

HEIDI HERMAN

AUTHOR • PUBLIC SPEAKER

FINDING PURPOSE & PASSION IN LIFE BEYOND WORK

Work is satisfying and rewarding, but life is about more than what we do for a living.

Taking the same level of passion and energy that we pour into a career and applying it to other parts of life ignites vitality.

Author Website

www.heidhermanauthor.com



■ BIOGRAPHY

Heidi Herman spent more than thirty years in the telecommunications industry, becoming a highly skilled cost management consultant. Her career included specialties in sales, systems installation, training, and contract negotiation, giving her a broad understanding of business which she later applied to entrepreneurship, first in a successful multi-location restaurant, then in a boutique publishing company. She has authored seven books in five genres, the most recent being a cookbook for 'veggie-averse' adults like herself. Born in the United States, Heidi cherishes the Icelandic heritage passed down from her mother. She's passionate about writing between time spent on motivational speaking, travel, and a variety of hobbies. When she's not on the go, she is usually found cooking something up in the kitchen.

■ BOOKS AUTHORED

- *The Hidden Vegetables Cookbook: 90 Tasty Recipes for Veggie-Averse Adults*, 2025 (Cookbook)
- *On With the Butter! Spread More Living onto Everyday Life*, 2020 (Non-Fiction)
- *Her Viking Heart*, 2018 (Women's Fiction)
- *The Icelandic Yule Lads: Mayhem at the North Pole*, 2017 (Children's)
- *The Guardians of Iceland and other Icelandic Folklore*, 2016 (Children's)
- *Homestyle Icelandic Cooking for American Kitchens*, 2016 (Cookbook)
- *The Legend of the Icelandic Yule Lads*, 2015 (Children's)

■ PRIOR SPEAKING ENGAGEMENTS AT

- Belmont Gallery of Art
- South Dakota State Fair
- South Dakota Annual Women's Fellowship Dinner
- Triology Resort Communities
- All Business Media Nationwide Radio
- Scandinavian Heritage Society of Kentucky
- Scandinavian Cultural Center
- Scandinavian Association of Ohio
- HEKLA Club
- Vasa Park Scanfest
- Icelandic Roots
- La Porte County Public Library
- Waunakee Public Library
- Huron Public Library
- Washington District Library
- Tremont District Library
- Chillicothe Public Library



<https://www.linkedin.com/in/heidi-herman/>



<https://www.youtube.com/@heidhermanauthor>



<https://www.facebook.com/HeidiHermanAuthor>



■ PASSIONATE AGING - A MIDLIFE MIND RESET

Personal and professional success improves through putting vitality and purpose in life beyond work. Mental exhaustion, burnout, and loss of passion occur when what we do becomes the sum of who we are, when our personal identities are closely linked to our careers. Finding purpose and passion in casual or playful pursuits separate from career is vital to healthy lifestyle balance and long-term happiness! This entertaining and informative session pulls from my motivational book, *On With the Butter! Spread More Living onto Everyday Life*. Leaning on my own thirty years in corporate telecommunications and understanding the motivation, I help professionals understand and embrace progression planning, mentoring emerging leaders, and working towards better business continuity and (eventually) more fulfilling retirements.

■ VITALITY OF A VIKING

A keynote presentation of living life is based on Scandinavian ideals and my book *On With the Butter! Spread More Living onto Everyday Life* and a book I co-authored with my mother, Íeda Jónasdóttir entitled "Never Too Late." Using philosophies from all five Scandinavian countries, this program enlightens and motivates attendees to achieve balance between work and personal life.

Understanding what you do for a living is only a part of your entire existence allows you to find a more purposeful life beyond work and an outlook that increases vitality, extending beyond career and into retirement. The concepts of Friluftsliv (Norway), Hygge (Denmark), Lagom (Sweden), Þetta reddast (Iceland) and Sisu (Finland) can't be translated to individual words in English. They represent ideas and philosophies fundamental to the Scandinavian culture but can be understood and applied to American lifestyles to increase vitality and purposefulness in life, balancing working and living.

■ LIVING WELL AT EVERY AGE

Personal identities can be closely linked to careers and separating from that to create a vibrant life outside of work can be difficult. Being passionate about activities outside of work is vital to a healthy lifestyle, starting during midlife and continuing into retirement years. Leaning on my own thirty years in corporate telecommunications and subsequent years as a writer, I understand how difficult it is to give priority to fun over work.

Popular with libraries, book clubs, and writer's conferences, this motivational session looks at how a life philosophy became an inspirational book. An Icelandic immigrant, Íeda Jónasdóttir Herman, lived a full and active life into her nineties, fueled by a Scandinavian philosophy that it's never too late to try new things. In this program, I talk about that year of 93 new things and her photo journal book, *Never Too Late*, which chronicles those experiences. I share how that led to my work, *On With the Butter!*, a motivational book inspired by her example. It's a book about active aging that's been hailed by US Review of Books as a 'fresh perspective on living well at any age' and called 'an upbeat and sincere primer on living one's best life' by Kirkus Review.

■ LEGENDARY ICELAND: LAND OF FIRE AND ICE

Take a journey through Iceland, a land where legends come alive, led by an Icelandic-American author. This presentation is a virtual vacation of Iceland, blending the breathtaking landscapes and fascinating history with the unique mythology of this Nordic culture. This photograph and video tour takes attendees along the famous ring road across the entire country, where they learn about the landscape, the country's history and folklore, and the culture of today. A fascinating and entertaining presentation on one of the world's most popular tourist destinations