

RACHEL BOTSMAN

Autoridad global sobre una nueva era de confianza y lo que esto significa para la vida, el trabajo y la forma en que hacemos negocios. Profesora e investigadora de la Universidad de Oxford.

- Lecturer & Researcher, Oxford University
- World-renowned expert on the explosive new era of trust and technology and what this means for life, work, and how we do business
- She defined the theory of collaborative consumption, which articulates the shift in consumer values from ownership to access
- Her TED talks have been viewed more than five million times and she was named as one of the world's top 20 speakers to keynote your conference by Monocle
- Recognized as one of the "Most Creative People in Business" by Fast Company and a "Young Global Leader" by the World Economic Forum
- # 13 on Thinkers50

Rachel Botsman is a leading trust expert on trust in the modern world.

Rachel Botsman has lived on four continents, given three celebrated TED talks, written two critically acclaimed books, and created Oxford University's first course on trust in the digital world at the Saïd Business School.

Her books have been translated into 14 languages. What's Mine is Yours, predicted the rise of the 'sharing economy', and was hailed by TIME magazine as one of "10 Ideas that Will Change the World."

Who Can You Trust?, explores the profound ways trust is shifting; it was praised by Adam Grant, Marc Benioff, Sherry Turkle, and was named one of the best books of the year by WIRED.

Rachel is a regular contributor to The Guardian, Financial Times, The New York Times, WIRED, and Harvard Business Review. She is host of the podcast Rethink Moments, and the BBC series Money, Money, Money.

She is a world-renowned speaker, known for her clear insights and warm storytelling. Past clients have included Salesforce, Goldman Sachs, the World Business Forum, Aspen Ideas Festival, Adobe, and Snapchat.

Rachel lives in Oxford with her husband, two children, and dog Mack.

TEMAS

- Trust
- Collaborative Economy
- Innovation
- Future Trends

PROGRAMAS

Rachel challenges audiences to think differently about trust and how to navigate uncertainty. Her TED talks have been viewed more than five million times and audiences consistently rate her as the top keynote speaker at global events and conferences. By forming an immediate — and lasting — connection with those in the room, Rachel's presentations reso-nate long after the final word.

Rethink – Trust & Innovation

How can trust enable us to create something new or different? Key themes:- Risk, Growth, Change

Rethink – Trusting Cultures

What are the core ingredients of a trusting culture? Key themes:- Diversity, Integrity, Humility

Rethink - Earning Trust

How can you unlock the power of trust? Key themes:- Capability, Character, Transparency

The New Rules of Trust in the Digital Age

Who and how we trust is changing radically and rapidly. The implications for organizations, institutions and society are immense. Rachel Botsman spells these out with clarity, humor and optimism, offering practical tips on how to circumnavigate a new era where we are trusting strangers and bots more than established authority.

The trust we used to put in institutions – government, banks, media, charities, churches – has hit an all-time low. Welcome, instead, to the age of 'distributed trust', spurred on by new technologies and playing out between individuals, who now have more credibility than institutions. Customers have become social ambassadors who define brands.

But when all the traditional rules of trust change, the crucial question is: how do industries critically reliant on trust – from banking and the media to travel and tourism – adapt to

survive? How can you remain competitive when every old wisdom about how trust is built, managed, lost and repaired, is being turned on its head?

Rachel Botsman guides us through this uncharted landscape with enlightening anecdotes – and explores what lies ahead for business and human relationships.

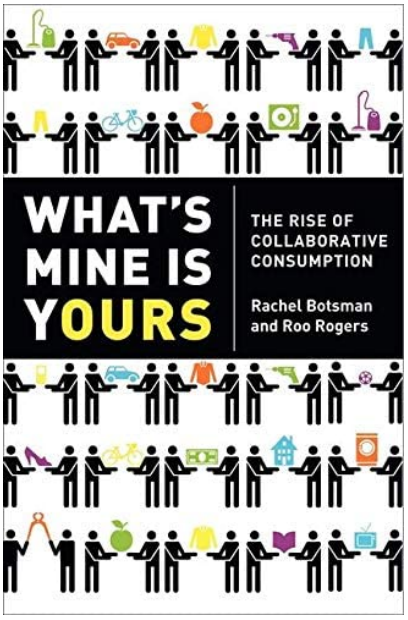
The Collaborative Economy: A Transformative Lens, Not A Start-Up Trend

The collaborative/sharing economy is creating entirely new ways of doing business that are significantly impacting the way we live, work, bank and consume. We're now more likely than ever before to trust strangers more than established authorities: we're opening our homes and our cars to them.

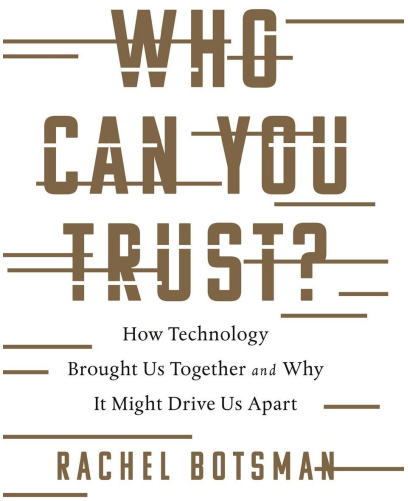
Rachel takes audiences deep inside the ventures that are challenging the status quo – from Airbnb to Lyft, TaskRabbit to Transferwise – and identifies common reasons that make a sector ripe for disruption. She guides us through how start-ups think differently about value, trust and scale. She leaves audiences inspired by the scale and growth in the collaborative economy and provides clear insights on how organizations can think like an entrepreneur to respond to some of the most revolutionary changes we've seen in business and society in centuries.

PUBLICACIONES

Libros



WHAT'S MINE IS YOURS



WHO CAN YOU TRUST?

RECONOCIMIENTOS

- Top 100 Most Creative People in Business, Fast Company
- Women of the Year, 'The Progressive Voice' InStyle
- '10 Ideas That Will Change The World', Time
- World's Top 50 Management Thinkers, Thinkers50
- Breakthrough Idea Award, Thinkers50
- Top 10 Most Influential Voices, LinkedIn
- HR Most Influential Thinkers, HR Magazine
- Top 20 Speakers in the World, Monocle

- Young Global Leader, World Economic Forum
- Finalist, CEO Book Awards
- Finalist, ‘Embracing Change’, Business Book Awards
- Finalist, Interview of the Year, British Podcast Awards

CONDICIONES

- **Viaja desde:** Londres, Reino Unido / Sydney, Australia
- **Rangos:** Consultar tarifa con HiCue Speakers
