



## TASHA EURICH

Dr. Tasha Eurich is an organizational psychologist, researcher, and *New York Times* bestselling author. She has built a reputation as a fresh, modern voice in the business world by pairing her scientific grounding in human behavior with a pragmatic approach to self-improvement. Recognized as the world's leading self-awareness coach, Tasha helps high achievers thrive when the stakes and stress are highest. Over her 20-plus-year career, she has advised CEOs, senior executives, and entrepreneurs around the world, helping them increase their self-awareness, effectiveness, and success.

With a PhD in Industrial-Organizational Psychology from Colorado State University and BAs in Theater and Psychology from Middlebury College, Tasha is the principal of The Eurich Group, a boutique executive development firm that helps organizations—from start-ups to the Fortune 100—succeed by improving the effectiveness of their leaders and teams. Her clients have included Google, Walmart, Mayo Clinic, Microsoft, the NBA, and the White House Leadership Development Program.

Tasha's original research on self-awareness and leadership has been published in *Harvard Business Review* and several peer-reviewed journals. She has contributed to *The Guardian*, TED.com, *The Huffington Post*, *Entrepreneur*, and CNBC.com, and her work has been featured in *The Wall Street Journal*, *The New York Times*, *Fortune*, *Forbes*, *Fast Company*, *Business Insider*, *New York Magazine*, CNN, NBC, CBS, ABC, NPR, BBC, and other leading media outlets. She has been named one of Inc.'s Top 50 Leadership Experts, a "Top 100 Thought Leader" by Trust Across America, a "Leader to Watch" by the American Management Association, and one of the *Denver Business Journal's* "40 Under 40."

Tasha is the author of three acclaimed books: *Bankable Leadership*, *Insight*, and *Shatterproof*. Her first book, *Bankable Leadership*, debuted on the *New York Times* bestseller list in 2013 and has become a trusted resource for managers and executives who want to achieve exceptional results while building engaged, high-performing teams. Her second book, *Insight*, explores the connection between self-awareness—what she calls the meta-skill of the twenty-first century—and success both in and out of the workplace. Hailed as a "bold, exhilarating take on self-improvement" by *Success Magazine* and a "fascinating read" by *The Guardian*, *Insight* was named an Editor's Choice by 800-CEO-READ. Her latest book, *Shatterproof*, provides research-backed strategies to help people remain resilient, effective, and fulfilled amid increasing pressure and uncertainty.

As a passionate, often humorous, and always enlightening speaker, Tasha's talks blend scientific savvy, practical tools, and powerful stories of personal and organizational transformation. She has a unique ability to engage audiences through interactive discussions, real-world application, and experiential activities. Her TEDx talks have been viewed more than 10 million times across TED.com and YouTube, and audiences leave her presentations informed, entertained, and inspired to take meaningful action.