



HEARTNOMICS™



Hanna Bauer

MEDIA KIT 2025

About Us -

HEARTnomics® is a leadership development firm that helps organizations cast vision, build culture, and lead change—even in the face of uncertainty.

• • •
• • •
• • •
Founded by award-winning strategist Hanna D. Bauer, HEARTnomics blends strategy, behavioral insight, and a people-first approach—rooted in Love and Excellence.

We offer customizable training, assessments, team workshops, and high-impact keynotes designed to help leaders navigate disruption, align strategy with execution, and build lasting momentum.

Our signature frameworks

—**HEART™, BEAT™, and CORE™**—

provide clear, actionable pathways for leaders to grow with purpose, clarity, and agility.

Why HEARTnomics Works -

- ✓ **Built for Uncertainty** - We equip leaders to pivot, reset, and execute in rapidly changing environments.
- ✓ **Proven Frameworks** - HEART, BEAT, and CORE provide clear roadmaps for personal and organizational growth—and deliver structure and clarity when the path isn't clear.
- ✓ **Assessments That Guide Action** - Our process begins with insights, moves into strategy, and results in meaningful impact.
- ✓ **Strategic & Customizable** - From keynotes and assessments to coaching and team workshops, every engagement is tailored to align vision, people, and performance.
- ✓ **Human-Centered, Results-Driven** - We blend emotional intelligence with business strategy to drive lasting outcomes.
- ✓ **Trusted Across Sectors** - We support corporate, nonprofit, and entrepreneurial leaders navigating growth and change.



*"Leading with HEART: Cast Vision -
Build Culture - Lead Change"*

**Hanna D. Bauer – Founder,
HEARTnomics®**

**| Transformation Strategist | Speaker
| Executive Coach |**



Heartnomics
Facebook



Heartnomics
@heartnomics



Hanna Dafne
Bauer
LinkedIn



HEARTnomics -
YouTube

What We offer

Keynotes








Training



Consulting



Hanna D. Bauer – Founder, HEARTnomics®

-  Hanna D. Bauer is a **leadership strategist, award-winning entrepreneur, and international speaker** with nearly 30 years of experience helping organizations lead through uncertainty, scale with clarity, and align culture with execution. She is the founder of **HEARTnomics®**, a leadership development firm trusted by corporate, nonprofit, and government leaders navigating change, complexity, and growth.
-  A former **C-suite executive and turnaround leader**, Hanna has led organizations to **multimillion-dollar growth** and served as both **Board Member and Chair within influential, high-impact institutions**. Her proprietary frameworks—**HEART™, BEAT™, and CORE™**—give leaders at every level a repeatable path to elevate performance, strengthen alignment, and build cultures that last.
-  Hanna has **trained and equipped leaders at national headquarters** in the U.S. and abroad and is known for her ability to bring measurable results, emotional intelligence, and immediate application to every engagement.
-  As a **Six Sigma Black Belt, DISC Consultant, and Maxwell Leadership Faculty Member**, Hanna brings data-driven insight with a deeply human approach. Her story as a medical breakthrough heart survivor and mother of five gives her message uncommon depth—**but her track record of results is what makes it unforgettable.**
-  A portion of every **HEARTnomics** booking supports the Children's **Healthcare of Atlanta Heart Program—the hospital that saved Hanna's life.**

***“Clarity. Culture. Results. Love leads.
Excellence delivers.”***

- Hanna D. Bauer

Keynote Presentations -

1 HEARTnomics: Leading Change Through Love and Excellence

- ✓ Discover how Love and Excellence are not soft skills—but strategic advantages. Hanna shares her story of rising through uncertainty and teaches leaders how to align heart and execution using the **HEART Framework™** to transform teams, culture, and performance.
- ✓ **Ideal for:** Leadership conferences, corporate summits, healthcare, and purpose-driven organizations.

2 Leading in the Certainty of Uncertainty

- ✓ When plans collapse and pressure rises, leaders must become anchors of clarity. In this keynote, Hanna equips teams with practical tools from the **BEAT and CORE Methodologies™** to lead with confidence, communicate with purpose, and turn uncertainty into opportunity.
- ✓ **Ideal for:** Change management events, strategic retreats, executive offsite.

CERTIFICATIONS



The HEART Leadership Code™ -

Unlock the Secrets to Leading with Love and Excellence—Even in Uncertainty

This transformational course equips individuals and teams to lead with greater clarity, resilience, and purpose. Through short, high-impact lessons, integrated workbooks, and guided leadership pathways, participants learn how to align their personal growth with organizational goals—turning pressure into purpose and insight into action.

✓ Designed for:

- Leadership development cohorts.
- Team-wide growth initiatives.
- Personal and organizational alignment.

✓ Includes:

- On-demand course access.
- Workbook-based learning.
- Frameworks for creating personal and organizational growth pathways.
- Licensing options available for organizations and facilitators.



The HEART Leadership Profile™

Assess. Align. Accelerate.

A powerful entry point for growth, the HEART Leadership Profile™ combines assessment-based insight with actionable leadership strategies. Powered by the Maxwell DISC assessment and guided by the BEAT Method™, this experience is designed to unlock greater clarity, communication, and performance.

✓ Perfect for:

- Team alignment sessions
- One-on-one coaching
- Leadership retreats
- Launching development initiatives

✓ Includes:

- Personalized assessment.
- Leadership report with actionable insights.
- Optional 1:1 or group debrief.
- Tools to build a personalized growth pathway.



Books & Resources -

Hustle with HEART: 52 Mini-Shifts to Maximize Your Impact

This book delivers a year's worth of high-impact mindset shifts to help leaders move from burnout to breakthrough. Rooted in the HEART Framework™, it's perfect for individual reflection, group study, or team development.

“This isn’t a leadership book. It’s a lifeline.”

“Every shift hit me where I needed it most—simple, powerful, and transformative.”

“Hanna gets it—and she helps you get there too.”

Hustle with HEART™ Workbook Series

This book delivers a year's worth of high-impact mindset shifts to help leaders move from burnout to breakthrough. Rooted in the HEART Framework™, it's perfect for individual reflection, group study, or team development.

- **Hope**
- **Empowerment**
- **Accountability**
- **Results**
- **Trust**



Available at: www.heartnomics.com **and**
Amazon Bulk orders & custom bundles available for organizations.

What Audiences Are Saying -

“Hanna’s message was unforgettable. She connected with our hearts and equipped our minds.”

— Director of Culture & Talent

“We’ve worked with consultants before—but this was different. Hanna helped us realign and move forward with confidence.”

— COO, Tech Company

“Hanna’s session was the highlight of our entire summit. People are still quoting her frameworks.”

— Event Organizer, Women in Leadership Conference



Client Love -

"Hanna has a passion for leadership and meets every encounter with her heart. She has the strategy and systems to elevate teams to new heights. A true gem!"

***D.A.L., Strategic Advisor,
U.S. Department of Homeland Security***

"Hanna is one of the most dynamic L&D facilitators I've worked with. Her coaching and presentation skills resonate deeply with every audience."

L.L., Training Manager, New Horizons

"Hanna transforms complex topics like Six Sigma and Baldrige into actionable insights. An incredible trainer and coach for senior leaders."

H.W., President, Hudson Strategic Group

Upcoming Events -

- ◆ **Book Launch -
Hustle with
Heart**
- ◆ **Course -
The Heartnomics
Leadership Code
Guide**

