



Rachel Botsman

World-renowned expert on the explosive new era of trust and [technology](#)

Ranked among the Top 50 thinkers in [management](#) and business on the 2021 [Thinkers50](#) list, Rachel Botsman is a leading expert and [author](#) on trust in the modern world. Her work aims to shift perspectives and inspire change. She is an author, podcast host and a Trust Fellow at Oxford University's Saïd Business School.

Rachel's biography

Rachel Botsman's background

She is the [author](#) of two groundbreaking books that have been critically acclaimed and published in 14 languages. Rachel has been recognized as one of the world's 30 most influential management thinkers by Thinkers50, one of the Top 10 most influential voices in the UK on LinkedIn and honoured as a Young Global Leader by the World Economic Forum. She is a regular contributor to numerous publications including the New York Times, Guardian and Wired and hosts the podcast series Trust Issues.

As the go-to voice on trust, Rachel has a strong, insightful and engaging media presence across publications and channels such as The [Economist](#), The Guardian, Financial Times, The New York Times, The Wall Street Journal, Harvard Business Review, Wired, the BBC and CNN.

Awards, Accolades, Achievements & Honours

- Young Global Leader – World Economic Forum
- Breakthrough Idea Award – Thinkers50
- Top 50 Management Thinkers in the World – Thinkers50
- Top 100 Most Creative People in Business – Fast Company
- Top 20 Speakers in the World – Monocle
- 'Progressive Voice' Women of the Year Award 2018 – InStyle
- LinkedIn Influencer

A dynamic and witty storyteller, she is a master at connecting with audiences — opening their minds and stirring them into action. Rachel has been selected as one of the top 20 speakers in the world by Monocle. She has spoken to thousands of people at companies, governments and public events as diverse as Xero, Google, Accenture, Goldman Sachs, Salesforce, The Drucker Forum, Clinton Global Initiative, World Economic Forum and many others.

Rachel has the ability to make people think differently. To challenge what they know. She engages audiences with her warm storytelling and rigorous research. Her visual thinking brings clarity and realness to bold ideas.

She is passionate about driving meaningful conversations. Her interactive approach encourages participation and gives audiences the space to have honest discussions. It's an effective and impactful way to bring [energy](#) to virtual environments.

Rachel has spoken three times at the prestigious TED conference and is consistently ranked in the top 1% of all speakers at events she attends. Clients have called Rachel “transformational” and “captivating”; her presentations create a buzz that resonates long after the final word.

Rachel's talks

- **The Currency of Trust**

- **How much does your organization value trust?**

- To survive and thrive, companies and society need trust. It is the currency that enables us to navigate uncertainty, make confident choices, take risks, and leap into the unknown.

- In this talk, Rachel challenges audiences to rethink their understanding of trust. Many of her observations about how trust really works run counter to the typical business narrative. For example, she punctures the idea that transparency is the key to more trust. In an engaging format, Rachel helps audiences to get a unique perspective on the role trust plays in our lives, and how we become more trustworthy.

- **The Power of Trusting Cultures**

- **How trusting is your workplace?**

- Trust is both the foundation and the result of a strong [culture](#). It isn't the result of happy hours and foosball tables. A truly trusting and inclusive culture provides people with a sense of belonging and a feeling of safety. It often involves a shift in focus from the capabilities of an organization to its character.

- Rachel Botsman has spent the past decade studying the key traits for creating a trustworthy culture, including humility, reliability, vulnerability, and integrity. She also highlights key leadership styles for earning trust, including setting clear expectations and the symbiotic relationship between strength and compassion.

- **How Trust Drives innovation**

- **How do you get customers to trust a new product or idea?**

- A “trust leap” occurs when we take a risk, or do something new or in a fundamentally different way. It is an integral part of the innovation process, from idea to adoption.

- But how can we be persuaded over the chasm of fear to take a risk on something new? In this dynamic session, Rachel reveals the fascinating relationship between trust and innovation – giving audiences the courage to take more risks. She also shares practices for building external trust around new products and ideas.

- **What do I say? : How leaders earn trust in a crisis**

- In times of high uncertainty, a distinctive style of leadership and [communication](#) is needed to earn trust. But how do you find the right words and behaviors when nobody knows what will happen next? Author and Oxford University Trust Fellow Rachel Botsman will provide insights and best practices that will help you rethink what ‘communicating for trust’ looks like. You'll walk away from this session reflecting on your own leadership style and with more confidence to help lead others through uncertainty and change – even when you don't have all the answers.

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