

2026

PREMIER RAPPORT

# Speaker & *Consulting* Kit

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Detect cultural dehydration before your best people resign.  
The Flow-State Culture Framework™ brings 35+ years of  
pattern recognition to your organization.

**70+** ORGANIZATIONS SERVED

**35+** YEARS

**6** BOOKS PUBLISHED

**82%** PREDICTION ACCURACY

PREMIER RAPPORT

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## 35+ YEARS TRANSFORMING ORGANIZATIONAL CULTURE

*"At age 11, Shelley collected flea market fees in her family's auction business at 4:30 AM on Saturday mornings. Her mother could spot cash problems three months before they showed up in the ledger—not from the numbers, but from the vendors' behavior. Her father taught her that trust transfers through relationships, not announcements. That pattern recognition became a career."*

– Shelley D. Smith, Founder & CEO of Premier Rapport

**FC** Forbes Coaches Council

**6×** 6× Published Author

◆ Keynote Speaker

■ Fractional CCO

# At Our Core

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# The Only System Designed to Detect Invisible Cultural Dehydration.

Premier Rapport helps organizations detect the silent erosion of trust, connection, and purpose 9 to 12 months before traditional metrics show damage.

70+

ORGANIZATIONS  
TRANSFORMED

82%

PREDICTION ACCURACY

9-12

MONTHS OF LEAD TIME

83%

SUSTAINABILITY RATE  
vs. 29% with single-champion  
models

## FOR CEOS & SENIOR LEADERS

**Pattern recognition:** See what your dashboard can't: linguistic shifts, energy patterns, and silence signals that predict breakdown.

**Early intervention:** Restore flow when it costs 1/10th of crisis management.

**Sustainable culture:** Build systems that survive leadership transitions and consultant departures.

## FOR EVENT PLANNERS & CONFERENCE ORGANIZERS

**High-energy keynotes:** Actionable frameworks your audience can implement immediately.

**Interactive workshops:** Half-day and full-day formats with hands-on detection exercises.

**Thought leadership:** 35+ years of pattern recognition distilled into memorable, quotable insights.

# Leaders Who Sense Something Their Dashboard Can't Show Them.

Shelley works with organizations where culture is a strategic priority, not a poster on the wall.

## IDEAL CLIENT PROFILE

**E**

### Mid-Market to Enterprise

100-2,000+ employees experiencing growth, M&A integration, or cultural drift.

**C**

### CEO & C-Suite

Senior leaders who sense cultural problems before metrics confirm them.

**L**

### Leadership Summits

C-suite retreats and executive education programs focused on culture strategy.

**R**

### HR Conferences

SHRM chapters, people ops summits, and talent management events.

**H**

### HR / People Leaders

CHROs who know engagement surveys are lagging indicators, not early warnings.

**G**

### Growth Companies

Organizations scaling 3x+ who need culture to survive rapid expansion.

**A**

### Industry Associations

Trade conferences across tech, healthcare, manufacturing, and finance.

**P**

### PE / Investor Groups

Portfolio company leaders managing culture risk during growth and transition.

# Proven Authority in Organizational Culture.

6

BOOKS  
PUBLISHED

35+

YEARS  
EXPERIENCE

70+

ORGANIZATIONS

## TRUSTED BY

Marriott

VCUHealth.

Sentara

ALPOLIC™

FERGUSON

B. F. SAUL  
COMPANY

BERNSTEIN

PBMares.

CHEVY CHASE TRUST  
INVESTMENT ADVISORS

Entrepreneurs'  
Organization

NSBA.

GT

## CREDENTIALS

FC Forbes Coaches Council Member

Fractional Chief Culture Officer

Podcast Host & Guest (100+ appearances)

Predictive Index Certified Partner

## FEATURED BOOK



### Thirsty

The definitive guide to the Flow-State Culture Framework. Covers all 9 steps across 3 phases with real-world case studies, detection tools, and implementation guides.

Available on Amazon · Bulk orders for events

## FREE DIAGNOSTIC TOOLS

D

### Cultural Dehydration Assessment

Self-diagnostic for dehydration patterns

\$

### Turnover Cost Calculator

True financial impact of cultural dehydration

!

### 12 Yellow Signals Guide

Early-warning signs of cultural breakdown

All tools at [premierrapport.com/resources](https://premierrapport.com/resources)

"Shelley detected cultural patterns in our leadership team that three engagement surveys completely missed. Within 8 weeks, we reversed dehydration and prevented resignations that would have cost us over \$1.2M."

- VP of People Operations, Growth-Stage Tech Company

# Culture Doesn't Collapse. It *Dehydrates*.

The quiet, daily evaporation of trust, connection, and purpose that happens when organizations scale faster than relationships can form. The Flow-State Culture Framework™ detects what traditional metrics miss.

PHASE 1: WEEKS 1-4

## Detect the Drought

Identify the specific dehydration patterns in your organization.

- Linguistic shifts ("we" → "they")
- Energy patterns (meetings going flat)
- Silence signals (flight risk detection)

PHASE 2: WEEKS 5-16

## Restore the Flow

Intervene at cultural acupuncture points using micro-interventions.

- First Drop Protocol
- Three Trust Currents (WordFlow, BelongingFlow, EmpathyFlow)
- Bridge to Solution Pattern

PHASE 3: WEEKS 17-28+

## Tend the Garden

Embed sustainability so culture survives transitions.

- Cultural Continuity Council
- Relationship Preservation System
- Daily Gardener's Choice

### WHAT WE DETECT

W

#### Linguistic Shifts

82% predictive of breakdown

E

#### Energy Patterns

76% correlation with innovation

S

#### Silence Signals

6-9 month resignation predictor

### KEY DIFFERENTIATOR

## Leading Indicators

Not lagging metrics.

We detect dehydration while intervention is straightforward, not after your best people have already checked out.

# Three Ways to Work with Shelley.

Whether you need a keynote that transforms how your audience thinks about culture, a diagnostic that reveals what metrics hide, or a full framework implementation, there's a path forward.

ENGAGEMENT TYPE	SPEAKING & KEYNOTES	DIAGNOSTIC & COACHING	FULL FRAMEWORK IMPLEMENTATION
BEST FOR	Single event or conference	Ongoing advisory & coaching	Full organizational transformation
INVESTMENT	<a href="#">Contact for proposal</a>	<a href="#">Contact for proposal</a>	<a href="#">Contact for proposal</a>
Keynote Address (60–90 min)	✓		
Interactive Workshop (Half-day)	✓		✓
Flow Detection Diagnostic		✓	✓
Executive 1:1 Coaching		✓	✓
Full 3-Phase Implementation			✓
Fractional Chief Culture Officer		✓	✓
Cultural Continuity Council Setup			✓
Sustainability Monitoring (6–18 mo)			✓

# Bring the Flow-State Framework to Your Stage.

High-energy keynotes on cultural dehydration, pattern recognition, and building organizations that thrive. Every talk includes actionable frameworks your audience can implement immediately.

## When "We" Becomes "They"

The invisible linguistic shift that predicts organizational breakdown 82% of the time, and the 3 signals leaders miss until it's too late.

60-90 MIN · KEYNOTE

## Culture Gardener, Not Tourist

Why 70% of culture transformations fail within 18 months, and the three daily practices that make the difference between lasting change and expensive theater.

60-90 MIN · KEYNOTE

## The Dashboard Is Lying

Three patterns your engagement surveys, KPIs, and analytics platforms will never show you, and how to read them 9-12 months before crisis.

45-60 MIN · KEYNOTE

## Flow Detection Workshop

Interactive half-day session. Your leadership team learns to detect linguistic shifts, map meeting energy, and read silence signals in real time.

HALF-DAY · WORKSHOP

*"My team left smarter, felt engaged and motivated at the conclusion of her session. She was extremely credible and could empathize where she needed to, but also pressed on when making a point. Shelley is a must-book."*

- Bob Fitzgerald, General Manager, Marriott International

## SPEAKING DETAILS

# Everything You Need to Book Shelley.

Shelley delivers keynotes, breakout sessions, and interactive workshops for conferences, corporate retreats, executive offsites, and association events worldwide.

K

### Keynote Formats

45-minute, 60-minute, and 90-minute keynotes. Conference breakouts. Fireside chats and panel moderation.

W

### Workshop Formats

Half-day interactive (3 hours). Full-day deep-dive (6 hours). Multi-day leadership intensives.

A

### Availability

In-person (preferred) and virtual. US nationwide and international. 10-15 engagements per year.

## WHAT'S INCLUDED

- ✓ Pre-event discovery call with organizer
- ✓ Custom presentation tailored to your audience
- ✓ Audience takeaway worksheet / detection tool
- ✓ Professional headshots and bio for marketing
- ✓ Social media promotional assets
- ✓ Post-event Q&A or book signing (optional)
- ✓ Signed copies of *Thirsty* for attendees (add-on)

## A/V REQUIREMENTS

Lavalier or headset microphone · Confidence monitor or comfort monitor · HDMI connection for slides · Theater or classroom seating preferred for keynotes · Round tables for workshops

## IDEAL AUDIENCES

Leadership Conferences · Corporate Retreats · HR / People Ops Summits · PE / M&A Integration Events · Executive Offsites · Association Annual Meetings

# From Detection to Sustainable Culture.

Every engagement is personally led by Shelley. No junior consultants. No bait-and-switch. Pattern recognition that comes from 35+ years of observation.

D

## Flow Detection Diagnostic

2-week deep-dive that maps your organization's specific dehydration patterns. Detailed report with acupuncture points identified. No obligation to continue.

2-WEEK ENGAGEMENT

C

## Executive Coaching

1:1 coaching for CEOs and senior leaders. Build pattern recognition capability. Learn to read linguistic shifts, energy patterns, and silence signals.

6-MONTH ENGAGEMENT

F

## Fractional CCO

Shelley serves as your Chief Culture Officer on a fractional basis. Strategic culture oversight without full-time executive cost.

CUSTOM · ONGOING

I

## Full Framework Implementation

Complete 3-phase, 9-step Flow-State Culture Framework deployment. 28+ weeks. Includes diagnostic, restoration, sustainability architecture, and Cultural Continuity Council setup. Shelley leads personally.

28-40+ WEEK ENGAGEMENT

G

## Group Coaching & Team Detection

Train your leadership team to detect dehydration patterns themselves. Build distributed ownership so culture health doesn't depend on any single champion.

CUSTOM · 8-16 WEEKS

Q

**Qualification:** Not every organization is ready for this work. We look for leadership teams willing to observe behavior (not just trust dashboards), commitment to daily cultural tending, and minimum 6-month horizon. Application required. Approximately 60% acceptance rate.

# Let's Connect.

If you sense something is off in your organization, but your metrics say everything is fine and no one around you seems concerned—that's not paranoia. That's pattern recognition. And that's exactly where we start.

[BOOK A DISCOVERY CALL →](#)

Current availability: Limited spots for Q2–Q3 2026.

Shelley personally leads every engagement.

8–10 consulting clients · 10–15 speaking engagements per year.

## REACH SHELLEY

W

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→

BOOK A CALL

[premierrapport.com/contact](https://premierrapport.com/contact)

## FOR EVENT PLANNERS

Headshots, bios (multiple lengths), and promotional assets available on the media page at

[premierrapport.com/features/media](https://premierrapport.com/features/media)