

Shasta Nelson

KEYNOTE SPEAKER, AUTHOR
+ SOCIAL RELATIONSHIPS EXPERT



Activate belonging

Speaking programs & workshops that activate high-trust & resilient relationships

THE PROBLEM

All the problems we face in business today require strong and collaborative relationships. Unfortunately, most of us don't know how to intentionally and quickly create those relationships in a fast-changing, hybrid, and lonely world.

THE SOLUTION?

Belongingness.

Belongingness is the quality or state of being connected to others in a way that leaves one feeling seen and appreciated.

When we believe that we belong, we are happier, healthier, more productive, and more engaged.

With over 15 years of research and experience, Shasta knows what it takes to create belongingness—*for professional & social relationships.*





ABOUT

Shasta Nelson

A pioneer in belongingness, Shasta Nelson is an in-demand keynote speaker, popular media resource, and author of three books in which she teaches how to build healthy relationships, including *The Business of Friendship: Making the Most of the Relationships Where We Spend Most of Our Time*.

For over 15 years, Shasta has been translating the science of human connection into actionable practices that lead to greater belonging in our communities and work culture. Her expertise has activated organizations such as **Google** and **LinkedIn** to intentionally create and accelerate the high-trust and resilient relationships that lead to higher employee retention, engagement, and collaboration.

Shasta is a contributor to the *Harvard Business Review*; has been featured in hundreds of publications such as the *New York Times*, the *Los Angeles Times*, and *TIME* magazine; and has appeared as a guest on the *Harvard Business Review* podcast, the *Today Show*, and the *Steve Harvey Show*.

Shasta is a two-time featured **TEDx** speaker, with her first TED talk receiving over 800,000 views, and she has delivered 500+ keynotes for over 20 different industries, including tech, healthcare, nonprofits, education, and more.

SELECT CLIENTS AND MEDIA APPEARANCES



Belongingness: accelerating high-trust, resilient, and rewarding relationships

Focus: Workplace Culture

Did you know that employees with meaningful relationships at work are seven times more likely to be engaged in their jobs, take fewer sick days, collaborate more effectively, provide better customer service, and have higher loyalty to their companies? Belongingness is the #1 factor for employee satisfaction, and creating a culture of belonging is an effective solution for decreasing turnover and increasing employee fulfillment.



In this dynamic and interactive program, social relationships expert and author of *The Business of Friendship: Making the Most of Our Relationships Where We Spend Most of Our Time*, Shasta Nelson provides a **framework to evaluate belongingness within your teams and delivers practical tools to create and accelerate the high-trust and resilient relationships that boost employee productivity, retention, and profitability.**

Perfect for leaders & orgs who want to:

- Increase employee retention, engagement, and collaboration
- Inspire and gift their employees with skills to improve their well-being and fulfillment at work and in their personal lives
- Create a culture of belonging at work

Audiences will leave with:

- The latest research on how meaningful relationships at work impact employee engagement and retention
- The 3 requirements of all healthy relationships and how they establish a culture of belonging
- A framework to evaluate belongingness within your teams and identify areas of improvement to focus on for maximum impact
- Strategies to implement the 3 requirements in your company culture and accelerate high-trust and resilient relationships at work



It Can't Be Lonely at the Top: Why the Successful Leader is the Connected Leader

Focus: Leadership & Workplace Culture

We frequently talk about how lonely it is “at the top,” and yet we’ve almost resigned ourselves to believing that’s the way it has to be. Just as our team members need to have meaningful relationships at work to be more engaged and productive, our leaders need to feel connected and supported. The stats speak for themselves: 60% of CEOs say they’re lonely, and three-fourths of them say it’s hurting their performance.

But it doesn’t have to be this way—leaders with supportive relationships at work are more resilient through crisis, communicate more effectively, and enjoy increased longevity and health.



In this fun and interactive program, social relationships expert and author of *The Business of Friendship: Making the Most of Our Relationships Where We Spend Most of Our Time*, Shasta Nelson delivers strategies to create and maintain the supportive relationships that your leaders need and addresses the biggest fears around boss-employee friendships, such as favoritism, confidentiality breaches, and more.

Perfect for leaders & orgs who want to:

- Boost leadership performance, resilience, and job satisfaction
- Improve communication and trust between leaders and team members
- Ensure their leaders' health and well-being by building better relationships professionally and socially
- Combat potential favoritism, power imbalances, and confidentiality breaches arising from boss-employee friendships

Audiences will leave with

- The latest research on how meaningful relationships at work impact leadership performance, resilience, and communication
- The 3 requirements of all healthy relationships and how they establish a culture of support and belonging
- Strategies to strengthen the 3 requirements and create supportive relationships that will boost your leaders' performance and job satisfaction
- Insight into addressing the biggest fears around boss-employee friendships, such as favoritism, power imbalances, confidentiality breaches, firing and/or reprimanding a friend, and more

TEDx Pleasanton



Relationally Fit: The Social Secret to a Longer, Happier Life

Focus: Health & Well-Being

How many of us struggle to muster the energy to socialize with strangers or even with our closest friends? Making new friends or deepening our existing relationships is uncomfortable, awkward, and—at times—painful. But choosing to avoid social discomfort often leaves us feeling lonely, **with over 61% of the United States and 73% of Gen Z-ers feeling lonely on a regular basis**. The damage to our health, happiness, and longevity is devastating. Feeling disconnected is as harmful to our well-being as smoking 15 cigarettes a day, twice as harmful as being obese, and is the equivalent of being a lifelong alcoholic. **So what's the solution?**



In this energizing program packed with real-world research and inspiring stories, social relationships expert Shasta Nelson explores the #1 health factor more critical than kale and treadmills and teaches us how we can enjoy long, connected lives.

Perfect for:

- Hospitals and other healthcare organizations who want to teach their communities and employees how to improve mental health through belongingness and human connection
- Leaders and organizations who want to improve their employees' health and well-being

Audiences will leave with:

- The latest scientific discoveries on the devastating side effects of loneliness and the health benefits of belongingness
- A framework to reflect on and assess your social health, and identify which takeaway will make the biggest difference in fostering meaningful connection in your own life
- Healthy expectations of relationships and their discomforts, such as conflict, disappointment, and insecurities

Loneliness: #1 Public Health Issue

TEDx
LaSierraUniversity
x = independently organized TED event



Frientimacy: The 3 Requirements for All Healthy Relationships

Focus: Social Relationships

Did you know that over 60% of us feel lonely on a regular basis? With the constant connectivity of today's world, it's never been easier to meet people—but it's never been harder to form meaningful relationships. The truth is, most of us aren't lonely for more interaction, but rather for more intimacy, more support, and more depth. **But how do we create these relationships we all want?**



In this energizing program packed with real-world research and inspiring stories, social relationships expert Shasta Nelson unlocks the secret to turning acquaintances and casual friendships into deep, supportive connections and reaching a level of trust that she calls “frientimacy.”

Perfect for

- Fundraising galas, nonprofit organizations, philanthropic foundations, client appreciation events, and community-focused events

Audiences will leave with

- The 3 requirements of all healthy relationships and how they work together to deepen our connections
- The ability to identify which of the 3 requirements need to be developed in your own relationships
- Tools to strengthen the 3 requirements and achieve the supportive relationships you’re craving

Conference Connector: Hire Shasta to Emcee Your Event

Focus: Social Relationships

Let's make belongingness a topic that not only inspires but is also the experience of all of your attendees, speakers, and team throughout your entire event! It's one thing to have an amazing line-up of speakers—imagine if you also had a compelling and fun presence on stage to cast the vision, respond to the energy in the room, weave together all the speakers while keeping your conference theme front and center, and most importantly, facilitate connections and networking throughout your entire event! If you want your event team to feel supported, your attendees to feel energized and connected to one another, and your event to feel coherent and exciting—hire Shasta to set the stage as your opening speaker and stay as your Conference Connector, making belongingness a core experience of your next event!



Off-Site Team & Organization Belonging

Focus: Workplace Culture

Do you want to facilitate belonging and connection within your team(s)? This Off-Site Team Belonging program includes a pre-assessment that allows a safe space for each participant to evaluate their current sense of belongingness within their team and provides a “team score” in each of the 3 requirements of all healthy relationships, enabling leaders and teams to identify areas of improvement to focus on to make the biggest difference.



This program is most often facilitated for groups of 6-20 participants but has also been run for 100+ people, divided into teams or smaller groups at tables. It can be as short as 2 hours but is typically 3-6 hours.

Perfect for leaders & orgs who:

- Want to facilitate belonging and connection within their teams
- Have experienced a lot of transition, turnover, or big changes recently
- Are new leaders to a team
- Are committed to promoting professional development and personal growth

Hiring Shasta to facilitate meaningful & strategic time together will:

- Provide an assessment for evaluating team dynamics and empower everyone to help be a part of the solution
- Teach the 3 requirements of all healthy relationships
- Guide leaders and teams to develop strategies that create a culture of belongingness at work
- Facilitate conversation and getting to know each other
- Offer your team(s) a framework to evaluate their personal and work relationships
- Cast the vision for why it's important to enjoy the people we work with (for the organization's success, but also for employee satisfaction!)
- Make you (the leader!) look good as it communicates to your team that you care about their relationships and gives you a chance to participate with them in connecting!



All Hands Gathering

Focus: Leadership & Culture

Do you want to dedicate a day to improving your company culture and the relationships amongst your employees and team members? Do you want to maximize that time together—making sure it's fun and memorable, but also strategic and bonding?

All too often, when we strive for relationship building, we either err on the side of too much talking and updating, or in an attempt not to be “boring,” we only plan time for play, with the hope that activity will automatically lead to relationships. You're wise enough to invest in bringing your employees together—let's ensure your gathering builds lasting relationships that enrich your company culture!



This All-Hands Gathering is customized and co-created to weave in strategic play and activity with Shasta's signature speed-friending and motivational teaching. This half- or full-day program will help your employees maximize their connections with each other and with your organization, and give them a meaningful and fun day that equips them with the tools and insights to strengthen all of their relationships—professional and social. The outcome for your organization will be greater retention, organizational loyalty and pride, more high-trust and resilient relationships, increased psychological safety, and higher employee satisfaction.

Perfect for leaders & orgs who:

- Want to improve company culture and the relationships amongst their employees and team members
- Want to help new and existing employees build high-trust, resilient relationships through fun and strategic activities

Hiring Shasta to host a meaningful & energizing day will:

- Help new employees meet more coworkers and feel more belongingness
- Facilitate all your employees getting to know each other in new and purposeful ways
- Cast the vision for the ways your organization and leaders support employees
- Teach your employees the science of belongingness and human connection in ways that will benefit their personal lives and increase their job satisfaction at work
- Strategically feature people in your organization through interviews, games, and spotlights

A woman with blonde hair, wearing a blue blazer and dark jeans, stands on a stage, gesturing with her right hand. The stage is lit with red and purple lights. In the foreground, the silhouettes of an audience are visible. The word "Testimonials" is overlaid in white text on the bottom left.

Testimonials

Shasta is a powerhouse speaker & educator! Shasta hosted an incredible virtual session on the business of belonging & relationships for my Marketing team at Google. She left the team with incredible insights & thinking tools that are just so valuable for a mindset change. Our event with Shasta felt like a warm but productive hug with a focus on being intentional about the experiences people are creating for each other.

Supriya Gujral, Senior Director, Global Partner Marketing at Google

“Who gets a **standing ovation** after teaching a full day seminar???? NO ONE. No one, that is, except Shasta Nelson. Shasta was INCREDIBLE.”

Jennifer Lier, Sales Executive, Executive Speakers Bureau

“Shasta was outstanding. Of all our Leadership and Development speakers, she was one of the best we’ve had. With the stress and risk of burnout many leaders face in today’s world, her presentation provided us with knowledge and tools in a way that was engaging, informative, transformational and unforgettable.”

Rick Rawson, President, Adventist Health + Rideout Hospital

“I had the amazing opportunity to **ask Shasta to return for a second year in a row** to host a session on Building Friendships for our employee culture day here at LinkedIn! I would highly recommend working with her at your organization to bring powerful, energizing, and impactful expertise around relationships!”

Sam Murphy, Sr. Customer Success Manager, LinkedIn

"Our half-day workshop with Shasta far surpassed my already-high expectations and my only possible area for improvement is just that I **wish we could've spent even more time with her!** The impact of Shasta's work is immeasurable and in a whole other category of its own, one with a value arguably more foundational and important than so many other topics we consider to be 'hard skills.' My team left the session with Shasta feeling inspired, connected and grateful for each other, and having learned about themselves as people. Shasta's workshop was so powerfully effective and moving that it felt like it immediately established trust in my leadership and goodwill with my team, especially with my leadership team, in a way that I could tangibly feel after the session."

Maggie Chang, Director of Marketing Operations, Gilead Sciences

"I would **recommend Shasta 100 out of 100 times!** Beyond being a warm and inviting person, Shasta delivered two incredible presentations at our recent recognition events. She is thoughtful, well poised, energetic and approachable. Her topics cover current issues that should be at the forefront of everyone's minds. Her information is digestible and actionable and will leave a lasting impression on your audience."

Julie D'Anastasio, AVP of Meetings and Events, Kestra Holdings

"Shasta was a fantastic keynote speaker for our annual conference. She was engaging with the audience and connected to their experiences. She **received glowing reviews from our attendees.** One said, 'This was likely my favorite presentation this year. I made lots of notes to take home with me!' I would highly recommend her for your next conference."

Rachel Borgie, Conference Manager, Conference Managers

“Shasta was the perfect speaker for our healthcare leadership conference. Five months after the event, our leaders are still talking about her helpful content on workplace friendships. It's rare to encounter an author who is a great writer and can also hold their own as a speaker. Shasta brings that rare combination. Her books are so well written and engaging, AND she is a dynamic speaker who connects well with her audience. I highly recommend her for other healthcare organizations seeking to keep their teams resilient and whole.”

David Kennedy, *Regional Executive Director of Mission, AdventHealth Kansas City*

“Shasta knows how to connect with any audience. She is polished and authentic at the same time, and I've had the pleasure of seeing the way she transforms and lifts up a room (physical and virtual) filled with people. I'm a huge fan!”

Kelly Morrison, *Senior Vice President, Humantouch LLC*



friendship
don't just happen



The Guide to
CREATING
MEANINGFUL
GIRL

HOW TO DEEPEN FRIENDSHIPS
FOR LIFELONG HAPPINESS

Shasta Nelson

shasta
Founding Girlfriend and CEO

FRIENTIM

[fren-tee-muh-see]

1. the experience of a meaningful friendship
supportive closeness among friends

SHASTA NELSON

THE
BUSINESS
OF
FRIENDSHIP

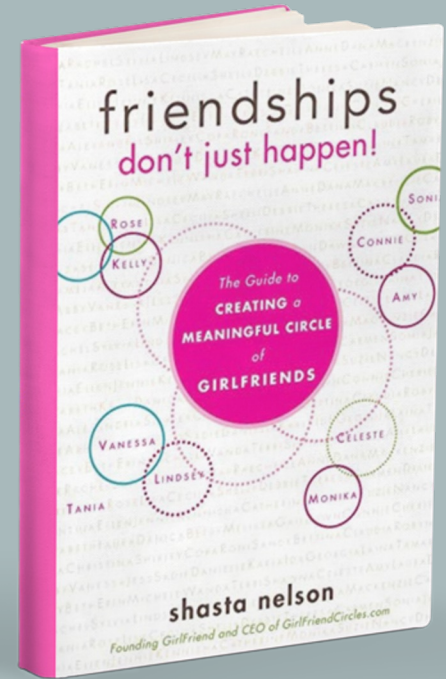
MAKING THE MOST OF
OUR RELATIONSHIPS WHERE WE
SPEND MOST OF OUR TIME

Shasta's Books

Belongingness as We Form New Relationships

FRIENDSHIPS DON'T JUST HAPPEN!
THE GUIDE TO CREATING A MEANINGFUL
CIRCLE OF GIRLFRIENDS

Shasta's debut work on how women can make and maintain meaningful and lasting friendships in a busy and ever-changing world. Through how-to tips, guiding questions, and activities, Shasta shows us how to find friends and deepen our existing friendships, increase vulnerability safely, and respond to friendship threats like jealousy and judgment.

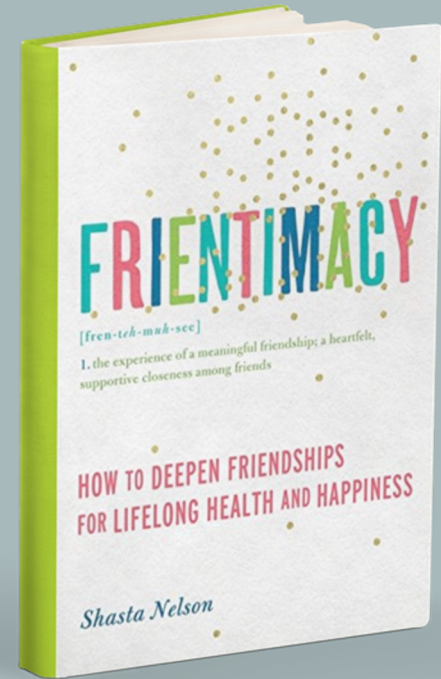


Shasta's Books

Belongingness as We Deepen Our Relationships

FRIENTIMACY: HOW TO DEEPEN FRIENDSHIPS FOR LIFELONG HEALTH AND HAPPINESS

With the constant connectivity of today's world, it's never been easier to meet people and make friends—but it's never been harder to form meaningful relationships. *Frientimacy* is a blueprint for turning acquaintances and casual friendships into deep, supportive connections. In her second book, Shasta explores the most common complaints and conflicts facing friendships today and provides strategies for overcoming these pitfalls to reach a level of trust that she calls "frientimacy."

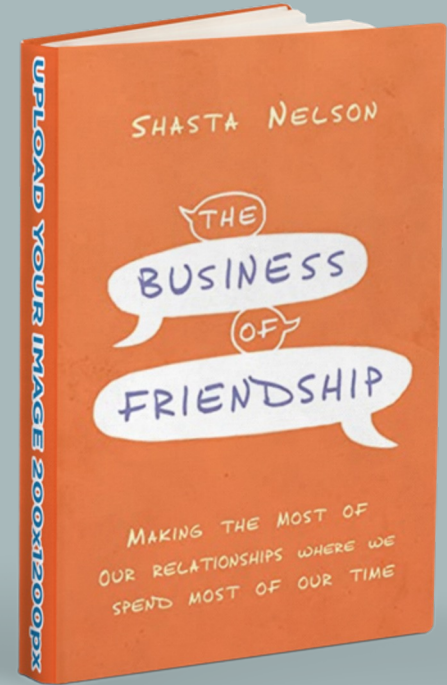


Shasta's Books

Belongingness in Work Culture

THE BUSINESS OF FRIENDSHIP: MAKING THE MOST OF OUR RELATIONSHIPS WHERE WE SPEND MOST OF OUR TIME

The solution to the Sunday Scaries? Feeling connected at work. *The Business of Friendship* is a guide for business leaders and employees to increase belongingness at work and, in turn, boost employee retention, engagement, collaboration, and profitability, and decrease stress and burnout. In her third book, Shasta reveals the three essentials to creating healthy interpersonal relationships and demonstrates how to address the biggest fears around workplace friendships, such as favoritism, confidentiality, romantic attractions, and more.



5 Reasons to Hire Shasta

01

**SHE'S
NEEDED**

60% of your leaders and employees feel disconnected at work, and it's hurting their engagement, loyalty, and collaboration. Shasta can show you how to create a workforce that's connected, satisfied, and sustainable.

02

**SCIENCE AND
RESEARCH
BASED**

With over 15 years of experience translating the data into clear and digestible content, Shasta makes her topics accessible to all audiences.

03

**REAL-LIFE
SOLUTIONS**

Since most audiences have never heard a keynote on loneliness and/or belongingness, Shasta goes beyond theory and teaches hands-on tools to create a culture of belongingness in real life.

04

**CUTTING-
EDGE TOPICS**

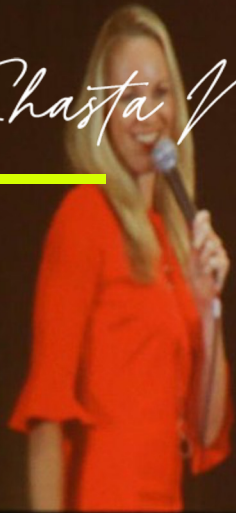
In May 2023, the U.S. Surgeon General released an advisory on the "epidemic of loneliness" and called on organizations to help create more belongingness. Shasta offers unique & enlightening insights into combatting this public health crisis.

05

**AUDIENCES
LOVE HER!**

"She was outstanding!" and "Why have I never heard this before?" are common responses to Shasta's highly acclaimed presentations that keep audiences of all ages engaged.

Shasta Nelson



Thank you.



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