

# Hacia Atherton

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## ***Organisational Transformation Coach and Keynote Speaker***

Hacia Atherton is a dynamic and visionary leader dedicated to fostering diversity and inclusion in male-dominated industries, especially the skilled trades industry.

As the first female CEO of a large plumbing company, Reed Plumbing and Drainage Solutions, and Founder and Chair of Empowered Women in Trades (EWIT), Hacia has spearheaded initiatives that have garnered national recognition, including accolades such as the Telstra Best of Business Vic Winner and National Finalist for Accelerating Women. Her journey into these impactful roles was inspired by a life-threatening accident, which introduced her to the transformative power of positive psychology, shaping her mission to prioritise psychological wellbeing in the workplace.

Hacia holds a Master's in Applied Positive Psychology and is a CPA-accredited professional, blending her expertise in psychological wellbeing with business acumen to lead with purpose. Her career is marked by a commitment to prioritising people before profit, a philosophy she champions as essential for sustainable business success. This approach has been integral to her leadership at EWIT and now Reed Plumbing, where she advocates for creating supportive and inclusive environments for women and gender-diverse people in traditionally male-dominated fields.

Hacia is currently expanding EWIT to Canada with co-founder Lexi Gilbert, furthering her mission to empower women in trades. Additionally, she will be a co-author in the upcoming book "Survive and Thrive," alongside Joe Foster, the founder of Reebok. This book will provide invaluable insights from leaders who have overcome adversity, offering readers practical strategies to survive and thrive in challenging environments. Stay tuned for its release and be inspired by stories of resilience and success.

In addition to her leadership roles, Hacia serves as the Chair of the CPA Emerging Leaders Network and is a valued member of the La Trobe University Business School Advisory Board. Her influence extends beyond organisational leadership to thought leadership, as demonstrated by her impactful keynotes at industry conferences, including her recent appearances at the AMCA National Conference and the TACA Seminar. Hacia's dedication to empowering others, coupled with her strategic vision and deep understanding of positive psychology, continues to inspire change and drive progress in the skilled trades industry and beyond.



## ***Hacia Atherton Talks About***

### **Cultivating Resilience**

In “Cultivating Courage: From Personal Triumph to Empowering Teams,” Hacia takes you on her journey of overcoming a life-altering accident, illustrating how the lessons learned from her experience can be applied to foster courage and resilience in the workplace. She delves into the heart of what it means to face and conquer adversity, offering attendees a blend of inspiring anecdotes and actionable strategies. Participants will learn how to cultivate a resilient mindset, enhance team dynamics, and create an environment where challenges are met with courage and determination. This keynote guides transforming personal trials into collective strength and success.

Hacia takes the audience on a journey through her transformative recovery from a life-threatening horse-riding accident, where she was crushed by her 600kg Dressage Horse while training for the World Equestrian Games. She was told early in her recovery journey that she may never walk again and that she would face years of surgeries. Nearly 30 procedures later, Hacia faces the ongoing challenge of a lifetime of operations and living in chronic pain with her Complex Regional Pain Syndrome. Hacia’s courage to never give up illustrates her profound strength of resilience. She shares her challenges and the psychological strategies that propelled her from vulnerability to empowerment.

Hacia then unpacks the concept of resilience, highlighting its critical role in personal growth and team dynamics. She offers practical tools and insights for fostering this invaluable trait, drawing on real-life examples to demonstrate how resilience can be nurtured and harnessed in any setting. As the keynote concludes, Hacia emphasises the transformative power of resilience, inspiring attendees to embrace their challenges as catalysts for growth. Her compelling narrative and actionable advice ensure that participants leave motivated and equipped to elevate their resilience and that of those around them.

### *Key Takeways*

1. Personal Courage and Resilience - Discover the essence of resilience and practical ways to strengthen your own, turning adversity into an opportunity for growth.
2. Team Dynamics - Learn how to instill resilience in teams, enhancing problem-solving and productivity while fostering a supportive culture.
3. Transformative Impact - Understand the broader impact of resilience on personal and organisational success, equipped with strategies to enact positive change.

### **The Billion Dollar Issue**

In “The Billion Dollar Workplace Issue: No One is Talking About” Hacia Atherton shares her innovative approach to challenging and changing the status quo in traditionally male-dominated industries. This keynote highlights her strategies for fostering inclusivity and gender diversity, drawing on real-world success stories and her work with Empowered Women in Trades. Attendees will leave with actionable insights on creating more equitable and empowering work environments and understanding the pivotal role of leadership in driving this transformation.

Hacia delves into the challenges and triumphs of fostering gender diversity in industries where men traditionally lead. Drawing from her impactful work with Empowered Women in Trades, she shares the systemic barriers and the innovative strategies and policies underpinned by positive psychology principles that have led to meaningful change.

Hacia underscores the vital role of leadership and collective effort in the cultural transformation needed to support gender equality, presenting inspiring stories of organisations that have successfully embraced inclusivity. She provides attendees with a clear, actionable framework, highlighting key steps and considerations for initiating and sustaining workplace progress.

Concluding with an empowering call to action, Hacia encourages every attendee to take a proactive stance, equipping them with practical tools and insights to champion gender diversity and reshape their workplace cultures. Her insightful narrative ensures participants leave inspired and prepared to be catalysts for positive change.

### *Key Takeways*

1. Understanding Barriers and Solutions - Grasp the complexities of gender diversity in male-dominated workplaces, recognising the barriers while learning about the transformative strategies that have successfully dismantled them, paving the way for more inclusive environments.
2. Leadership and Advocacy - Discover the pivotal role of leadership in driving gender diversity. Gain insights into how being an advocate for change can influence organisational culture and policies, and learn how to effectively champion this cause within your sphere.
3. Actionable Framework for Change - Equip yourself with a concrete, actionable framework to initiate and sustain gender diversity in your workplace. Understand the steps necessary to foster an inclusive environment and how to implement these strategies effectively for long-term impact.

### **The Founder's Formula**

In "The Founder's Formula: Secrets to Thriving in Social Impact Start-Ups," Hacia Atherton reveals the essential strategies, mindsets, and leadership qualities that distinguish successful start-ups. Drawing from her rich entrepreneurial experience and coaching from some of the best business leaders in the world, she provides insights into fostering a culture of innovation, resilience, and growth. Attendees will leave with a deeper understanding of how to navigate the challenges of start-up leadership and drive their ventures toward sustained success.

Hacia discusses strategies and mindsets for entrepreneurial success. She emphasises resilience, adaptability, and innovation as key traits for navigating the unpredictable start-up landscape, drawing from her own experiences to illustrate how these qualities drive growth and stability. Hacia provides insights into effective decision-making, customer engagement, and overcoming common challenges, offering practical advice on everything from funding to scaling operations.

Hacia also explores the leadership qualities crucial for inspiring and managing a dynamic team. She discusses the importance of visionary leadership, the power of motivation, and the need for a

collaborative culture. By sharing real-life examples and actionable strategies, Hacia equips aspiring entrepreneurs with a condensed yet powerful guide to leading a successful start-up. Attendees will leave with a clearer understanding and actionable knowledge to embark on their entrepreneurial journey with confidence. Furthermore, she touches on the importance of embracing failure as a learning opportunity and the need for a continuous learning mindset that keeps the entrepreneurial spirit agile and receptive to change. These insights prepare attendees to lead and evolve with their start-ups in the ever-changing business landscape.

### Key Takeaways

1. Entrepreneurial Resilience - Understand the critical role of resilience in entrepreneurship. Learn strategies to maintain focus, adaptability, and perseverance in the face of challenges, ensuring long-term success and stability in your start-up journey.
2. Decision-Making Dynamics - Discover the art of effective decision-making in the fast-paced start-up environment. Grasp how to balance intuition with analysis, make informed choices swiftly, and pivot when necessary to keep your venture on the path to success.
3. Visionary Leadership for Growth - Learn the importance of visionary leadership in inspiring teams and driving innovation. Gain insights into how to articulate a clear vision, motivate your team, and foster a culture of creativity and growth that propels your start-up forward.

### Testimonials

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“ Hacia is one of those rare leaders capable of inspiring a movement. She takes audiences on an emotional rollercoaster of a journey, sharing her story along with the incredibly valuable strategic framework behind her recovery. She has an innate ability to create a psychologically safe environment to challenge thinking that leads to faster breakthroughs. 10 minutes with her unlocked new thinking for me that helped to refine my go-to-market processes.

- **AJ Kulatunga Director - BLKMGK ICT**

“ We had Hacia as a guest speaker for our 3rd annual Girls With Hammers conference and she was amazing. Her story of courage and resilience had everybody on the edge of their seats, as well as turning on the tears and laughter in our audience. Hacia was well presented, professional, and had a first-class slide deck to accompany her talk. Hacia was super easy to deal with and extremely reliable. Highly recommended!

- **Kerryn Vaughan - Co-founder, Girls With Hammers**

“ Hacia is a gifted speaker, connecting with people immediately (and via a screen!) at such an authentic, human level, you both laugh and cry! Importantly she left our group today inspired to take action, to be themselves, to redefine what success means for them, to share their vulnerable wonderful selves and become extra awesome! It all starts with you. Thank you Hacia for sharing your story, your learnings, and for living your legacy!

*- Stephannie Jonovska - Head of Finance Operations and Transformation, BlueScope*

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