



RACHEL DEALTO

**COMMUNICATION AND LEADERSHIP EXPERT AND KEYNOTE SPEAKER
SPECIALIZING IN HUMAN CONNECTION AND RELATABILITY**

IMPORTANT LINKS

CLICK the links below for:

[Speaker Preview Video](#)

[Speaker Website](#)

AREAS OF IMPACT

Leadership
Business Communication
Customer Experience
Workplace Culture
Sales

BOOK RACHEL

Please contact

Tracy Cotton

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MEET RACHEL

Rachel DeAlto is on a mission to connect people to their most powerful resource – each other.

A former attorney with a master's degree in psychology, Rachel is a communication and relatability expert, author, media personality, and researcher who combines her education, expertise, and experience to create a blueprint for leaders and teams to build better connections – and thereafter, better everything.

Rachel's programs are highly interactive, customized, and create the potential for a ripple effect in every area of the audience's lives. Her signature programs involve a framework that helps people understand themselves, their relationships, and their impact on others. She has trained executives, employees, and teams in a variety of industries around the world: from global Fortune 500 companies to startups, governments to nonprofits. And she does it all with her trademark humor and energy.

She is the author of *The Relatable Leader* and *relatable: How to Connect with Anyone Anywhere (Even if It Scares You)* and has appeared as an expert on Lifetime's *Married at First Sight* and over 200+ national media outlets such as *Good Morning America*, *CNN*, *Fox News*, and *The Today Show*. She also maintains an influential social media presence where she shares psychological research updates and practical takeaways to connect and communicate more efficiently.

As a popular keynote speaker, Rachel delivers programs on leadership, the power of connection, customer experience, sales, and communication. Her most recent TEDx Talk, *Being Authentic in a Filtered World*, was featured on *TED.com*.

A celebrated authority on the topics of connection and relationships, Rachel is also the Chief Connection Officer at Match Group, the largest global portfolio of popular online dating services.



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TESTIMONIALS

"Intelligent, witty, engaging, passionate, and relatable... just a few of the ways our staff described Rachel following her keynote during our annual ALL IN meeting. From the start of her keynote, Rachel brought our team together. Rachel helped everyone learn how building relationships can be their superpower with each other, clients, family, and friends. Don't wait - hire Rachel today!"

**– EVAN F., SENIOR VICE PRESIDENT, BUSINESS SOLUTIONS,
MADISON SQUARE GARDEN ENTERTAINMENT**

"Rachel DeAlto provided an energetic and captivating keynote at our leadership conference on how to be more relatable that resonated with attendees. She helped people discover how to better connect, listen, and be more empathetic. It is a subject relevant for all business leaders and she received rave reviews."

– SAMANTHA A.M. BEELER, PRESIDENT, LEAGUE OF SOUTHEASTERN CREDIT UNIONS

"Rachel DeAlto's keynote at our annual convention was simply fantastic. Her energy and positivity were amazing, and she really connected in a personal way with our audience. Rachel was well-prepared, provided great content, and was fun to watch."

– PATRICK CONWAY, PRESIDENT & CEO, CROSSSTATE CREDIT UNION ASSOCIATION

"Some of the best feedback we received from our attendees were on the two sessions that Rachel DeAlto presented. Our attendees describe her as engaging, relevant, funny, and informative. She provided techniques that could immediately be implemented in the workplace. Rachel's sessions should be required at every conference, and we can't wait to work with her again in the future!"

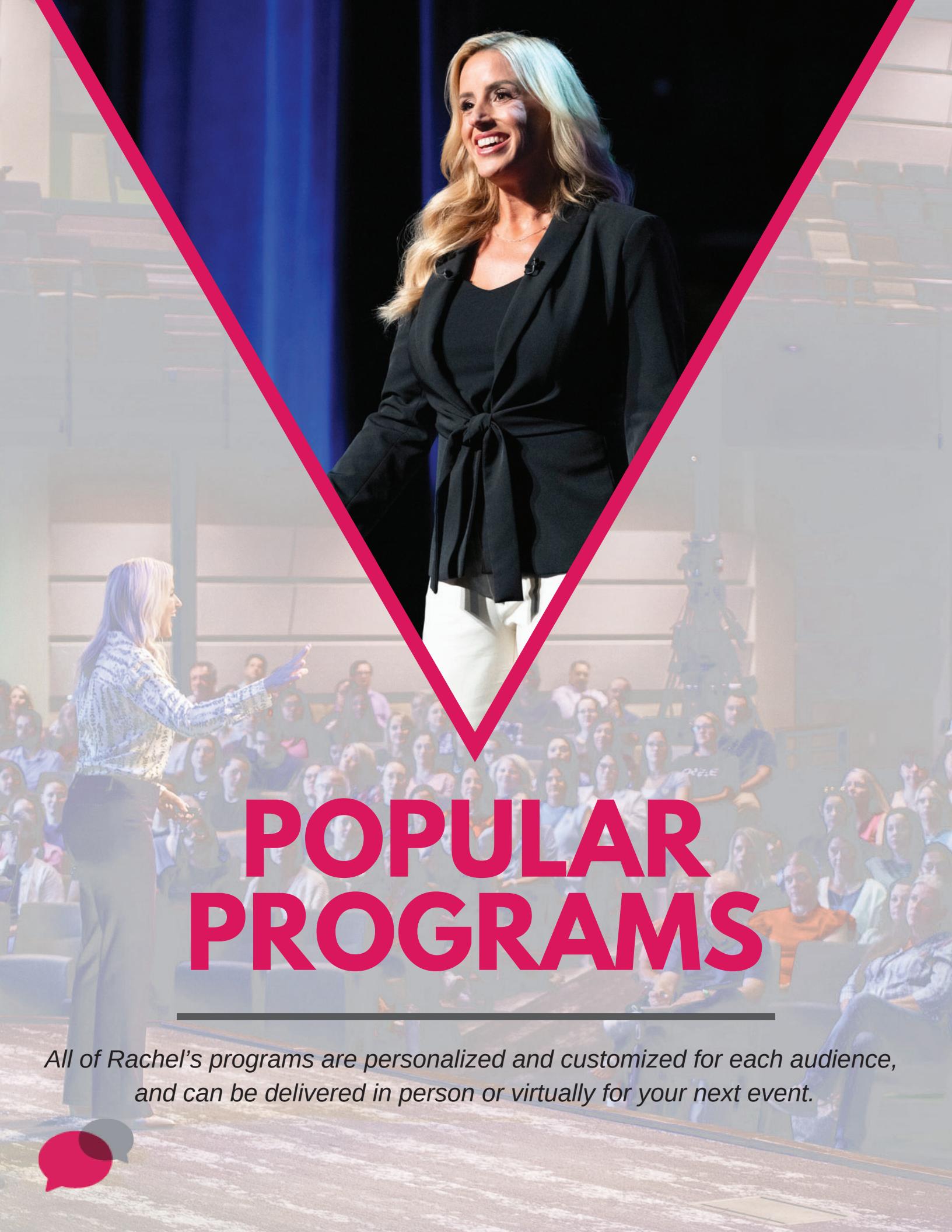
– NICOLE S., DIRECTOR OF FINANCE & CUSTOMER CARE

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POPULAR PROGRAMS

All of Rachel's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event.



A Keynote on the Power of Human Connection

FOR TEAMS – From Invisible to Indispensable

You've invested in team-building exercises, collaboration tools, and new processes. They work...for a while. Then the same problems return.

Communication breakdowns. Innovation that feels forced. That subtle tension no one talks about. People who used to speak up but don't anymore.

Here's the hidden truth: these aren't separate problems. They're all symptoms of the same root cause.

Not being ignored, being invisible. It's different.

You can show up to every meeting and still feel unseen for what you contribute and who you truly are. And 83% of employees say there are times they don't feel seen at work. When people feel invisible, they don't just disengage. They protect instead of create. They compete instead of collaborate. They leave instead of invest.

So what if the real driver of performance isn't engagement, but being seen?

Here's what makes this urgent: nearly nine in ten employees believe that if people in their organizations truly saw and understood each other, retention, innovation, and trust would transform. They already know the answer. They're waiting for someone to act on it.

The SEEN framework flips the script. Instead of managing symptoms, it addresses the source. Because when being seen becomes the standard, the problems don't just improve, they dissolve. Teams don't just function, they flourish.

In this keynote we will explore:

- The real cost of feeling unseen on trust, performance, and retention
- How being "acknowledged" is not the same as being seen—and why most teams stop too early
- The four practices of being SEEN and how they change day-to-day team dynamics
- How teams shift from self-protection to contribution when invisibility is removed
- How to make "being seen" the foundation of collaboration and trust

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A Keynote on the Power of Human Connection

FOR LEADERS – The Connective Tissue of High Performance

You're fighting the same fires over and over. Disengagement returns after engagement initiatives. Innovation stalls despite creative workshops. Trust erodes despite team-building investments.

Here's why nothing sticks: you're solving the wrong problem.

Those aren't separate issues. They're all symptoms of the same hidden system failure: people feeling unseen.

Employees may be acknowledged, but not truly known. They may be recognized, but not understood. Managed, but never seen. And 83% of employees say there are times they don't feel seen at work. The most common result? They lose motivation and actively disengage.

Invisibility corrodes everything it touches. When people don't feel seen, they stop daring, stop giving, stop staying.

So here's the question: what if the difference between good leaders and great ones isn't strategy or skill, but the ability to see?

Nearly nine in ten employees believe that if people in their organizations truly saw and understood each other, retention, innovation, and trust would transform. Your people already sense what's missing. The question is whether leadership will close the gap.

Leaders who solve invisibility unlock capacity most organizations never access. They prevent dysfunction instead of managing it. They transform trust, belonging, and performance at the source.

The SEEN framework gives leaders a new lens, one that turns invisibility into connection and managers into leaders people want to follow.

In this keynote, you'll learn:

- Why engagement initiatives fail when leaders miss the real root cause: people feeling unseen
- How invisibility quietly fuels disengagement, resistance, and turnover—even in “high-performing” teams
- The difference between managing people and truly seeing them—and why it matters for results
- The four practices of being SEEN and where leaders unintentionally fall short
- How leaders who learn to see their people unlock trust, belonging, and effort



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THE RELATABLE LEADER

Create a Culture of Connection

In today's complex business environment, effective leadership is not just about expertise or influence - it's about building trust and respect by cultivating genuine human connections with your team.

Delivered through compelling storytelling, interactive exercises, and grounded in Rachel's own proprietary leadership research study, this transformative keynote will empower your audience to become a relatable leader who inspires trust, motivates others, and achieves remarkable results.

Rachel DeAlto's research specifically defined the key interpersonal leadership qualities that teams are looking for in managers and executives, and the results are likely not what you would expect. The presentation will explore the behaviors and traits that foster strong bonds and drive performance across generations.

The audience will unlock powerful and practical strategies to foster a culture of connection that drives collaboration, productivity, and success. By emphasizing compassion and leading with emotional intelligence, your audience will revolutionize their approach to elevate your unique leadership abilities.

ATTENDEES WILL LEARN HOW TO:

- Master the art of creating meaningful connections to enhance leadership skills and build trust
- Implement techniques to engage and encourage teams toward exceptional performance
- Break down silos and improve communication between team members
- Foster psychological safety to boost collaboration
- Build an organizational culture rooted in trust, motivation, and respect

This keynote will provide leaders across industries with the strategies and insights to transform team relationships and accelerate success through meaningful connections.

Relatable leaders deliver real results.

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THE RELATABLE TEAM

Connecting for Success

Organizations thrive when teams connect on a human level. Yet, many struggle to create authentic communication pathways and collaboration that lead to continued, repeatable success.

This interactive, connective keynote provides powerful strategies to help your company unite teams through meaningful stories and on-site engagement with one another. Transform divisions into cohesion and resistance into relatability. Participants will leave with actionable tips to strengthen bonds company-wide, accelerate success, and maximize the potential of your greatest asset – your people.

ATTENDEES WILL LEARN HOW TO:

- Break down silos by improving communication
- Boost trust and psychological safety across the organization
- Revolutionize teamwork through compassion and emotional intelligence
- Create an interconnected culture focused on people
- Implement ways to engage and understand colleagues

The result? An organization powered by collaborative, innovative, and motivated teams united by shared purpose and understanding. Attendees will feel valued, inspired, and equipped to contribute to this thriving culture.

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A professional headshot of Rachel DeAlto, a woman with long blonde hair, smiling warmly at the camera. She is wearing a black blazer over a black top and a red skirt. A small microphone is clipped to her blazer. The background is a bright, abstract yellow and blue.

THE POWER OF CONNECTION

Relatable Sales Strategies for a Changing World

Sales is about more than numbers. It's about meaningful human connections.

As buyer behavior evolves, forward-thinking sales teams are connecting more authentically to thrive. They understand today's buyers want to work with people who understand their needs and provide customized value.

This requires a focus on building genuine relationships beyond transactions.

Communication and relatability expert Rachel DeAlto shares proven strategies for sales teams to embrace this change and drive growth by leading with connection.

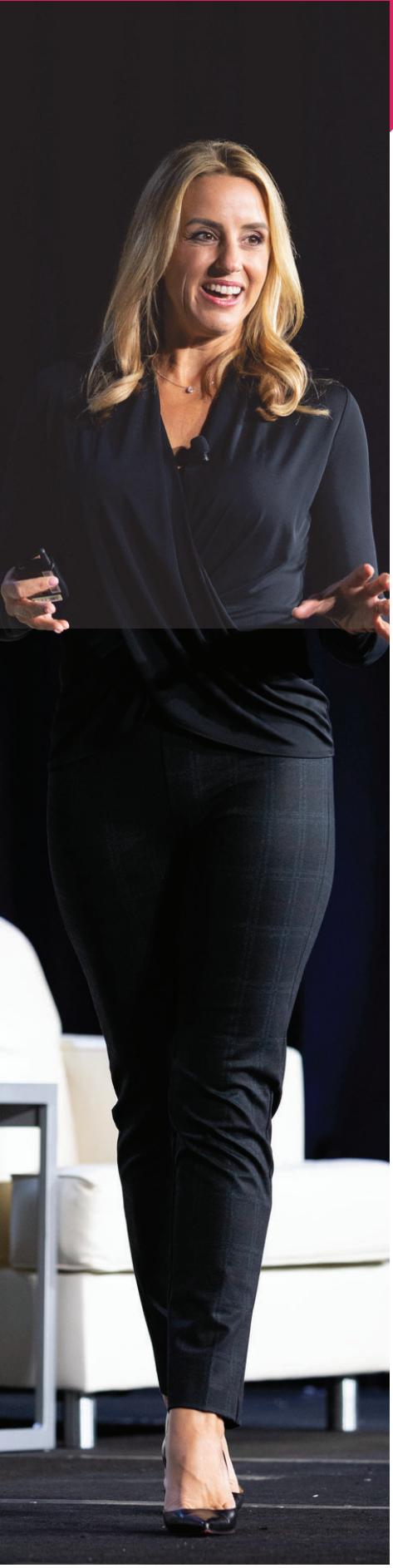
ATTENDEES WILL LEARN HOW TO:

- Relate to modern buyers' motivations and priorities
- Strengthen communication by listening to understand
- Build expertise and confidence through co-creation
- Form authentic partnerships via shared purpose and passion
- Continuously develop relatability skills and mindsets
- Optimize activities to nurture relationships

Sales leaders will gain actionable techniques to help their teams connect more deeply, convert more contacts into satisfied clients, and maximize the potential of every relationship.

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VALUE-DRIVEN RELATABILITY

The Key to Customer-Centric Success

Outstanding customer service is not just a differentiator — it's a strategic necessity. Organizations that prioritize customer centricity and build genuine connections with their customers are poised to thrive in the long run.

In this keynote, communication and relatability expert Rachel DeAlto explores the profound impact of authentic customer connections. Through engaging stories, practical insights, and cutting-edge research in customer experience, Rachel places a spotlight on the power of relatability in delivering exceptional service and cultivating loyal customer relationships.

Attendees will gain a deep understanding of the skills and mindsets needed to go beyond transactions and truly understand customer needs. Unlock the power of authentic connections to create a customer-centric culture that drives loyalty, growth, and success.

ATTENDEES WILL LEARN HOW TO:

- Shift from a transactional mindset to a relationship-building approach
- Develop active listening skills to uncover and address customer needs
- Communicate with empathy and authenticity to build trust and rapport
- Leverage customer insights to deliver personalized, value-driven experiences
- Foster a customer-centric culture that prioritizes relatability and service excellence

In a world where customer expectations are higher than ever, relatability is the key to unlocking customer-centric success.

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WORKSHOPS

Ready to revolutionize how your team connects and communicates? Rachel DeAlto's Workshops are intensive, customized experiences where trust, communication, and alignment take center stage.





WORKSHOPS

Workshops That Build Real Connection When Pressure Is High and Stakes Are Real

Trust, communication, and alignment for teams who can't afford friction—especially when it matters most.

The Hidden Cost of Disconnected Teams

Disengaged employees cost organizations 18-33% of their annual salary in lost productivity. When communication breaks down, you're not just dealing with awkward meetings, you're watching turnover climb, deadlines slip, and collaboration collapse. Unclear expectations and poor communication are the top drivers of disengagement, affecting everything from customer satisfaction to your bottom line.

Rachel's workshops don't just improve how teams talk—they reduce the friction that's quietly draining your budget.

Practical. Human. Immediately usable.

Today's teams don't need more theory. They need shared language, trust under pressure, and tools that actually work when things get tense.

Rachel DeAlto's workshops help teams:

- Communicate clearly when stakes are high
- Build trust across roles, personalities, and cultures
- Navigate tension without damaging relationships
- Align how they work together when it's busy, stressful, or unclear

These are highly interactive, research-backed experiences designed to meet teams exactly where they are. Due to high demand and a limited annual schedule, Rachel accepts only a handful of workshop engagements each year.

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A photograph of a woman with blonde hair, wearing a black blazer and red pants, standing on a stage and speaking to an audience. The stage backdrop features the text 'INTER' and 'PUERTO'.

What Makes These Workshops Different

Most workshops talk at people.

These workshops are built with them.

That means people are moving, talking, practicing real conversations, and building shared agreements—not sitting quietly taking notes.

Rachel combines:

- 15+ years as a communication expert and leadership consultant
- Deep experience facilitating complex team dynamics
- Research-backed frameworks translated into human language
- Real-world scenarios teams actually recognize

Participants don't just learn concepts.

They practice the conversations they've been avoiding—safely, productively, and with clarity. Rachel creates environments that are safe enough for honesty—without letting teams avoid the conversations that matter.

Designed for Your Team, Not a Template

This is not a generic workshop—it's an intervention.

Before stepping into the room, Rachel does the work most workshops skip.

Every workshop is built on:

- Pre-event surveys to surface real friction points, communication gaps, and team needs
- Confidential pre-interviews with key stakeholders and participants
- Review of internal language, values, and goals to ensure relevance
- Customization of activities and scenarios based on what's actually happening inside the team
- This allows the workshop to feel uncannily relevant. Not generic, not theoretical, and never disconnected from day-to-day reality.

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Participants often say:

"It felt like she already knew what we were dealing with."
Because she did.

Core Workshop Focus Areas

Authentic Connection

Build trust by understanding the human behind the role. Teams learn how personal context, pressure, and expectations shape how people show up at work.

Trust Under Pressure

Explore what builds trust, what erodes it, and how to repair it quickly. Teams create shared agreements for how they work together when things get hard.

Communication That Lands

Learn how to adapt communication based on who you're talking to, how they process information, and why they respond the way they do.

Active Listening That Changes Outcomes

Develop listening skills that reduce defensiveness, increase clarity, and create real collaboration—not just polite conversation.

Emotional Intelligence in Real Time

Understand how stress and exclusion impact behavior, performance, and cooperation—and how to self-regulate before tension escalates.

Navigating Conflict Productively

Use practical frameworks to move through disagreement without blame, shutdown, or power struggles.

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Workshop Formats

Workshops are fully customizable and can be delivered as:

- Half-day or full-day workshops
- Multi-day team experiences
- Leadership offsites
- Sales meetings and team summits
- Retreats and strategic planning sessions

Each experience is tailored to the organization's goals, culture, and real-world challenges.

This isn't the right fit if:

- You're looking for a motivational speaker to "pump up the room"
- You want a one-size-fits-all session pulled off the shelf
- Your team isn't ready to do real work together

Especially effective for:

- Sales teams and revenue-facing teams
- Cross-functional or matrixed organizations
- Teams experiencing growth, change, or restructuring
- Remote or hybrid teams
- Leadership teams seeking stronger alignment
- Organizations investing in culture, trust, and communication

What Teams Walk Away With:

Shared language for navigating disagreement without damage

Clear agreements on how the team operates under pressure

Practiced skills—not just concepts—for the hard conversations

Measurable shifts in how people describe team trust and psychological safety

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