

SPEAKER BIO



AINSLEY ERICKSEN

Speaker & Facilitator | Executive & Leadership Coach (ACC) | Fractional CMO | Lumina Practitioner



Every leader and every business has a story that's shaping them, whether they know it or not. Some of those stories were chosen. Many weren't. And the ones that weren't chosen are often the ones running the show.

Ainsley Ericksen has spent 25 years at the intersection of leadership and brand — coaching senior leaders through the stories that are quietly limiting them and helping growth-stage businesses tell the stories that will take them where they're actually going. Her work is rooted in a single belief: **clarity isn't comfortable. But it's the only thing that actually moves people forward.**

Ainsley speaks from a lifetime of living this. Boarding school at 13. Loss at 17. Five countries. Two decades in senior corporate leadership. A business born from a conversation on a plane. A life built deliberately, imperfectly, and audaciously from the inside out. She doesn't speak from a safe distance. She speaks from the middle of it.

Her keynotes leave audiences with something they can't unsee, a reframe so honest and specific that the belief they walked in with no longer holds. Sharp strategic thinking delivered with the kind of personal honesty that makes a room go quiet.

She is based in Vancouver, BC, with her next chapter already in motion. Salento, Italy at 50. Still building. Still choosing. Not arrived. Becoming.

KEYNOTES

FROM COURAGE TO AUDACITY

FOR WOMEN'S LEADERSHIP CONFERENCES, EXECUTIVE RETREATS, AND CORPORATE EVENTS.

The women most capable of leading boldly are often the most practiced at making themselves smaller.

In this keynote Ainsley makes the case that what most high-achieving women call courage is actually high-functioning vigilance, a survival response so well practiced it became an identity. And that audacity, the thing that becomes available when you finally feel safe enough to want something, is something completely different.

Audiences leave unable to unsee the pattern, equipped with language for what it's been costing them, and with the first practical steps toward leading from a genuinely different place.

RIPPLING INFLUENCE

FOR LEADERSHIP CONFERENCES, CORPORATE EVENTS, AND EMERGING LEADER PROGRAMMES.

Influence isn't manufactured upward. It's cultivated in every direction, through small intentional moments that travel further and start earlier than most people think.

In this keynote Ainsley maps the rings of influence most professionals are building deliberately and the ones they're neglecting entirely, and makes the case that the most powerful professional currency available right now isn't strategy or credentials or visibility. It's the intentional practice of being genuinely human in rooms that have forgotten how.

Audiences leave with a practical map, a reframe of where influence actually comes from, and one conversation they're already planning differently.

THE VALLEY IS WHERE YOU FIND OUT

FOR LEADERSHIP CONFERENCES, ORGANISATIONAL CHANGE EVENTS, AND TEAM OFFSITES.

The valley isn't what's in the way. The valley is the way. In this keynote Ainsley uses the Change Curve as a living framework, not a theory, drawing on a lifetime of navigating change both chosen and unchosen to show leaders and teams what it actually takes to move through uncertainty without being ambushed by it.

Audiences leave with a shared language for change, a reframe of what the valley is actually for, and the practical tools to lead others through it from a place of genuine experience rather than managed distance.

"She brings what I call 'humble magic' into everything she does, creating space for insight, clarity, and bold new ideas to emerge." — Courtney, Client

www.zenzeroconsulting.com



Book Ainsley for your next event:

