

Russell Betts

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HOW THESE CONVERSATIONS WORK TOGETHER

A Progressive Framework

While each conversation stands on its own, together they offer a progressive exploration of Relational Intelligence—from personal resilience, to adaptive leadership, to organizational capability.

01

THE INDIVIDUAL

Becoming the Coffee Bean



02

THE LEADER

When Strength Stops Working



03

THE ORGANIZATION

The Relationship Advantage

That's more than a sequence of talks—it's a developmental journey from the individual, to the leader, to the organization, giving planners a natural reason to bring Russell back as their organization's own journey evolves.



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QUICK REFERENCE

01 — THE INDIVIDUAL

Becoming the Coffee Bean

“How do we remain ourselves when the pressure around us never lets up?”

Best for: Professional Associations, Leadership Conferences, Corporate Events

Formats: Keynote (45–75 minutes), Executive Briefing, Leadership Retreat

02 — THE LEADER

When Strength Stops Working

“What happens when the strengths that brought us here no longer meet the moment?”

Best for: Executive Teams, Founders, Boards

Formats: Keynote, Executive Briefing, Leadership Retreat

03 — THE ORGANIZATION

The Relationship Advantage

“What becomes possible when relationships become an organizational advantage rather than an organizational challenge?”

Best for: Executive Leadership, Human Resources, Organizational Development

Formats: Executive Briefing, Conference Keynote, Leadership Retreat



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CONVERSATION SUMMARY

01 — THE INDIVIDUAL

Becoming the Coffee Bean

Relational Intelligence in a Boiling World

How do we remain ourselves when the pressure around us never lets up?

Pressure has become the defining characteristic of modern leadership and organizational life.

Technology moves faster. Expectations continue to rise. Teams are asked to accomplish more with fewer resources while navigating constant change.

The instinct is often to push harder.

But pressure doesn't simply demand more effort—it changes the way we think, communicate, lead, and relate to one another.

This keynote introduces the principles of Relational Intelligence and explores how individuals and organizations can remain grounded, intentional, and connected without being consumed by the environments around them.

Participants leave with a practical framework for responding thoughtfully rather than reacting automatically.

AUDIENCE OUTCOMES

- Understand how pressure changes decision-making and relationships.
- Learn why resilience is built through relationships, not endurance alone.
- Develop a practical framework for remaining grounded under pressure.
- Leave with language that helps teams navigate difficult seasons together.

IDEAL AUDIENCES

- Professional Associations
- Leadership Conferences
- Corporate Events
- Faith-Based Organizations
- Community Leadership Events

FORMATS

- Keynote (45–75 minutes)
- Executive Briefing
- Leadership Retreat
- Fireside Conversation
- Workshop

Customization: Examples, stories, and organizational language can be adapted to reflect your audience, industry, and event objectives while preserving the core framework.



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CONVERSATION SUMMARY

02 — THE LEADER

When Strength Stops Working

Leadership, Identity, and the Transitions the Old Playbook Cannot Survive

What happens when the strengths that brought us here no longer meet the moment?

Every successful leader eventually reaches a season where familiar instincts begin producing unfamiliar results.

Working harder isn't enough. Communicating more clearly isn't enough. Trying to recreate yesterday's success often creates tomorrow's frustration.

Rather than viewing these moments as personal failure, this keynote reframes them as natural leadership transitions that require a different way of seeing the challenges before us.

Participants discover why growth often begins where certainty ends and learn practical ways to navigate change without abandoning the strengths that still matter.

AUDIENCE OUTCOMES

- Recognize transition points before they become crises.
- Understand why successful strategies eventually lose effectiveness.
- Develop greater confidence during uncertainty.
- Build a framework for leading through change with clarity and purpose.

IDEAL AUDIENCES

- Executive Teams
- Founders
- Boards
- Leadership Retreats
- Emerging Leaders

FORMATS

- Keynote
- Executive Briefing
- Leadership Retreat
- Workshop
- Facilitated Discussion

Customization: Examples can be tailored to organizational change, leadership development, healthcare, education, nonprofit leadership, or other industry-specific challenges.



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CONVERSATION SUMMARY

03 — THE ORGANIZATION

The Relationship Advantage

Building Organizations Where Relational Intelligence Becomes a Strategic Capability

What becomes possible when relationships become an organizational advantage rather than an organizational challenge?

Organizations succeed through people. People succeed through relationships.

Yet many organizations continue investing primarily in technical capability while overlooking the relational systems that determine collaboration, trust, innovation, and long-term performance.

This conversation explores how Relational Intelligence becomes an organizational capability rather than simply an individual skill.

Participants discover practical ways to strengthen communication, build healthier cultures, and create environments where people and organizations flourish together.

AUDIENCE OUTCOMES

- Understand relationships as strategic infrastructure.
- Strengthen collaboration across teams.
- Build greater trust during change.
- Improve organizational culture through practical relational practices.
- Leave with a shared framework for healthier leadership.

IDEAL AUDIENCES

- Executive Leadership
- Human Resources
- Organizational Development
- Healthcare Leaders
- Culture & People Teams

FORMATS

- Executive Briefing
- Conference Keynote
- Leadership Retreat
- Workshop
- Multi-Session Engagement

Customization: This conversation can be adapted to support leadership development, organizational culture initiatives, healthcare, nonprofit organizations, educational institutions, and cross-functional executive teams.

