



## Erika Andersen

### Topics

Business and Management, Communication, Education, Leadership, Women's Interests

### Travels From

New York

### Bio

Erika Andersen is the founding partner of Proteus, a coaching, consulting, and training firm that focuses on leader readiness. She and her colleagues at Proteus support leaders at all levels, helping executives get ready and stay ready to meet whatever the future might bring. Erika Andersen advises senior executives at companies including NBCUniversal, Tory Burch, GE, Madison Square Garden, Hulu, and Viacom, helping these leaders hone their focus on organizational visioning and strategy, team development, and their own management and leadership evolution. She also shares her insights about leading people, staying ready for the future, and creating successful businesses through her books and speaking engagements, and via social media. Erika is one of the most popular leadership bloggers at Forbes.com. In addition to *Be Bad First: Get Good at Things Fast to Stay Ready for the Future*, she is also the author of *Leading So People Will Follow*, *Being Strategic*, and *Growing Great Employees*, and the author and host of the *Proteus Leader Show*, a regular podcast that offers quick, practical support for leaders and managers.

## SPEECHES

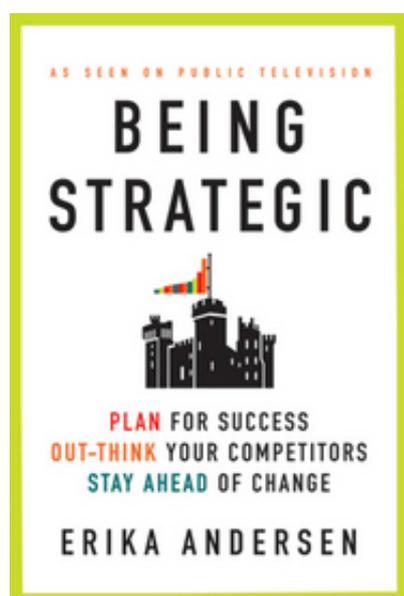
**Growing Great Employees** This presentation introduces the “what, why, and how” of people management, based on Erika's book *Growing Great Employees*. It provides a framework for participants to manage others well throughout their careers. This presentation is primarily for those who have responsibility for others' success - managers, executives, business owners, team leaders, project managers, and entrepreneurs.

**Being Strategic** Demystify the idea of strategy by using the model from Erika's book *Being Strategic*. This talk provides a practical, learnable approach to thinking and acting strategically, so participants can clarify the future they want to create and plan how to achieve it. This is appropriate for anyone who wants to have better tools of thought and action to solve problems large and small.

**Leading So People Will Follow** This talk explores the model from Erika's book from *Leading So People Will Follow* for understanding core qualities people look for in those who lead them. It provides insight for developing those personal characteristics, essential to becoming a fully followable leader. This is most useful for those who aspire to be even more effective leaders, especially those who are already in leadership positions.

**Be Bad First** This presentation frames up why being a high-payoff learner is the key skill for success today. It provides grounding in the four mental skills from Erika's book *Be Bad First* that will allow participants to become masters of mastery. This is appropriate for anyone, at any level, who wants to be able to acquire new skills and knowledge more quickly and easily.

## BOOKS



[Being Strategic](#) Plan for Success; Out-think Your Competitors; Stay Ahead of Change

St. Martin's Griffin

Everybody talks about strategy, but there is a big gap between discussing strategy and using a practically strategic approach to achieving the business, the career, or the life you most want. In this book, Erika Andersen offers you a step-by-step model and skills for making being strategic a powerful habit of mind and action.

## Trade Paperback

REVIEWS: "Erika provided to our conference attendees a thought-provoking, engaging, and interactive presentation on leadership and growth. She did a great job balancing useful information with clear and attainable steps of action that could be applied to each person in the room. We loved the interactive activity as well! I believe most people in the room would willingly choose to hear her speak again."

--Special Libraries Association

**Praise for *Being Strategic*** "Unlike most experts in her field, Erika Andersen has an approach to being strategic that's sensible and accessible. With her, you feel capable of creating the business, career and life you want. She's to strategy what Suze Orman is to personal finance!"

-Nancy Tellem, President, CBS Paramount Television Network Entertainment Group

"Her vision and strategy process helps us get our heads around complex issues in a way that's unusually simple: I'm always surprised, at the end of a session, how we've made our aspirations practical and built a clear path to achieving them."

-Doug Herzog, President, MTVN Entertainment Group

"The approach used by Erika Anderson enables a team to effectively articulate ideas, reach consensus, and formulate a detailed course of action for achieving their vision."

-Kathy Dore, President, CanWest Media Broadcasting

"When I described our most recent re-structuring plan to a friend - a seasoned and successful financial professional - he was certain we must have hired McKinsey & Co. to help us think things through. Wrong. It was Erika Andersen."

-Danny Meyer, restaurateur, President, Union Square Hospitality Group