

Speaker & Consulting Kit

Built on your audience's own data, not borrowed statistics.

Detect cultural dehydration before your best people resign. 35+ years of pattern recognition, delivered as something your room can use on Monday.

35+
YEARS

70+
ORGANIZATIONS SERVED

200+
TRANSFORMATIONS

6
BOOKS PUBLISHED

35+ YEARS

TRANSFORMING CULTURE



Shelley D. Smith

Founder & CEO, Premier Rapport

WHERE THE PATTERN RECOGNITION STARTED

At age 11, Shelley collected flea market fees in her family's auction business at 4:30 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.

Forbes Coaches Council	Former member
6× Published Author	Latest: Thirsty
Keynote Speaker	45, 60 and 90 minutes
Fractional Chief Culture Officer	Ongoing advisory

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WHAT WE DO

The only system built to detect invisible cultural dehydration.

Premier Rapport helps organizations see the silent erosion of trust, connection and purpose while it is still cheap to fix, rather than after the resignations start.

70+

ORGANIZATIONS

200+

TRANSFORMATIONS

Months

OF LEAD TIME

1 : 10

EARLY WORK VS CRISIS

For CEOs and senior leaders

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

Early intervention. Restore flow while it is still a conversation rather than a crisis.

Sustainable culture. Build systems that survive leadership transitions and the consultant leaving.

For the person booking the room

Nobody can call it generic. She builds the talk from your organization's own published data, so the room hears its own numbers rather than someone else's research.

Your audience leaves with a tool. Not a reading list, so the session is still being used weeks later.

Your marketing is handled. Headshots, bio, session copy and promotion assets, plus a discovery call before the date so nothing is a surprise.

Low risk. She gets invited back.

WHO WE SERVE

Leaders who sense something their dashboard can't show them.

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

IDEAL CLIENT PROFILE

Mid-market to enterprise

100 to 2,000+ employees in growth, M&A integration or drift

CEO and C-suite

Leaders who sense problems before metrics confirm them

HR and people leaders

CHROs who know engagement surveys are a lagging indicator

Growth companies

Scaling faster than relationships can form

SPEAKING AUDIENCES

Leadership summits

C-suite retreats and executive education programs

HR conferences

SHRM chapters and state councils, people ops and talent summits

Municipal and public sector

City leadership series, authorities and agencies

Industry associations

Trade conferences across finance, healthcare and manufacturing

CREDENTIALS AND REACH

Proven authority in organizational culture.

6

BOOKS

35+

YEARS

70+

ORGANIZATIONS

100+

PODCAST SPOTS

TRUSTED BY

Marriott

VCUHealth

Sentara

ALPOLIC

FERGUSON

B.F. SAUL
COMPANY

BERNSTEIN

PBMares

CHEVY CHASE TRUST
INVESTMENT ADVISORS

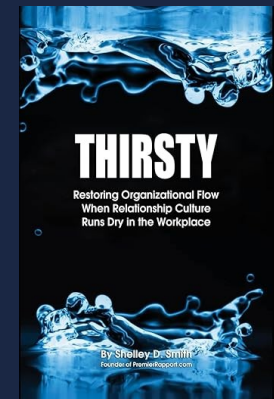
Entrepreneurs'
Organization

BAUER
COMPRESSORS

GT

CREDENTIALS

- Forbes Coaches Council, former member
- Fractional Chief Culture Officer
- Predictive Index Certified Partner
- Host of The Culture Hour and Your Morning Commute



Thirsty

The guide to the Flow-State Culture Framework: nine steps across three phases, with detection tools and case studies.

Available on Amazon. Bulk orders for events.

FREE DIAGNOSTIC TOOLS

Cultural Dehydration Assessment

Turnover Cost Calculator

12 Yellow Signals Guide

premierrapport.com/resources

OUR APPROACH

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 framework detects what traditional metrics miss.

PHASE 1 · WEEKS 1–4

Detect the Drought

- Linguistic shifts, we becoming they
- Energy patterns, meetings going flat
- Silence signals, flight risk

PHASE 2 · WEEKS 5–16

Restore the Flow

- First Drop Protocol
- Three Trust Currents
- Bridge to Solution Pattern

PHASE 3 · WEEKS 17–28+

Tend the Garden

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

THE DIFFERENCE

Not lagging metrics. We look for dehydration while intervention is still straightforward, rather than after your best people have already checked out.

ENGAGEMENT OPTIONS

Three ways to work with Shelley.

A keynote that changes how a room thinks about culture, a diagnostic that reveals what metrics hide, or a full implementation. Engagements can include the Predictive Index, EQ-i and 360 assessments, and building out an internal leadership academy.

	SPEAKING & KEYNOTES Single event or conference	DIAGNOSTIC & COACHING Ongoing advisory and coaching	FULL IMPLEMENTATION Whole-organization transformation
Keynote address, 45 to 90 minutes	✓		
Interactive workshop, half day	✓	✓	
Flow detection diagnostic		✓	✓
Executive 1:1 coaching		✓	✓
Full three-phase implementation			✓
Fractional Chief Culture Officer		✓	✓
Cultural Continuity Council setup			✓

Investment: proposal on request for every option.

Leadership Development Academy: 22 workshops, four tracks, one hour to three days · premierrapport.com/workshops

KEYNOTE TOPICS

Bring the framework to your stage.

Every talk is rebuilt for the room it's going into, and every one ends with something your audience can put to work the next morning. Outcomes for each are on the following page.

When "We" Becomes "They"

The linguistic shift that shows up long before the resignations, and what it predicts.

60–90 MIN · KEYNOTE

Culture Doesn't Wait: A Leader's Guide to Daily Tending

Built for public sector audiences, using the room's own workforce data.

45–60 MIN · KEYNOTE

Culture Gardener, Not Tourist

Why culture change fades once the champion moves on, and the practices that make it stick.

60–90 MIN · KEYNOTE

The Dashboard Is Lying

Three patterns your surveys and analytics will never show you, and how to read them early.

45–60 MIN · KEYNOTE

Flow Detection Workshop

Your leadership team learns to detect the shifts, map meeting energy and read silence.

HALF DAY · WORKSHOP

"My team left smarter, felt engaged and motivated. Extremely credible, and she pressed on when making a point. Shelley is a must-book."

Bob Fitzgerald, General Manager, Marriott International

[SEE HER ON STAGE](#)

Session footage on request · [link to come](#)

WHAT YOUR AUDIENCE LEAVES WITH

You know exactly what your people walk out with.

Every session states three outcomes before it is booked, so you can tell your audience what they are getting and tell your leadership what it was for. No session is sold on a topic alone.

When "We" Becomes "They"

Your audience will be able to:

- Identify the language shifts that signal disengagement before it reaches a metric
- Apply a weekly listening practice to their own team
- Respond to an early signal with one specific, small intervention

Culture Doesn't Wait

Your audience will be able to:

- Interpret their own workforce data to locate where people actually leave
- Use the detect, restore and tend sequence with one tool per phase
- Build a first-year routine that attaches to check-ins they already run

Culture Gardener, Not Tourist

Your audience will be able to:

- Explain why culture work fades when it depends on a single champion
- Establish daily practices that survive a leadership change
- Put a continuity structure in place so the work outlives the person who started it

The Dashboard Is Lying

Your audience will be able to:

- Distinguish lagging engagement metrics from leading behavioral signals
- Read the three patterns a survey cannot show them
- Decide what to watch in the months between surveys

The half-day Flow Detection Workshop carries six outcomes. Ask and we'll send them.
Written in the form recertification applications ask for, if you file for credit.

ROOMS AND AUDIENCES

Where Shelley has been on stage.

Thirty-five years of conference stages, city leadership programs, corporate retreats and association meetings.

State SHRM conferences

Virginia, Maryland, New Jersey and North Carolina.

STATE LEVEL

Local SHRM chapters

Chapter programs and professional development days across several states.

ONGOING

City and county leadership programs

The closing session of Virginia Beach's 2026 L.E.A.D. series, 100 to 150 city leaders.

PUBLIC SECTOR

Corporate leadership and hospitality

Leadership sessions inside national hospitality and manufacturing organizations.

CORPORATE

Women's conferences and association meetings

Keynotes and breakouts for professional associations and women's leadership events.

ASSOCIATIONS

Invited back by the City of Virginia Beach for a second year, before the first talk was delivered.

WHAT ORGANIZERS GET BACK

She researches the room before writing the talk, uses your own data rather than borrowed statistics, and leaves them with a tool.

SPEAKING DETAILS

Everything you need to book Shelley.

Keynotes, breakout sessions and interactive workshops for conferences, retreats, offsites and association meetings.

Keynote formats

45, 60 and 90 minutes. Conference breakouts. Fireside chats and panel moderation.

Workshop formats

Half day, three hours. Full day, six hours. Multi-day leadership intensives.

Availability

In person preferred, virtual available. US nationwide and international. 10 to 15 engagements a year.

A/V REQUIREMENTS

Lavalier or headset microphone
Confidence monitor
HDMI connection for slides
Theater or classroom seating for keynotes, round tables for workshops

WHAT'S INCLUDED

- ✓ Pre-event discovery call with the organizer
- ✓ A talk written for your audience, not a stock deck
- ✓ Audience takeaway worksheet or detection tool
- ✓ Professional headshots and bio for your marketing
- ✓ Social promotion assets
- ✓ Post-event Q&A or book signing, optional
- ✓ Signed copies of *Thirsty* for attendees, add-on

IDEAL AUDIENCES

Leadership conferences · Corporate retreats · HR and people ops summits · City and county leadership programs · M&A integration events · Association annual meetings

From detection to sustainable culture.

Shelley leads every consulting engagement herself. Workshops are delivered by Shelley and her certified faculty.

Flow Detection Diagnostic A two-week deep dive that maps your dehydration patterns. No obligation to continue.	2 WEEKS
Executive Coaching One-to-one for CEOs and senior leaders. Build the pattern recognition yourself.	6 MONTHS
Fractional Chief Culture Officer Strategic culture oversight without the full-time executive cost.	ONGOING
Full Framework Implementation The complete three-phase, nine-step deployment, from diagnostic to Continuity Council.	28–40 WEEKS
Group Coaching and Team Detection Train your team to detect the patterns, so culture health doesn't depend on one champion.	8–16 WEEKS
Leadership Development Academy Twenty-two workshops across four tracks, from entry to senior. One hour to three days, virtual or onsite.	22 WORKSHOPS

Qualification. Not every organization is ready for this work. We look for leadership willing to observe behavior rather than trust dashboards, a commitment to daily tending, and a six-month horizon. Application required.

Let's connect.

If you sense something is off in your organization, but the metrics say everything is fine and nobody around you seems concerned, that isn't paranoia. That's pattern recognition. It's exactly where we start.

BOOK A DISCOVERY CALL

Currently booking Q4 2026 and 2027. Eight to ten consulting clients and 10 to 15 speaking engagements a year, each led personally by Shelley.

Premier Rapport
CULTURE MATTERS

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BOOK A CALL

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