



 | **Dr. Tasha Eurich**

## Biography

Dr. Tasha Eurich is an organizational psychologist, researcher and *New York Times* best-selling author. As a third generation entrepreneur, she grew up seeing the powerful influence leaders had, both on businesses and the livelihoods of their employees. Leadership is now her life's work, and she's built a reputation as a fresh, modern voice by pairing her scientific grounding in human behavior with a pragmatic approach to business challenges—over her 15 year career, she's helped thousands of leaders transform, from Fortune 500 executives to early-stage entrepreneurs.

With a PhD in Industrial-Organizational Psychology and BAs in Theater and Psychology, Dr. Eurich contributes to *The Huffington Post* and *Entrepreneur Magazine* and has been featured in outlets like *Forbes*, *The New York Times*, *CNBC*, *Fast Company*, and *Inc.*. She's been named one of *Denver Business Journal's* "40 Under 40" as well as a "Top 100 Thought Leader" by Trust Across America, alongside Stephen Covey, Jim Kouzes, and Bill George. In 2015, she was named a "Leader to Watch" by the American Management Association alongside the likes of Patrick Lencioni, Ram Charan, and Chip Heath.

Dr. Eurich's first book, *Bankable Leadership*, debuted at #8 on the *New York Times* best-seller list, and has since become a popular resource for managers and executives who don't want to choose between making their employees happy and producing bottom-line results for their business. In a book that, according to Marshall Goldsmith, "stands apart in its perspective and content," Dr. Eurich shows readers how to successfully manage the tension between people and results to foster confidence, success and a productive and engaged team.

Her latest book, *Insight*, delves deeper into the meta-skill of the modern world: self-awareness. Research has unequivocally shown that people who know themselves and how others see them perform better, make smarter decisions, and are more respected and effective leaders. Based on a three-year, first-of-its kind study of people who have dramatically improved their self-awareness, Dr. Eurich reveals the surprising myths and unseen obstacles to gaining self-insight, how to avoid these costly barriers and wrong turns, and ultimately how to increase their understanding about everyone's favorite topic: themselves.

As a passionate, often humorous and always enlightening speaker, Dr. Eurich blends scientific savvy, hands-on tools, and powerful stories of leadership transformation. She has a unique ability to engage her audiences through interactive discussions, real-world application, and experiential activities. Knowing that no two audiences are alike, Dr. Eurich is also known for meticulously customizing her programs, and it's not uncommon for people to ask, "Are you *sure* you don't work here?" Even more importantly, her audiences walk away enlightened, entertained, and inspired to transform.