

MAIN STAGE WITH ERIK & MADDIE

A father-daughter duo *on the same stage.*

Erik is a seasoned executive and tech builder who helps teams unlock and deliver value. Maddie is an entertaining storyteller, turning real life experiences into moments a room doesn't forget. One advises investors and executives, the other is just entering the workforce. Their audiences experience the richness of multiple perspectives.



THE FRAMEWORK

Be*Who am I?***Do***What am I doing?***Give***What difference does it make?***Love***Why does it matter?*

SIGNATURE TALK TOPICS

Bridging the Generational Divide at Work

From misunderstanding to faster alignment, trust, and collaboration across age groups.

Your audience leaves with a shared language for working across generations, and fewer assumptions getting in the way.

Identity ≠ Performance

Helping people stay engaged, resilient, and effective without burning out.

Your audience leaves with a way to stay grounded and resilient without tying their worth to output.

Scarcity Is the Enemy of Culture

Replacing fear-driven behavior with trust, generosity, and proactive decision-making.

Your audience leaves with concrete shifts from fear-driven habits to trust, generosity, and ownership.

From Transactional to Trusted

Building teams that take ownership and stay longer.

Your audience leaves with practical moves that build ownership and keep good people longer.

“Beautiful book. Beautiful presentation.”

JOE CURCILLO · GLOBAL KEYNOTE SPEAKER & STRATEGIC ADVISOR

ABOUT THE SPEAKERS

**Erik Larson**

AUTHOR · CTO · STRATEGIC ADVISOR

Erik Larson is a CTO, strategic advisor, and founder of Coroin. His career spans education, software development, cloud architecture, and private-equity technology transformation, with participation in hundreds of successful transactions. He co-authored *Be Do Give Love* with his daughter Madailein, and speaks on identity, purpose, leadership, and bridging the generational divide at work. Erik also leads the Coroin Books imprint, which published the memoir and his grandfather's World War II account.

**Madailein Larson**

CO-AUTHOR · NEXT-GEN STORYTELLER

Madailein “Maddie” Larson is a next-generation storyteller and co-author of *Be Do Give Love* with her father Erik. Speaking openly from a Gen Z perspective, she brings vulnerability, humor, and candor to conversations on resilience, identity, and what actually matters when the noise falls away. She speaks alongside her father at conferences and leadership events, modeling on stage the intergenerational understanding most organizations are still trying to build.

WHAT AUDIENCES LEAVE WITH

A practical mental model for naming the things that quietly run their work and relationships, a vocabulary for talking about identity, purpose, and contribution across generations, and a clearer sense of what to do next. The four words travel with them long after the room clears.

“Great listening to the two of you sharing your story!”

JEFF OWENS · CSP · CTM · CVP · KEYNOTE SPEAKER