

Erin Stafford

Bestselling Author, High-Performance Strategist, Hyper-growth Business Leader, and Social Psychologist

Burn Bright Not Out: The Blueprint for Leaders and Teams to be Unstoppable. Success today demands more than just effort—it requires focus, energy, and strategies that drive sustainable, peak performance without sacrificing well-being. For high-performing teams and leaders, the challenge isn't just reaching the top; but staying energized, motivated, and fulfilled in order to stay at the top for the long haul. In this transformative keynote, Erin delivers a powerful framework in her signature entertaining and high-energy style, designed to help leaders and teams unlock next-level performance while maintaining balance and resilience. Packed with actionable insights and inspiring stories drawn from her hyper-growth leadership background and decades of research with CEOs, Fortune 100 leaders, Olympians and celebrities, Erin empowers audiences to move beyond hustle culture and embrace strategies that drive exceptional results without burning out. This keynote is more than a roadmap for success—it's a call to inspire action, recharge your team, and create unstoppable momentum. Leaders and teams will walk away energized, focused, and equipped to achieve extraordinary results with balance, clarity, and purpose. Ready to burn bright, not out? This session is your blueprint for unstoppable success.

Fuel Your Fire: The Secret to Supercharge Your Life, Leaders and Teams. In a world defined by constant demands and uncertainty, it's easy to feel stuck, overwhelmed, or disconnected from your purpose. The hustle-and-grind mentality has left many drained, searching for a better way to succeed—not just professionally, but personally as well. Erin's high-energy, motivational keynote delivers exactly what today's leaders and teams need: an inspiring and actionable framework to reignite passion, build resilience, and create a path to sustainable success. Through her humorous, yet vulnerable, storytelling and transformative strategies drawn from her diverse international career as an MTV advertising executive, celebrity stylist, journalist, author, hyper-growth healthcare leader, and decades of research, Erin empowers audiences to reconnect with their "why," prioritize what truly matters, and inspire those around them to do the same. This isn't just a motivational talk—it's a wake-up call to lead with purpose, resilience, and joy. Erin's powerful message inspires leaders to rethink success, recharge their energy, and turn their vision into reality. Audiences leave re-engaged, confident, and equipped to tackle challenges with clarity and impact. Ready to fuel your fire? This keynote will show you how.

The Spark Effect: Energizing Leaders for Extraordinary Outcomes Without Burnout. Leadership isn't just about strategy—it's about sparking action, igniting passion, and fueling sustainable success. In today's high-pressure world, leaders must inspire their teams, navigate complexity, and deliver results, all while maintaining their own energy and balance. The most

impactful leaders don't just manage—they energize, motivate, and empower those around them to thrive. In this transformative keynote, Erin reveals The Spark Effect™, a powerful framework for leaders who want to drive extraordinary outcomes while fostering resilience and purpose. Drawing from her leadership experience in hyper-growth organizations, her work with Fortune 100 executives, and decades of research, Erin shares practical strategies and inspiring stories in her signature entertaining and high-energy style—empowering leaders to unlock their own capabilities and bring out the best in their teams. This keynote is a rallying cry for leaders to spark meaningful change, energize their teams, and achieve extraordinary results without burning out. Erin equips leaders with the tools to build trust, align vision with action, and create a culture where teams feel valued and motivated to deliver their best. Ready to see what The Spark Effect™ can do for you and your team? This session is for you.