



# Rachel Cooke

SPEAKER KIT

Lead ABOVE  
NOISE

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# About Rachel Cooke

Rachel Cooke is the founder of Lead Above Noise, a firm specializing in retaining, engaging and developing talent — any organization's secret sauce!

She has partnered with clients including American Express, Alfa Laval, Cisco, Bloomberg, Wolters Kluwer, Scholastic and more.

Rachel was named by Inc. Magazine as a Top 100 Leadership Speaker. Her collection of passions include leadership, employee experience, transformational change, and workplace success. She is the



host of Macmillan's Modern Mentor Podcast, a weekly show delivering actionable tips and insights for those striving to define and achieve their version of success.

Her work has been featured in such publications as Inc. Magazine, Thrive Global, Bloomberg Quint, Fast Company, Business Insider, HuffPost and more.

Rachel holds her master's degree in organizational psychology from Columbia University and her bachelor's degree in human development from Cornell University.

# Popular Topics

- 1 Build Employee Experience with Impact
- 2 Lead Through Change and Uncertainty
- 3 Keep Burnout at Bay
- 4 Maintain Purpose, Alignment and Clarity
- 5 Unleash a Climate of Safety and Accountability
- 6 Thrive in a Hybrid World

## TOPIC 1

# Build Employee Experience with Impact

The Employee Experience has too often been conflated with foosball tables and free food. But a true Employee Experience — one that delivers impact to teams, organizations, and customers — is grounded in enhancing everyone's ability to deliver great work, develop new skills, connect to team, community and customer, and to thrive — be well, balanced, and whole.

### Participants will learn:

- ✓ What an impactful Employee Experience can deliver (and what its absence can cost the organization)
- ✓ The Four Drivers (not to be confused with hygiene and sparkle factors)
- ✓ The role of the leader and employees
- ✓ How to find bright and blind spots
- ✓ How to run small, fast experiments





## TOPIC 2

# Lead Through Change and Uncertainty

Change used to be a strategic choice. We planned for it, managed it, led toward it. Now, change has pervaded all we do. Its constant presence has left many of us exhausted, overwhelmed, and lacking the confidence to march toward it. This talk provides leaders with the insight, tools, and clarity to lead themselves and their teams through whatever changes may come. It equips leaders to start with their own oxygen masks first. It highlights the importance of purpose when vision is not clear. And it equips leaders to discover the hindsight wisdom we've unwittingly collected in recent years to inform a smart, intentional path forward.

### Participants will learn:

- ✓ Why managing energy is a critical success factor in leading through change
- ✓ How uncertainty allows for limitless possibility
- ✓ How to replace the need for vision with a clear sense of purpose and impact
- ✓ How to capture and use hindsight wisdom to inform a path forward
- ✓ How to monitor what is working well and where adjustment is required



## TOPIC 3

# Keep Burnout at Bay

Burnout has become its own pandemic. Its risks and its costs are real. Organizations that invest in employee wellbeing will experience increased engagement, loyalty, and overall productivity. Managing burnout begins with understanding what defines and fuels it. Only from there can we work together to conquer it, keeping individuals and organizations healthy and thriving.

### Participants will learn:

- ✓ What burnout is (and what it's not) — and signals to look for in self and others
- ✓ Why our energy is our most significant asset and must be protected and preserved
- ✓ Language for speaking constructively about burnout at work
- ✓ Strategies for combatting burnout — in self, peers, and team



## TOPIC 4

# Maintain Purpose, Alignment and Clarity

Engaged talent is focused talent. When team members are clear on what's expected of them, why it matters, and how their daily contributions support meaningful outcomes, great work and ideas emerge. It's not about getting the *most* work done, but the *right* work done. Further, aligned teams — teams of people rowing in tandem — deliver bigger, better outcomes.

### Participants will learn:

- ✓ How to articulate a clear, meaningful statement of purpose at work (grounded in impact and results)
- ✓ A simple framework for choosing which activities to prioritize, deprioritize, and refine in support of that purpose
- ✓ Strategies for gracefully saying “no” while preserving relationships
- ✓ 8 strategies for refining work that needs to continue, in service of efficiency, impact, and joy





## TOPIC 5

# Unleash a Climate of Safety and Accountability

Leaders mean well. They mean to set high standards, encourage their teams to take the ball and run. But often something is lost in translation. Something goes off track — and we fall into traps of either blaming or babysitting or a blend of both. Nothing good comes from this! The solution is a culture of Empowered Accountability — where team members understand what's expected, feel responsible for delivering, and have the freedom, the space, and the permission to actually get it done!

### Participants will learn:

- ✓ What constitutes true accountability (not blame!) and empowerment
- ✓ Which actions and behaviors they can demonstrate and take instantly to enable both to be alive and well on their teams
- ✓ How empowerment and accountability work in concert with each other to unleash a team's highest level of performance





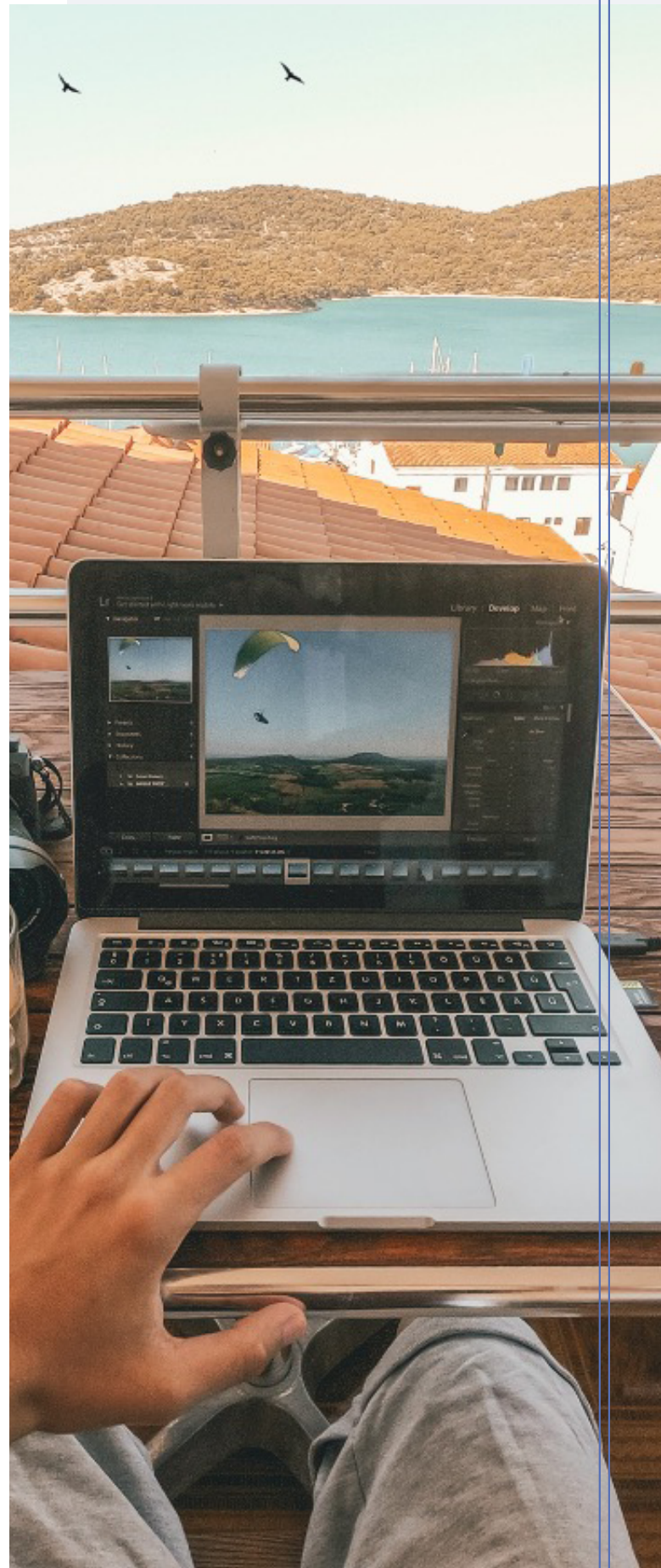
## TOPIC 6

# Thrive in a Hybrid World

The world of work is forever changed. Teams are finding ways to connect and succeed in various configurations. And while everyone continues to navigate through uncertainty and the world of work will continue to evolve, there are things we've learned about working successfully in a hybrid world.

### Participants will learn:

- ✓ How to plan for the success of an organization working in hybrid ways
- ✓ How to establish norms as a team for meetings, coming together, virtual communication, and more
- ✓ Essential skills everyone needs when working remotely





# Booking & Logistics

Rachel would love to partner with you in engaging your teams at your upcoming event. Each booking includes a Discovery meeting during which Rachel works to understand your needs, your audience and their context, and what you want every participant to walk away with.

Every keynote (45–90 minutes, speaking) includes a tipsheet for participants.

Every workshop (90–120 minutes, interactive) includes a participant guide which is utilized during the course of the session.



## Get in touch today!

Email [info@leadabovenoise.com](mailto:info@leadabovenoise.com).

Learn more at [leadabovenoise.com](https://leadabovenoise.com).

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