

# Shasta Nelson

## Social Relationships Expert, Author, Media Resource, and Keynote Speaker

Please contact a GDA agent for information.

### Topics

- Corporate Culture & Governance
- Employee Engagement
- Leadership
- Mental Health / Psychology
- Teamwork / Teambuilding
- Wellness

### 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 workplaces. 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, non-profits, education, and more.

### Select Keynotes

- **Belongingness: Accelerating High-Trust, Resilient, and Rewarding Relationships**

**Did you know that employees who have 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, belongingness 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 & organizations who want to:

- ◊ Increase employee retention, engagement, and collaboration
- ◊ Inspire and gift their employees with skills to improve their wellbeing 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



Shasta's most requested topics are usually delivered in 45-90 minutes, but can also be presented in half and full-day programs.

- **It Can't Be Lonely At the Top: Why the Successful Leader is the Connected Leader**

**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 percent of CEOs say they're lonely, and three-fourths of them say that it's hurting their performance.**

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

In this fun and interactive program, belongingness 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 & organizations who want to:**

- ◆ Boost leadership performance, resilience, and job satisfaction
- ◆ Improve communication and trust between leaders and team members
- ◆ Ensure their leaders' health and wellbeing by building better relationships at work and at home
- ◆ Combat potential favoritism, power imbalances, and confidentiality breaches arising out of 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 the 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

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

**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 wellbeing 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, belongingness expert Shasta Nelson explores the #1 health factor more important 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 wellbeing

**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

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- **Frientimacy: The 3 Requirements for All Healthy 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, belongingness 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 “friintimacy.”

**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

Shasta’s most requested topics are usually delivered in 45-90 minutes, but can also be presented in half and full-day programs.

• **Off-Site Team & Organization Belonging**

**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 & organizations who:**

- ◊ Want to facilitate belonging and connection within their teams
- ◊ Have experienced a lot of transition recently or have undergone big changes
- ◊ Are new leaders to a team
- ◊ Are committed to promoting professional development & 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**

**Do you want to dedicate a day to focus on 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 to not 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 make sure 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—at work and at home. 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 & organizations 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 and energizing day focused on strategically improving company culture and relationships 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 connections 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
- ◊ 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!

### Select Book Titles

- **2020:** The Business of Friendship: How to Make the Most of the Relationships Where We Spend Most of Our Time
- **2016:** Frientimacy: How to Deepen Friendships for Lifelong Health and Happiness
- **2013:** Friendships Don't Just Happen!: The Guide to Creating a Meaningful Circle of GirlFriends

### Select Articles

- [The Importance of Work Friends](#)

The New York Times featured Shasta in their 7-Day Happiness Challenge on why friendships at work matter so much to our happiness and job satisfaction.

- [Why Work Friends Are Worth It](#)

The Harvard Business Review interviewed Shasta on the benefits to both the employers and the employees for fostering more friendships at work.

### Select Testimonials

"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, event planner*

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 Director*

"Shasta Nelson is the REAL DEAL! Her amazing energy is so contagious. On a Friday afternoon she had every leader engaged. I would highly recommend Shasta Nelson for your next speaking engagement!"

— *Sylvia, Munguia-Pittman, Executive Director of H.R., Adventist Health + Rideout*

My company engaged Shasta to speak at a virtual event during the pandemic. From our very first introductory call, Shasta's personality exuded enthusiasm, confidence, and warmth. Shasta was receptive to our goals and objectives of the meeting and took time to learn about our culture, company and industry. She was passionate about her message to help people connect with others no matter who they are, among other things. Leading up to the event, Shasta was responsive, met our needs, and even provided us a sneak peek video to play for our teams ahead of time. On the day of the event, Shasta was ready! She held the attention of hundreds of people without being able to see their reaction. Her message was uplifting, inspirational, thought provoking, and engaging. I don't know how she did it. The feedback from our teams was that they literally felt like Shasta was talking directly to them, which was exactly what we wanted. We can't say enough great things about Shasta. I would absolutely contact her again for future needs, hopefully in person. If you're a leader looking to energize your team(s), Shasta is great and does not disappoint. We loved her!

— *Tanisha Wicker, Smile Brands*