

HACIA *afterton*

HACIA ATHERTON

High-Performance Culture Strategist
3x Amazon Bestselling Author | Keynote Speaker

Turning Culture Into a Commercial Advantage





THE INTERSECTION OF BEHAVIOURAL PSYCHOLOGY & STRATEGIC MANAGEMENT

Hacia Atherton supports leaders to build high-performance cultures where people thrive under pressure.

A 3x Amazon bestselling author in Behavioral Psychology and Strategic Management, Hacia works at the intersection of human behaviour and commercial execution. She exposes the hidden cultural blind spots that quietly erode performance, profit, and retention and equips leaders with the psychological and strategic tools to lead at the next level.

Grounded in applied positive psychology and proven in trade and industrial environments, her work transforms culture from a “soft issue” into a strategic advantage.

3X AMAZON BESTSELLER

MASTER OF APPLIED POSITIVE PSYCHOLOGY

CERTIFIED PRACTISING ACCOUNTANT (CPA)



ABOUT HACIA ATHERTON

Hacia Atherton is a High-Performance Culture Strategist and 3x Amazon Bestselling Author of *The Billion Dollar BlindSpot*, ranking in Behavioral Psychology and Strategic Management.

She supports leaders to uncover the hidden psychological costs inside their organisations and build resilient, emotionally intelligent cultures that thrive under pressure.

With a background in finance and applied positive psychology, Hacia brings commercial rigour to human-centred leadership. She is a sought-after keynote speaker and advisor to trade and industrial leaders, known for challenging outdated leadership models and replacing them with performance-driven, psychologically safe systems that deliver measurable results.





Hacia Atherton is a High-Performance Culture Strategist, keynote speaker, and 3x Amazon Bestselling Author of *The Billion Dollar Blind\$pot*.

Her work sits at the intersection of behavioral psychology and strategic management, helping leaders close the gap between culture and commercial performance. Hacia challenges the outdated belief that leaders must choose between results and wellbeing. Her methodology demonstrates that psychological safety, emotional intelligence, and accountability are not “soft skills” — they are strategic levers.

After surviving a near-fatal horse-riding accident that forced her to rebuild both her identity and career, Hacia immersed herself in applied positive psychology, resilience science, and leadership theory. She combines this academic grounding with executive experience, including leading in male-dominated trade and industrial sectors.

Today, she advises founders, CEOs, and executive teams on building cultures that perform under pressure, communicate with clarity, and retain top talent. Her work is particularly impactful in high-risk, high-pressure environments where culture directly impacts safety, execution, and bottom-line results.

A woman with long blonde hair, wearing a light blue, long-sleeved, knee-length dress, stands with her back to the camera on a stage. Her arms are outstretched horizontally to the sides. She is facing a large, dark rectangular screen. In the background, a crowd of people is visible, some of whom are clapping. The scene is dimly lit, with stage lights visible at the top.

“When you elevate the human experience at work, you unlock performance, purpose, and long-term sustainable profit”

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THE BILLION DOLLAR BLIND\$POT

3x Amazon Bestselling Author in Strategic
Management & Behavioral Psychology

The Billion Dollar Blind\$pot exposes the hidden cultural inefficiencies costing organisations billions each year — from toxic leadership patterns to disengagement, poor communication, and psychological unsafety.

Rather than treating culture as a HR initiative, Hacia reframes it as a strategic system that directly impacts profit, performance, and long-term sustainability.

A wake-up call for leaders ready to evolve.



valued, and able to thrive
without discrimination.

Diversity



Autonomy

HACIA
Coaching | Speaking | Consulting



SIGNATURE KEYNOTES

The Billion Dollar Blind\$pot

Uncovering the hidden cultural costs eroding performance and how to fix them.

Audience Outcome:

- Identify hidden performance leaks
- Apply behavioural psychology to leadership
- Increase accountability without fear

Culture Under Pressure

How to build resilient, high-accountability teams in high-risk industries.

Audience Outcome:

- Strengthen communication under stress
- Reduce errors and reactive leadership
- Build psychological safety without lowering standards

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Psychological Safety Without Losing Standards

Balancing empathy, execution,
and performance.

Leadership Beyond the Industrial Age

Why outdated leadership models
are failing modern organisations
and what replaces them.

The Human Edge in High- Performance Environments

Using behavioral psychology to
unlock sustained commercial
success.

MEDIA TOPICS FOR INTERVIEW REQUESTS

Hacia can speak on:

- Why culture is the most underutilised profit driver in business
- The hidden cost of toxic leadership
- Psychological safety vs accountability
 - false trade-off
- How leaders can regulate themselves before leading others
- Performance psychology in industrial sectors
- How to rebuild identity after crisis



AFTER A KEYNOTE WITH HACIA, AUDIENCES WALK AWAY WITH:

- A clear understanding of how culture impacts commercial outcomes
- Practical psychological tools for leadership under pressure
- Language to address blind spots inside their teams
- A renewed standard for accountability and performance
- A framework to translate culture into measurable results



MEDIA & FEATURES

Hacia has been featured in interviews and leadership conversations including:

Inside Florida

The Project

Inside Success – Women in Power

The Sydney Morning Herald

The Canberra Times

Women's Agenda

Daily Mail



WHAT HACIA SPEAKS ON

- High-performance culture in the trades

Strengthening standards, accountability, and connection.

- Leadership under pressure

How leaders behave when certainty drops, stakes rise, and performance is tested.

- The Billion Dollar Blind\$pot in Leadership

The unexamined leadership behaviours that quietly drive cost, disengagement, burnout, and risk.

- Psychological safety without lowering the bar

How to create trust, accountability, and challenge at the same time.

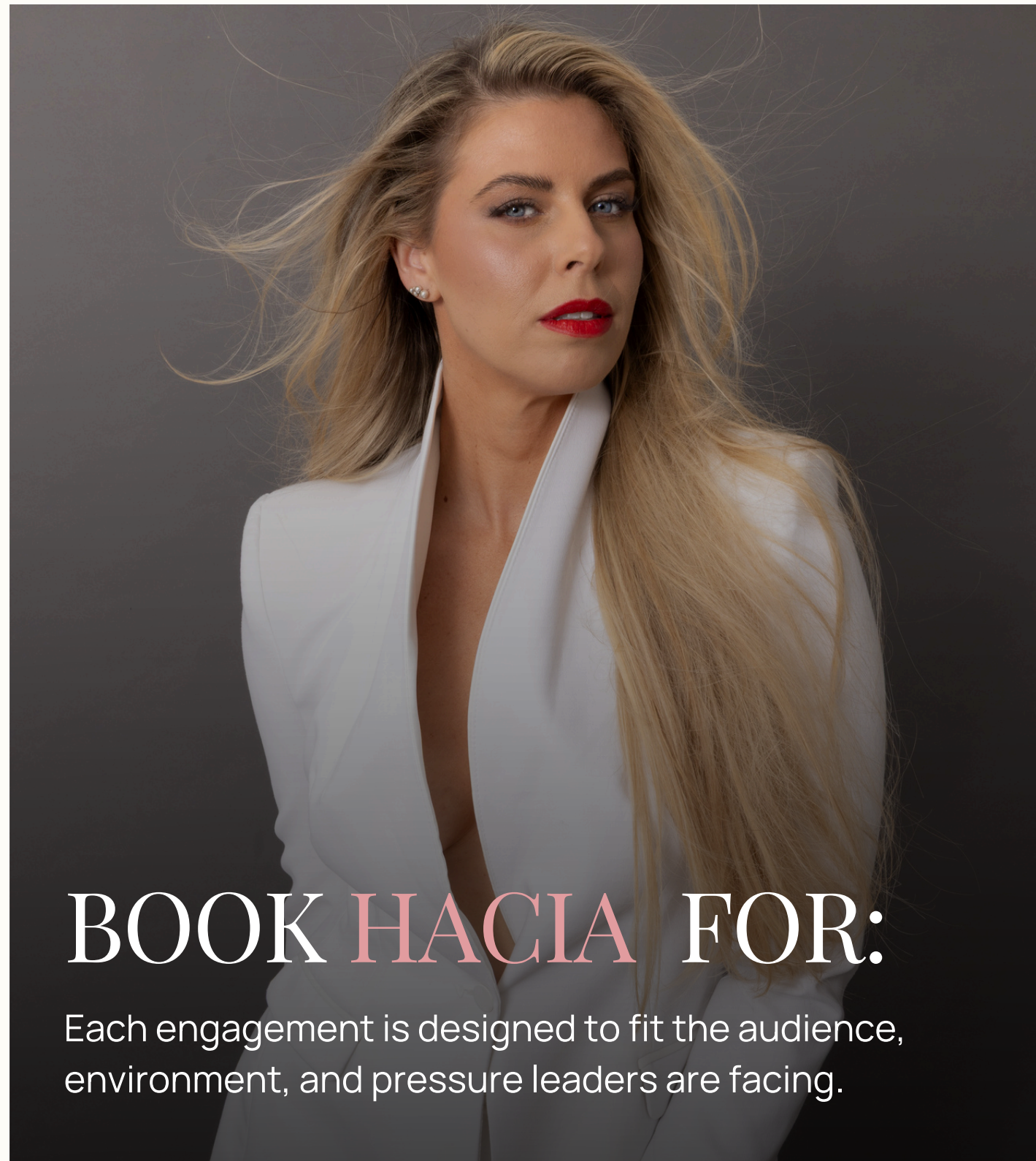
- Culture as a Strategic Asset

How culture directly impacts retention, execution, and long-term value.

- Women leading in the trades

How capability, confidence, and culture shape leadership in trade environments.

NOTE: Topics are tailored to the audience and event.



BOOK HACIA FOR:

Each engagement is designed to fit the audience, environment, and pressure leaders are facing.

- 1 Keynote speaking
- 2 Leadership sessions and panels
- 3 Customised delivery for events and organisations
- 4 Available globally



Let's start the conversation

If your audience is navigating pressure, complexity, or cultural strain, this is a strategic conversation worth having.



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