



## Kristen Hadeed

Kristen Hadeed imagines a world in which all organizations have cultures that empower people to keep climbing toward the best version of themselves every day. As the young leader of Student Maid, a successful cleaning company that hires students, Kristen has fostered a unique perspective on leadership, organizational culture and engaging the next generation. Her optimistic, energetic and insightful keynotes and workshops unleash potential in others to exceed their wildest expectations. She is an expert in developing and teaching practical, ready-made tools that inspire people to take action.

Over the last eight years, Kristen has challenged the millennial status quo. From her first leadership disaster, which resulted in three-quarters of her workforce quitting on the spot, to handing over day-to-day operations to a leadership team comprised of millennials, Kristen has learned what it takes to create a work environment that brings out the best in people of all ages. Student Maid has employed hundreds of people and is known for its culture of trust, accountability and empowerment. Many of the students who have worked with Student Maid have gone on to run their own businesses and receive highly sought-after positions in companies around the world.

Today, Kristen helps organizations make a lasting, meaningful impact on people by creating environments in which they thrive. She has worked with organizations in a variety of industries including healthcare, education, retail, real estate, non-profit, hospitality, aviation and consumer products. In October 2017, she published her first book, “Permission To Screw Up,” in which she tells the stories of her biggest mistakes in leadership. She hopes to inspire other leaders to share their “perfectly imperfect” stories of success to empower people with the knowledge that even if they screw up, they can still make it. Kristen and Student Maid have been featured in news outlets including PBS, FOX Inc., TIME and Forbes. Her first TED Talk has received more than two million hits on YouTube.