



Kristen Hadeed

**“BUILD MEANINGFUL RELATIONSHIPS”  
SESSION DESCRIPTION**

# BUILD MEANINGFUL RELATIONSHIPS

## STRENGTHEN TRUST & INSPIRE BELONGING

So often, we're told to leave our "personal stuff" at home and make work only about... *work*. But *work is* personal, and we're human. The more we can understand one another and our unique experiences, the more compassion and empathy we'll bring to work, and the more we'll feel valued as a result.

In this session, Kristen will share the secret to how she built a business with an industry-leading retention rate—despite the fact that her people spent their days cleaning toilets. It wasn't the *work* that kept everyone engaged; it was the focus on relationships that led to a culture of trust and belonging.

You'll learn how to use curiosity, vulnerability, and empathy to create a similar environment in your organization and discover the connection between deeper relationships and greater results.

Attendees will experience an immediately applicable shift in their ability to:

- Deepen their relationships at work and accomplish more together
- Be more authentic, vulnerable, and empathetic and inspire the same in others
- Strengthen the uniquely "human" parts of their culture in the face of technology and change
- Develop, maintain, and elevate trust

# QUICK FACTS ABOUT KRISTEN

- Founder of Student Maid & CEO for 14 years
- Author of [\*Permission To Screw Up: How I Learned To Lead by Doing \(Almost\) Everything Wrong\*](#) with Penguin Portfolio, 50,000+ copies sold worldwide
- Host of the [Human Leadership Program](#), which has thousands of alumni
- Has conducted 1,000+ leadership sessions around the world to date. Previous clients include: Microsoft, L'Oréal, iHeartRadio, Google, PayPal, Apple, Louis Vuitton, JetBlue, The Container Store, Nissan, BP, IKEA, Hardrock, PGA Tour, YMCA
- Named one of the "World's Top 10 CEOs" by *Inc.*
- Two-time TEDx Speaker; first TEDx talk has surpassed 3 million views on YouTube
- Speaking video and clips can be found [here](#)

## PRESS HIGHLIGHTS

- Named one of the "[Top 100 HR Influencers of 2022](#)" by Engagedly
- Featured in [Inc.](#) for leading in a crisis
- Interviewed on [The Today Show](#) about failure and *Permission To Screw Up*
- Student Maid feature in [Forbes](#) about engaging the next generation
- Student Maid feature in [Forbes](#) about building a culture of empowerment
- Featured in [Fast Company](#) for her virtual speaking style
- Interviewed on [Fox News](#) about the impact of COVID-19 on small businesses
- Student Maid named [Gainesville Small Business of the Year](#) in 2020



# KRISTEN HADEED BIO

Kristen Hadeed believes that authentic, human leadership can change the world.

At 19, with hardly any leadership experience, she started a cleaning business called Student Maid. She never expected it to be her career; it was simply a way to earn money while she was in college. But before she graduated, her company received a contract to clean hundreds of apartments—and it changed her path forever. She hired a team of 60 people to help her, and within days, 75% of that team quit. That's when her obsession with learning how to be a more human leader began.

Over the next 14 years, Kristen learned a lot by screwing up. But most importantly, she learned how to lead from her heart. Doing so helped her take Student Maid from a small cleaning company to a business known on a global scale for its culture of belonging, its focus on people, and its purpose of building leaders.

Today, she spends her time helping leaders, teams, and organizations around the world embrace their humanity. She has worked in just about every industry, in almost every U.S. state and several other countries, and in hundreds of virtual meeting rooms. Whether she is delivering a keynote talk, leading a multi-day workshop, or facilitating ongoing leadership development, her goal is always the same: to ignite the kind of human leadership that builds trust, belonging, and wildly engaged cultures.

Her work has been featured in news outlets including PBS, FOX, Inc., NBC, TIME, and Forbes. Her book, *Permission To Screw Up*, has sold more than 50,000 copies worldwide. Her first TED Talk has more than three million views on YouTube.

# TESTIMONIALS

*"Kristen was the answer for our team. She transformed 90 people in 90 minutes. She packed in empathy, permission, inspiration, tears, laughter and hope. If optimism has a face, it is Kristen Hadeed."* – Shannon Fanshawe, VP of Sales, Kerastase and Shu Uemura, L'Oreal

*"Kristen has become one of Cardinal's top external thought leaders. She brings the rare combination of amazing storytelling skills coupled with a powerful vision of the future of leadership. If you are looking to motivate a team or your entire company, there is no greater option available today than Kristen Hadeed."* – Peter Lynch, Chief People Officer, Cardinal Group Companies

*"Kristen is, without question, one of the most inspiring, genuine, and authentic leaders I have ever met. She is truly a treasure chest of creative ideas and has a unique ability to provide and inspire with unconventional wisdom that helps drive a forward-thinking, progressive culture. Kristen's work with leaders at Whitmor has had a meaningful impact on those individuals, adding fuel to the speed in which we continue to build upon our strong people-first culture. Above all else, I feel very blessed to be able to call Kristen a friend – I'm a stronger leader and person because of it."* – Scott Felsenthal, CEO, Whitmor

*"Kristen reminded us that we're in this together. Using a series of approaches to processing our thoughts out loud, Kristen helped us all arrive at the same outcome, which is more clarity on our future. That is priceless! We now experience greater unity in how we show up as leaders, and develop leaders, at our company."* – Megan Zweig, President, DMA Solutions

*"I have always considered myself an empathetic leader. Kristen taught me this is a superpower and not a weakness. She has given me the courage to speak my truth and leverage empathy as a skill that my team values and appreciates. We have always led our business with a human-centered approach, but Kristen's outlook helped me find the right words for what we're doing—and then take action."* – Charlie Saffro, President, CS Recruiting

*"Looking for a leadership expert and speaker who will wow your audience and help them laugh, learn, and lead? Well then Kristen Hadeed is your answer! I had the privilege of creating a custom digital program with Kristen for our Women's Leadership Group in the Summer of 2020. We received such tremendous feedback from the session that we partnered with Kristen to develop a 4-part custom deep-dive series this past year. Kristen's energy is incredible and her ability to keep people engaged is electric. I can't wait to work with her on more upcoming projects."*

– Courtney Mesmer, VP of Member Learning and Experience, Finseca

*"Of all the speakers we have heard on the topic of today's changing workforce, Kristen's message connected best with our senior leadership. It was a rare treat to have an executive who's technically in the millennial demographic not only talking very objectively and plainly about the characteristics of her generation, but also bringing to the table real, tangible ideas and action items. So much of today's conversation around generational difference results in divisiveness. To have Kristen come in with a unifying and energizing perspective is a breath of fresh air."*

– Mike Fransen, Chief Operating Officer, Parkway

*"Kristen Hadeed's work with our college faculty, staff, and students over the last two years has been beyond what any of us could have imagined. Every time she sets foot on our campus, she exceeds our expectations, leaving us with a feeling of rejuvenation and a renewed sense of purpose. Each and every engagement is informative, interactive, creatively delivered, and meaningful. We are so thrilled that we found Kristen and that she decided to work with us."*

– Miguel Martinez-Saenz, President, St. Francis College

**WE WOULD LOVE TO PARTNER WITH YOU!  
FOR MORE SESSIONS AND OFFERINGS,  
VISIT [WWW.KRISTENHADEED.COM](http://WWW.KRISTENHADEED.COM).**