when people least expect it.**

Erin's proprietary H.U.M.A.N.S. framework helps people leverage authenticity to have it "all."



Question 1

Some people fear that being too authentic exposes too much? What do you think about that?

Question 2

How did being authentic help you when you were an executive?

Question 3

You have a book coming out, *You Do You(ish)*. What does it talk about?

Question 4

You also co-host a podcast, b Cause. What is that all about?

# WOMEN IN LEADERSHIP



There are more CEOs named Dave than women CEOs. That's effed up. The problem is we're trying to solve the gender diversity issue the wrong way.

Question 1

Gender inequality is still such a huge issue at the top of organizations. Why do you think that's the case?

Question 2

You had a big CEO job but then opted out yourself. Do you feel like you let other women down in doing that?

Question 3

What three pieces of advice would you give to a woman that is struggling to have a big career and raise a family?

Question 4

You talk a lot about not changing for the job but instead changing the job. What do you mean by that?

# LEAVING “CORPORATE”



**“Who says this is the top?”**

A statement that changed my life forever. We can help others see that there are many mountain ranges in their career...and life.



Question 1

You had a really big job and that, as I understand it, was going really well. What triggered you to “retire?”

Question 2

If someone out there is considering making a major career change, what 2-3 pieces of advice would you give them?

Question 3

Did you always have this idea for b Authentic inc? What made you finally pursue it?

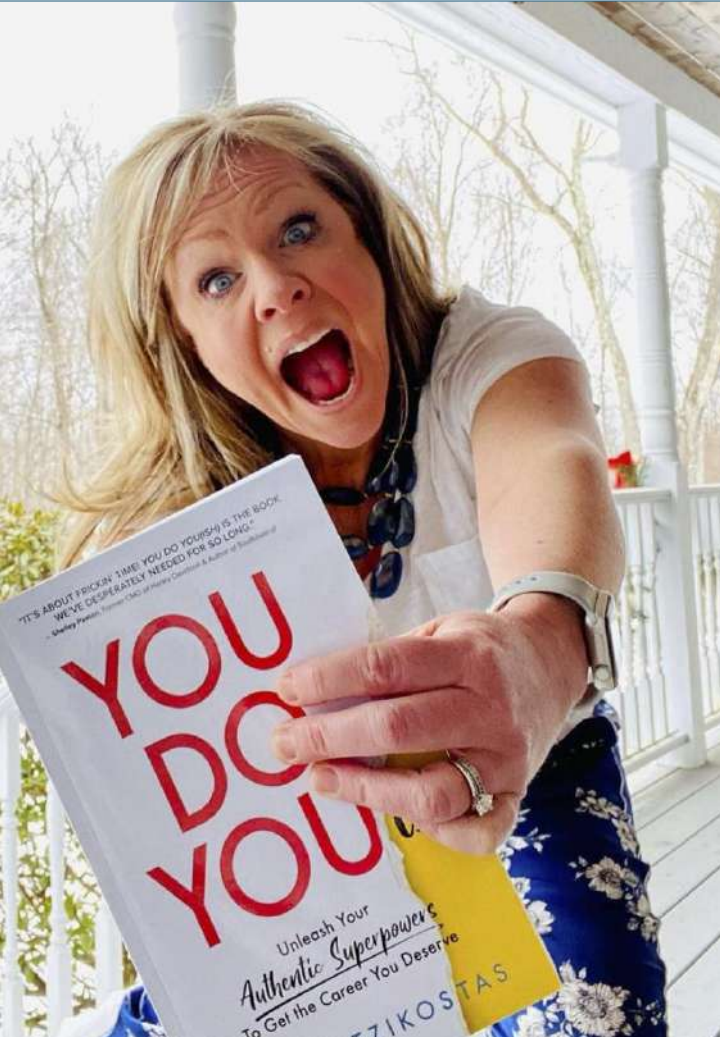
Question 4

What’s the biggest thing that breaks your heart?

Question 5

If you could wipe one thing out from Corporate America and rebuild it, what would it be?

# YOU DO YOU(ISH)



Former Corporate CEO turned Professional Pot-Stirrer, Erin Hatzikostas, is on a hell-bent mission to help people have the big career they deserve, without compromising everything else.

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.

## Question 1

Authenticity seems to be a hot topic right now. How do you define authenticity?

## Question 2

There is so much BS in the corporate workplace, and it seems nearly insurmountable. How does this book help people cut through all that?

## Question 3

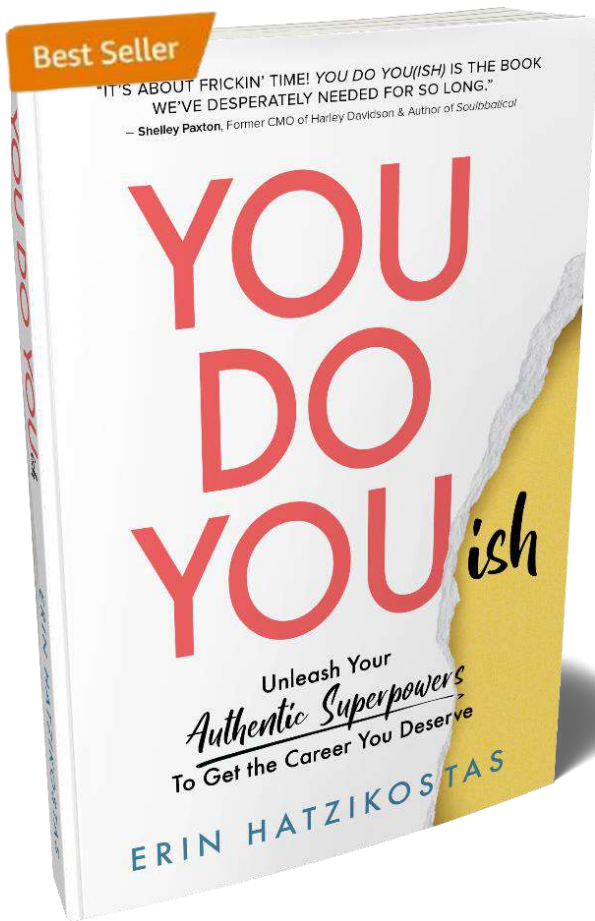
What if someone isn't in leadership? Can this approach help them?

## Question 4

How do you think the pandemic will change the workplace?

## Question 5

When is the book being released?



*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.”



# YOU DO YOU-ISH EXCERPTS

A FEW QUICK QUOTES FROM ERIN'S BEST-SELLING BOOK *YOU DO YOU-ISH*

“My successor was waiting outside my office. It was time to do the proverbial walk-round and introduce him to everyone in the office.

I got up from my chair and headed out to meet him.

He was clearly excited. Of course he was. This was his first moment as the new CEO of our company.

We made small talk as we walked together through the corn maze of cubicles and offices. I told him how awesome every person was and what they were working on. I was following the corporate playbook, conscious that I was being repetitive as we did the cubicle tour, but this was what we were supposed to do. We walked around for about forty minutes. Just as we were nearing the end, I looked down and saw a huge, white blob hanging from my hair.

“Oh shit,” I said, “that must be dried yogurt. From breakfast. Five hours ago.”

Move on before you (or your hair) gets too crusty.”

“Don’t lean in further to your career, while leaning out further from your personal goals. Instead, lean in a totally different way altogether.”

---

“I hope you see the light at the end of the tunnel. Actually, no. I hope you light that frickin’ tunnel on fire. I hope you’ll finally see there is a way to punch that asshole that keeps pushing the proverbial up arrow on your work treadmill. I hope you’ll see that you can go to work and be bold and brave and different. I hope you’ll see there is a way to fundamentally change the workplace for you...and for others.”

---

“People respect authority, but they follow authenticity.”

# 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.

# IN THE MEDIA

Erin is an internationally-recognized expert on authenticity in the workplace.



WHY YOU DON'T  
HAVE TO  
COMPROMISE  
FOR YOUR CAREER



CLICK TO WATCH  
ERIN'S TEDX TALK

## FEATURED IN



ESTCOMPANY



BUSINESSINSIDER



THRIVE  
GLOBAL



## PHOTOS

Photos of Erin are available for download [here](#)

## PODCAST INTERVIEWS

Here is a sample of previous media interviews:

- [CBS' Better Connecticut](#)
- [Lessons from a Quitter](#)
- [The New Mid](#)
- [Transform U](#)
- [People at Work](#)
- [Catapulting Commissions](#)
- [Waking Oz](#)

## ONLINE ARTICLES

And here is a sample of her online articles:

- [Leaving a \\$500K job](#)
- [Culture change](#)
- [LinkedIn profile](#)
- [Signs you're not an authentic leader](#)
- [Virtual interview tips](#)
- [Why women's conferences kinda suck](#)
- [3 tips to help women propel their career during COVID](#)
- [And many more...](#)





## NEED TO GET IN TOUCH?

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

CONNECT ONLINE



“Authenticity isn’t a permission. It’s a power.”

ERIN HATZIKOSTAS



b Authentic inc