

Erin Sarles

SPEAKER · CONSULTANT · AUTHOR

She spent 15 years making teams perform for Starbucks, Athleta and Orangetheory. Now she tells athletes, coaches and leaders the truth about performance culture.

AUDIENCES

- Coaches & athletic directors
- Schools & districts
- Parents & youth sports clubs
- Corporate & leadership teams
- Athletes & student assemblies

FORMATS

Keynote (30–60 min) · Half- or full-day workshop · Coach & staff clinic · Parent night · Fireside chat or panel · Virtual

BOOK ERIN

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Worth isn't earned. It's remembered.

Erin Sarles is a speaker, consultant and author who challenges performance culture with one conviction: the truth of who you are has never changed. A former multi-unit executive who led up to 15 locations and $13M+ in sales for Starbucks, 24 Hour Fitness, Athleta and Orangetheory Fitness, she is Co-Founder & CEO of Blueprint to Bluechip, founder of Ignite.Elevate.Ascend Consulting, a Certified Professional Co-Active Coach (CPCC, ACC), and a sports mom.

SIGNATURE TALKS

Worth Isn't Earned: Leading Beyond Performance Culture

Conferences · corporate · leadership events

- Why output-based identity drives burnout and turnover
- The leader as the team's weather
- Holding a high standard without holding people hostage to it

Character Over Clout

Athletes · coaches · athletic directors

- The CADI Framework™ standards in daily practice
- What coaches actually recruit for
- A locker room culture that doesn't depend on the scoreboard

You Are Not Your Stat Line

Athletes · teams · student assemblies

- Separating identity from performance
- What a bad game actually means
- A personal brand built on character, not clout, in the NIL era

Raise the Person, Not Just the Player

Parent nights · clubs · school districts

- What to say on the drive home
- The difference between support and pressure
- Loving the kid more than the outcome

PAST STAGES

NHSACA National Conference (2026)
Queen Creek School District
Corporate leadership events

PODCASTS

Guest: Educational AD Podcast
Host: The Standard Podcast™ · Path to the Pros™ · 15 in 15

WHAT ORGANIZERS SAY

> **"Coaches and athletic directors repeatedly shared how much they appreciated the practical ideas, authentic stories, and leadership lessons."**
>
> Scott Garvis, C.M.A.A. · President, National High School Athletic Coaches Association

> **"We are extremely grateful for your time and wealth of information so applicable to what is going on at the high school and collegiate level."**
>
> Matt Harris · Assistant Principal & Athletic Director, Queen Creek High School

TRAVEL
Based in Utah. Available nationwide and virtually.

AV
Wireless lavalier mic, projector with HDMI, slide clicker. Confidence monitor preferred.

FEES
Fees on request. Tailored to audience and format.