

Christopher Gavigan

Co-founder of The Honest Company, Founder & CEO of Prima

Building A Trusted Brand: What does it mean to be a authentic lifestyle brand? Gavigan shares the keys to The Honest Company's success: fostering genuine consumer relationships paired with a relentless focus on product excellence. He describes how to humanize a brand and give it personality in order to create an emotional tie with consumers, and he shares how developing a mutual respect between the organization and its market (through transparency, education, and purpose) is the most important factor driving the bottom line. He also offers up insights for dealing with risk and maintaining an organization's personal touch while it experiences growth.

Together We Can Make It Better: The mantra of The Honest Company is "Together We can Make it Better." That is at the core of what Christopher Gavigan and his 3 co-founders lean on when they are imagining the kind of world they want to live in and dreaming big. In a time when families are confronted by risky toxic products and corporations that don't do the right thing, The Honest Company is educating and engaging with a new generation of parents and children and promising to keep their eyes focused on the core ingredients of their products to safeguard the end users – new babies.

Building a Culture and a Team: Co-founder of The Honest Company, Christopher Gavigan discusses how to hire and retain talent that remains engaged, motivated, and smart by embracing a diversity of personalities, balances humility and humanity, and a culture of high performance and truth - even when it might be uncomfortable. Running a company that prioritizes human health means that every detail matters and requires a willingness to tell consumers what is healthy and safe. He values having a connection with his team at every level and frames the company's top value as their ability to serve the marketplace with integrity and honesty.
