

Strategies that work and insights that change your perspective.



Kathy has a powerful way of speaking. Kathy's passion lies in letting every single person in her audience know they are not alone or "terminally unique" in their struggles to run a successful business while trying to maintain a healthy personal life. More than just a talk, Kathy takes the term "speaking engagement" literally by engaging each attendee with real-life stories and practical advice from her years of experience in the business world, from VP to entrepreneur. She compassionately holds each person accountable. The result? Empowerment and clarity for everyone.

Always with a finger on the pulse of the business world, Kathy talks directly and openly about the most pressing and very real issues facing busy businesspeople. Most importantly, her perceptive, tenacious personality lends itself perfectly to elucidating how people can make sustainable, realistic, and practical changes. Kathy is driven to help each audience member make their personal and professional lives what they want them to be.

She is "funny, touching, introspective, candid, realistic and engaging."

Kathy's Audience History

- *Corporate audience- male/female
- *Corporate audience- female only
- *Entrepreneurs- male/female
- *Entrepreneurs-female only
- *Business owners- retail only- consumer driven products and services-
- *Business owners- non- retail driven, b to b, professional services

Kathy's Bio

Kathy Hanson of Backpacket Strategy, reinvigorates entrepreneurs and businesses with her energy and focus. Enthusiastically armed with an MBA, Kathy specializes in developing custom strategies that empower her clients to be more effective and profitable while enabling them to lead healthy personal and professional lives that are sustainable in the long term. Fortune 100 companies such as Hewlett Packard, Georgia Pacific, Aveda, and Wells Fargo are just a few companies that have sought out Kathy's tailored and clear-eyed practical approach for speaking to their employees. Always part of the zeitgeist, Kathy was asked to provide open forums in her community to discuss Sheryl Sandberg's bestselling book "Lean In" and in doing so, was offered several opportunities to collaborate with business groups.

The Carlson School of Business at the University of Minnesota and Lurie, Besikof, Lapidus (one of the largest CPA accounting firms in the Midwest) have also partnered with Kathy to provide their clients with powerful insights and tools to help them manage their time, energy and money most effectively. [Download Bio in Word Document](#)