



## RASHMI AIRAN

Attorney, Wall Street investment banker, serial entrepreneur, college professor, and a globally recognized transformation expert

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- A captivating and motivational speaker, and catalyst for transformation with a mission to foster organizational cultures centered around authenticity
  - Her powerful story transcends the pitfalls of making a life-altering decision; it's a tale of leadership, core values, and decision-making
  - Her expertise is bolstered by years of research in behavioral psychology and collaborations with renowned global brands like Coca-Cola, Cardinal Health, Merck, Comcast, Sotheby's, and Hershey's
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Rashmi Aira challenges leaders to face the invisible prisons that shape their choices and limit their growth. A keynote speaker, consultant, and unapologetic truth-teller, she brings her raw story of success, collapse, and reinvention to audiences worldwide.

As a first-generation Indian American, Rashmi was raised to chase excellence. She graduated with honors from Columbia Law School, thrived in corporate America, and built her own law practice. But success came with hidden cages: cultural pressures, inherited orthodoxies, and blind ambition. One small compromise, fueled by fear and the pressure to provide, led to a federal prison sentence. Prison shattered everything she thought she knew about herself, but it also exposed the deeper truth: she had been imprisoned long before by ego, judgment, and unspoken rules. Six months behind bars stripped away those layers and forced her to rebuild on a foundation of courage, self-awareness, and integrity.

Now known as a "recovering government, corporate, and real estate lawyer," Rashmi is a globally recognized speaker who explores the ways people and organizations confine themselves to patterns, assumptions, and norms that quietly dictate outcomes. With over 30 years in business, law, and finance, she has seen how good people make bad choices when these hidden pressures go unexamined. Her RISE THROUGH IT™ FRAMEWORK is a guide to breaking free, reframing adversity, and leading with clarity. Her insights are grounded in research on resilience, growth, and leadership, and she has worked with leaders at Coca-Cola, Merck, Cardinal Health, Comcast, Sotheby's, and Hershey's. Deloitte has recognized her transformational impact, and her story has been featured on ABC, PBS, The Washington Post, and The Wall Street Journal.

Rashmi sparks conversations that matter. She pushes executives, entrepreneurs, and teams to confront blind spots, dismantle self-imposed prisons, and rise through struggle with integrity and courage. Beyond the stage, she is a proud mother of two, a board member for the Overtown Youth Center/Alonzo Mourning Foundation, and an Ambassador for The Key Clubhouse. She is also an avid hiker and traveler who believes the real adventure begins when we free ourselves from the prisons of thought and expectation. Her message is urgent: the most confining prisons are not physical. They live in the mind. Freedom begins when we rise through them.

## TEMAS

Rashmi tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Resilience
- Growth
- Transformation
- Leadership
- Ethics & Integrity
- Decision-Making
- Risk Management
- Authenticity
- Mental Health
- Empathy

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## PROGRAMAS

### **RISE FOR GROWTH: TRANSFORM OUR PRISONS OF UNCERTAINTY TO BUILD AUTHENTIC TRUST**

Growth rarely fails because of lack of talent or resources. More often, it fails because of the prisons we refuse to acknowledge: limiting beliefs, self-doubt, assumptions, and cultural norms that keep individuals stuck. Organizations add to this by enforcing outdated systems, bureaucracy, and resistance to change. Rashmi shines a light on these prisons and reveals how to dismantle them.

This keynote moves beyond generic growth strategies to lived truth. Drawing from her personal journey, Rashmi shows how confronting assumptions and cultural norms clears the path to innovation. Her message is not about abstract motivation. It is about the radical transformation that happens when individuals and organizations strip away resistance and fear, and choose clarity, creativity, and possibility instead. She inspires growth while delivering tactical practices teams can begin using immediately.

AUDIENCES LEAVE WITH PRACTICAL TOOLS TO DISMANTLE PERFECTIONISM,

BUILD SELF-COMPASSION, AND ANCHOR GROWTH IN AUTHENTICITY. THEY LEARN TO STOP PERFORMING FOR OTHERS AND START EVOLVING INTO LEADERS WHO THRIVE ON THEIR OWN TERMS.

RISE Applied:

REFRAME: Transform growth from being resource-driven to mindset-driven by seeing struggle as the foundation of innovation.

IDENTIFY: Acknowledge limiting beliefs, assumptions, and resistance to change that restrict creativity and scalability.

SURRENDER: Let go of bureaucracy, outdated systems, and the cultural norms that hold organizations back.

EVOLVE: Embrace intentional strategies that fuel clarity, creativity, and innovation for sustainable growth.

## **RISE IN SALES: TRANSFORM OUR PRISONS OF UNCERTAINTY TO BUILD AUTHENTIC TRUST**

The future of sales belongs to those who can build authentic trust in uncertain markets. Yet many professionals are trapped in hidden prisons of fear of rejection, self-doubt, limiting beliefs, and cultural assumptions that undermine confidence. Organizations add pressure through transactional cultures, rigid scripts, and relentless quotas that strip away humanity and authenticity. Rashmi exposes how these prisons keep sales professionals small and disconnected.

This keynote moves beyond outdated sales tactics to lived experience. Rashmi reveals how breaking free from the prisons of fear of rejection, rigid scripts, and limiting beliefs opens the door to authentic trust. Her message is not about quick wins or short-term quotas. It is about the radical transformation that happens when sales professionals strip away pressure and self-doubt and choose clarity, empathy, and humanity instead. She motivates sales professionals to rise through fear and equips them with actionable approaches to build lasting, trust-filled relationships that fuel meaningful results.

AUDIENCES WALK AWAY WITH STRATEGIES TO SHIFT FROM TRANSACTIONAL TACTICS TO RELATIONSHIP-DRIVEN TRUST. THEY LEARN HOW TO EMBRACE REJECTION AS REDIRECTION, BUILD RESILIENCE UNDER PRESSURE, AND ALIGN VALUES WITH PERFORMANCE FOR LASTING RESULTS.

RISE Applied:

REFRAME: See sales not as transactional but as an act of service and trust-building in uncertain markets.

IDENTIFY: Unlock the prisons of fear of rejection, self-doubt, rigid scripts, and cultural assumptions that weaken connection.

SURRENDER: Release transactional habits, relentless quotas, and the belief that pressure creates results.

EVOLVE: Build authentic, human-centered relationships that drive trust, clarity, and long-term results.

## **RISE LEADERSHIP: UNLOCK PRISONS OF UNCERTAINTY TO REBUILD CULTURE FROM THE INSIDE OUT**

The future of work demands leaders who can navigate uncertainty with courage and conviction. Yet leaders often remain stuck in prisons of ego, perfectionism, cultural conditioning, and fear of being wrong. Organizations amplify these barriers with silos, toxic cultures, and rigid hierarchies that suffocate creativity and belonging. Rashmi challenges leaders to dismantle these prisons and rise into authentic, clarity-driven leadership.

This keynote moves beyond models of leadership to lived practice. Rashmi invites leaders to confront their hidden barriers while dismantling organizational cultures built on fear and control. Her message is not about leadership theory. It is about the radical transformation that occurs when leaders strip away old paradigms and choose clarity, trust, and courage that empower others to thrive in uncertainty. She inspires leaders with her vulnerability and provides practical strategies they can apply the very next day.

AUDIENCES LEARN HOW TO IDENTIFY UNWRITTEN RULES THAT HARM CULTURE,

REPLACE CONTROL WITH TRUST, AND BUILD ENVIRONMENTS WHERE PEOPLE ARE FREE TO CONTRIBUTE THEIR BEST. RASHMI EQUIPS LEADERS TO CREATE ORGANIZATIONS WHERE AUTHENTICITY THRIVES, SILOS COLLAPSE, AND PEOPLE RISE TOGETHER.

RISE Applied:

REFRAME: Redefine leadership as an act of courage, vulnerability, and service rather than control or perfection.

IDENTIFY: See the prisons of ego, fear of mistakes, cultural conditioning, and organizational silos that restrict authentic leadership.

SURRENDER: Release old paradigms of hierarchy, rigid authority, and the need to have all the answers.

EVOLVE: Lead with clarity, trust, and conviction that empower teams to innovate and thrive in uncertainty.

## **RISE THROUGH IT: TRANSFORMING OUR HIDDEN PRISONS OF UNCERTAINTY INTO GROWTH, CLARITY, AND LIMITLESS RESULTS**

Uncertainty is one of the greatest hidden prisons. Individually, we carry fear of judgment, perfectionism, assumptions, cultural norms, and limiting beliefs. Corporations reinforce these prisons with rigid hierarchies, outdated ideologies, and unspoken rules that stifle innovation. Rashmi's story of falling, serving time in federal prison, and rising again exposes how these prisons confine us and what it truly takes to dismantle them.

This keynote moves beyond theory to lived truth. Rashmi draws from her own raw experiences to challenge audiences to confront their hidden prisons and face uncertainty with courage. Her message is not about abstract resilience. It is about the radical transformation that happens when you strip away ego, silence, and fear, and choose clarity, growth, and possibility instead.

Through her Rise Through It™ framework, Rashmi helps audiences confront both external struggle and the mental prisons that amplify it.

PARTICIPANTS WALK AWAY WITH PRACTICAL TOOLS TO REFRAME ADVERSITY, IDENTIFY BLIND SPOTS, SURRENDER THE ILLUSION OF CONTROL, AND EVOLVE WITH CLARITY. THEY LEARN HOW TO TRANSFORM UNCERTAINTY INTO A CATALYST FOR GROWTH AND DISCOVER GROWTH ON THE OTHER SIDE OF STRUGGLE.

RISE Applied:

REFRAME: Shift the perception of uncertainty from a source of fear into a catalyst for clarity and growth.

IDENTIFY: Recognize the hidden prisons of shame, silence, assumptions, and limiting beliefs that confine both individuals and organizations.

SURRENDER: Let go of perfectionism, ego, and outdated rules that prevent progress.

EVOLVE: Choose possibility by building new patterns of courage, clarity, and resilience that unlock limitless results.

## **RISE TOGETHER: DISMANTLE PRISONS OF UNCERTAINTY TO CREATE COLLABORATIVE CULTURES**

The future of work will rise or fall on our ability to collaborate. Yet uncertainty often drives people into isolation, perfectionism, fear of judgment, silence, assumptions, and limiting beliefs. Corporations create further prisons through silos, exclusion, and cultures where belonging is absent. These prisons fracture trust and block innovation. Rashmi demonstrates how dismantling these barriers allows individuals and organizations to rise together with clarity and purpose.

This keynote moves beyond surface-level teamwork to lived truth. Rashmi shows how dismantling the hidden prisons of silence, isolation, and fear of judgment creates space for authentic collaboration. Her message is not about forced cooperation. It is about the radical transformation that happens when organizations strip away silos and exclusion, and choose clarity, belonging, and shared purpose instead. She inspires with her story of community and leaves teams with concrete steps to strengthen collaboration right away.

PARTICIPANTS LEARN HOW TO DISMANTLE THE BARRIERS OF SILENCE, BUILD TRUST-BASED RELATIONSHIPS, AND FOSTER PSYCHOLOGICAL SAFETY. RASHMI EQUIPS ORGANIZATIONS TO REPLACE ISOLATION WITH AUTHENTIC BONDS AND TRANSFORM COMMUNITIES INTO SPACES WHERE PEOPLE RISE TOGETHER.

RISE Applied:

REFRAME: View collaboration not as forced cooperation but as the foundation of belonging and shared purpose.

IDENTIFY: Recognize the prisons of isolation, silence, exclusion, and fear of judgment that fracture teams.

SURRENDER: Let go of silos, toxic norms, and exclusionary practices that block collaboration.

EVOLVE: Foster cultures of clarity, inclusion, and shared purpose where teams rise together into limitless possibility.

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## CONDICIONES

- **Travels from:** Miami, USA
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