

# MEET ERICA

## AUTHOR, SPEAKER, PROFESSIONAL DOT-CONNECTOR



**ERICA KESWIN** is a workplace strategist, executive coach, and the founder of the Spaghetti Project, a unique platform that shares the science and stories of connections at work with companies, teams, individuals, and communities. Erica has worked as a consultant at the Hay Group and Booz Allen & Hamilton, as the Executive Director at Russell Reynolds Associates, and as an executive coach at NYU's Stern School of Business.

Throughout her twenty-plus years working with some of the most iconic brands in the world, Erica



has found that relationships are the most powerful driver of success for individuals and companies striving to attract and retain talent and loyal customers. Through her consulting and her research, Erica has developed a tried-and-true, human roadmap for people seeking a more meaningful and connected work life.

***Bring Your Human to Work*** is Erica's guide for the workplace revolution that honors relationships and puts people first.

## SPEAKING AND WORKSHOPS

### **BRING YOUR HUMAN TO WORK**

*Smart Companies  
Honor Relationships*

This flagship talk is based on Erica's twenty years as a consultant for some of the most iconic brands in the world, as well as her recent research for her book on what makes a company more "human." Erica offers powerful case studies and walks leaders and managers through her ten sure-fire ways to help them design a more human workplace, which all comes down to one simple thing—honoring relationships.

### **MANAGE MILLENNIALS WITH EASE**

*Just Honor Relationships*

For businesses who want to attract and retain early-career professionals, Erica offers innovative ways to honor relationships, which is critical for those who want to keep their business current, connected, and relevant to every generation. She helps leaders and managers understand the values that are most important to this generation and shows them how to cultivate a culture of diversity, inclusion, and flexible work practices.

### **BE REAL**

*Speak in a Human Voice*

The days of stiff corporate identity are (thankfully) over. For anyone and everyone running a business of any size and in any industry, this keynote offers unique and practical ways to connect with customers and employees in an authentic—and much more effective—voice.

### **PLAY THE LONG GAME**

*Make Your Business  
Truly Sustainable*

In today's purpose-seeking economy, top talent and valuable customers are all demanding that businesses be held accountable for everything from environmental impact, to diversity, to flexible work. This keynote offers leaders and managers dynamic case studies and an actionable roadmap for investing in the long game.

### **FIND THE SWEET SPOT**

*It's Between Tech and Connect*

This keynote is targeted to managers and leaders who find themselves up against the wall of the digital deluge, and want to make a change. Erica offers real-world case studies and shows people practical ways to find that sweet spot—leveraging all that's great about technology, while at the same time learning how to disconnect to reconnect.

# PRAISE FOR BRING YOUR HUMAN TO WORK

“ This is an important moment. We are all trying to figure out how to create a workplace that’s inclusive, meaningful, and inspires the kind of creativity that leads to innovation. Erica Keswin’s heart-felt, accessible, well-researched book, *Bring Your Human to Work* is what we’ve all been waiting for.”

**KATIE COURIC, JOURNALIST AND BESTSELLING AUTHOR**

“ If you care about people as much as profits, this book is full of useful ideas for making work life better.”

**ADAM GRANT, NEW YORK TIMES BESTSELLING AUTHOR OF *GIVE AND TAKE*, *ORIGINALS*, AND *OPTION B* WITH SHERYL SANDBERG**

“ Hugely insightful and stunningly practical, *Bring Your Human to Work* offers a wealth of powerful strategies for humanizing technology, hiring the right people, designing a smart office layout, and so much more. Discover the 10 essential ingredients elite organizations use to create extraordinary workplaces—wrapped inside a framework that’s both fun to learn and easy to customize.

**RON FRIEDMAN, PH.D., AUTHOR OF *THE BEST PLACE TO WORK: THE ART AND SCIENCE OF CREATING AN EXTRAORDINARY WORKPLACE***

“ When people thrive, business thrives. And that’s why companies that prioritize employee well-being will win the future. In *Bring Your Human to Work*, Erica Keswin shares the science and the stories of companies that get it right. If you want to build a thriving workforce, this book is for you.”

**ARIANNA HUFFINGTON, FOUNDER OF HUFFINGTON POST AND FOUNDER & CEO OF THRIVE GLOBAL**

“ One of the best employee habits is honoring relationships—with colleagues, clients, and ourselves. Erica Keswin shares the science and stories from companies about how great relationships happen.”

**CHARLES DUHIGG, BESTSELLING AUTHOR OF *THE POWER OF HABIT* AND *SMARTER FASTER BETTER***

“ In an age of disruption and rapid technological change, there’s a growing desire for meaning and authenticity at work. Erica Keswin’s incisive new book shows us how to find it. Whether you’re an entrepreneur, a leader, or anyone looking for a more purpose-driven job, this book answers your big questions.

**DORIE CLARK, AUTHOR OF *ENTREPRENEURIAL YOU* AND *STAND OUT*, AND ADJUNCT PROFESSOR, DUKE UNIVERSITY FUQUA SCHOOL OF BUSINESS**

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