



## OFFICIAL STAGE INTRO

Kristen Hadeed has spent the past decade working with leaders in just about every industry, in almost every U.S. state and several other countries, and in hundreds of virtual meeting rooms.

In each case, her goal is always the same: to ignite the kind of human leadership that builds trust, belonging, and wildly engaged cultures.

The biggest thing you should know about her?

As many of us do, she learned everything she knows the hard way—by screwing up.

At 19, with hardly any leadership experience, Kristen Hadeed started a cleaning company called Student Maid. Before she graduated, that company received a contract to clean hundreds of apartments. She hired a team of 60 people to help her and, within days, 75% of those people had quit. That's when Kristen's obsession with human leadership began.

As a leader, she readily admits to her mistakes. But she also shares the valuable lessons learned with audiences everywhere, as a reminder that growth and failure are what make us better and more effective leaders.

Kristen's 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.

