



## KEYNOTE TOPICS

### **RISE THROUGH IT™: How to Boldly Lead and Live in a World of Uncertainty**

Every day, leaders face a barrage of challenges, problems, and threats. While the initial instinct may be to avoid them, hiding from adversity often leads to further setbacks and long-term chaos.

In reality, the most difficult moments can become our greatest teachers if we intentionally choose to learn from them, solve them, and rise through them. True growth and leadership emerge from consciously deciding to "rise through" our challenges, rather than merely trying to "rise above" them to quickly escape.

Rashmi Airan learned first-hand what it means to Rise Through It™. Her remarkable journey—from an Ivy League education to federal prison—has unlocked immutable lessons in determination, growth, and transformation. Today, Rashmi is a sought-after expert helping leaders rise through challenges rather than avoid them using her proven system: The RISE Process™.

After working with Rashmi, leaders adopt a bold and transformative approach, shifting from being victims of circumstances to viewing challenges as opportunities for profound growth. She fosters a culture of courage, acceptance, and vulnerability to harness discomfort and thrive. Her proven framework illuminates the path to becoming bold, grounded, visionary leaders prepared to overcome the inevitable fear when dealing with change. When we RISE THROUGH IT™, we embrace growth and unlock our power to shine.

### **OUTCOMES**

- Master a validated process to address any challenging scenario and convert it to an opportunity.
- Reframe our sense of self with the understanding that it's about who we are, not what we achieve that matters.
- Cultivate a culture of courage by creating safe spaces for open communication and risk-taking.
- Alleviate AI anxiety and create a more inclusive, adaptable, and future-ready digital workplace.

## **DON'T RISK IT! The Case for Ethical Vigilance**

In this engaging keynote, Rashmi Airan emphasizes the critical importance of ethical decision-making in today's fast-paced business environment. Drawing from her personal journey from Wall Street to law school to prison, Rashmi highlights the dangers of ethical blind spots and the necessity of maintaining constant vigilance to uphold integrity. Leaders often face the painful challenge of balancing business pressures with ethical considerations, risking financial stability, client relationships, and personal reputation to do what is right. This keynote is essential for leaders and organizations aiming to foster a culture of ethics and navigate complex ethical dilemmas.

Rashmi's insights provide a roadmap for leaders who must constantly tow the ethical line while taking calculated risks. She addresses the real-world pressures that can lead to ethical lapses and offers practical strategies to mitigate these risks. Attendees will leave with a deeper understanding of how to maintain their ethical compass in the face of adversity and make decisions that align with their core values.

### **OUTCOMES**

- Understand the potential risks of ethical lapses across various industries.
- Learn strategies to encourage ethical decision-making at all organizational levels
- Gain tools to create a culture of integrity and accountability.
- Discover insights on balancing business pressures with ethical considerations.

## **DHARMA LEADERSHIP™ - Who are you?**

In our tech-driven world, top talent often struggles with identity and purpose, which significantly impacts engagement and performance. Rashmi Airan, a leader with extensive expertise in finance and law, addresses this critical challenge through her innovative Dharma Leadership™ framework. This framework, developed from her personal experiences and grounded in behavioral psychology research, has garnered acclaim from major corporations and Deloitte. Rashmi's methodology focuses on overcoming technological isolation by fostering self-awareness among leaders and teams.

By emphasizing the importance of understanding "WHO we are" rather than just "WHAT we do," Rashmi promotes inclusivity and unlocks individual and collective potential. This paradigm shift not only enhances the quality of life but also drives business performance, fostering collaboration and growth in today's highly competitive landscape. Her approach is particularly valuable for leaders, executives, and teams seeking to cultivate a more authentic, purpose-driven, and impactful leadership style.

Rashmi's Dharma Leadership™ framework also addresses the challenges of employee engagement, talent retention, and adaptation to the ever-evolving technological environment. By focusing on self-worth and humanity over ego-driven achievements, her methodology helps organizations create a culture that supports ethical decision-making and global impact, ultimately leading to sustainable success.

### **OUTCOMES**

- Develop strategies to cultivate a culture that creates a competitive advantage and boosts business performance.
- Implement awareness techniques to maximize individual and team performance.
- Foster a more authentic, purpose-driven, and impactful leadership style.
- Enhance employee engagement and talent retention in a tech-driven environment.

## **SILENT NO MORE: Remaking Mental Health in Leadership**

In corporate America, where mental health often remains hidden, Rashmi Airan's journey from finance professional to federal prison sheds powerful light on this critical issue. Her crusade is deeply personal, stemming from her sister's decades-long battle with mental illness and the tragic loss she and her family endured. Her daughter's ongoing struggles with anxiety, depression, and OCD further fuel her mission.

Inspired by their pain, Rashmi's mother co-founded the Key Clubhouse of South Florida, offering tangible support, including housing, to those facing mental health challenges. Drawing from this family history and her own incarceration experience, Rashmi argues that mental illness doesn't discriminate, affecting CEOs and entry-level employees alike in today's high-pressure business world.

Through poignant storytelling and her groundbreaking RISE process™, she reframes mental health as a leadership opportunity. Rashmi shows how creating a mentally healthy work culture isn't just humane—it's a business imperative. She demonstrates how conditions like anxiety often come with unique strengths such as attention to detail and empathy, especially relevant as younger generations enter the workforce.

By booking her keynote, you're not only investing in leadership development but also joining a mission to ensure no one suffers in silence, from the boardroom to the mailroom. Be part of making mental wellness the heart of 21st-century leadership.

### **OUTCOMES**

- Leaders will learn to destigmatize mental health, viewing it not as a weakness but as a universal human experience.
- Attendees will gain Rashmi's RISE Process™, a practical framework to proactively support workplace mental health.
- Learn to create a mentally healthy work culture that attracts and retains diverse talent, especially from younger generations.
- Leaders will transform personal mental health experiences into powerful tools for authentic leadership.

## **OPPOSITES ATTRACT: The Power of Turning Enemies into Allies**

Customers and employees are struggling with the prevalence of technology and the lack of the human touch, leading to worsening turnover, and lower sales affecting business performance entirely. Establishing relationships is a cornerstone of sales and business growth, reflecting the fundamental principle that people prefer to do business with those they know, like, and trust. This concept underscores not just a transactional interaction but a relational dynamic that can significantly impact the bottom line and long-term success of a business.

Join us for an extraordinary presentation where Rashmi Airan, a former federal defendant, and Joseph Capone, the former federal prosecutor who investigated her case, come together to share their incredible journey.

Rashmi's transformative experience has inspired her to become a corporate motivational speaker, fearlessly spreading wisdom about decision-making and leadership. Despite their past adversities, Rashmi and Joe have developed a unique bond built on mutual respect and continuous growth.

Get ready for an engaging discussion as Joe provides his prosecutorial perspective on the case, focusing on key moments of decision-making. Collaborating now as allies, Joe and Rashmi will lead an interactive conversation, offering valuable insights into how adversaries can become allies. Their story is living proof that transformation and reconciliation are possible, leading to a relationship unimaginable several years ago.

The importance of establishing relationships in sales and business cannot be overstated. It's a strategy that pays dividends not just in increased sales and business growth, but in building a sustainable, reputable, and resilient business that stands the test of time.

### **OUTCOMES**

- Embrace a culture of transformation by proven framework to build relationships
- Discover how adversarial relationships can evolve into alliances
- Empower change by gaining insights from the collaboration between former adversaries.
- Establish the power of relationships and drive sales and growth through specific skills.