



**Who is Ron Rael?** As the CEO and founder of the High Road® Institute, I collaborate with fast-growing corporations that need more leaders quickly, despite their high-performance employees often being reluctant to lead. My expertise lies at the intersection of **Leadership + Culture + Accountability + Human Behavior**, positioning me as an authority on the Art of Leading, nurturing new leaders, and teaching leadership with games.

**What Do I Do?** With over 40 years as a professional leadership presenter and consultant, I am known for groundbreaking adult learning techniques and inspiring immediate application of new skills. I challenge employees to think, act, and improve using tools that instigate beneficial change. I work with clients to co-create practical solutions that address the human side of leadership.

**Where Did I Gain My Expertise?** I bring over 50 years of business leadership experience from Fortune 500 companies, mid-market firms, and small businesses, including Cabela's, Costco, Starbucks, Microsoft, Bright Horizons, Radio Shack, WR Grace, the U.S. Navy, and many others. More than 14,000 technical experts have revitalized their impact through my work, transforming into caring, empathetic, courageous influencers committed to their employees' and employer's success. Colleagues often say, "Ron is the leader expert who flies under the radar."

Throughout my storied career, I developed leaders in industries that rely on smart, talented employees to inspire excellence. Employers gain a strategic advantage when their emerging leaders quickly become capable, competent, and confident.

**Why Do I Do This?** All organizations having a growing need for competent influencers willing to do the hard work of producing beneficial results and solutions through cooperation. I turn talent into confident leaders—technical experts who excel at their job and in managing people.

**How Do I Do It?** My extensive knowledge, tools, and cutting-edge solutions, featured in 19 leadership books and numerous leadership programs, come from training and coaching business professionals across the U.S. and Canada. My Future Leader System™ significantly reduces employees' learning curve.

**Is There More?** I am known for being irreverent, sometimes satirical, and always provocative! I find joy in leading and learning. My humorous nature is balanced with a serious focus on High Road® Leadership—helping people become effective leaders and influencers.

In every program I deliver, I aim to spark growth with this challenge: "Let's learn something new today!" When I present at your event, the audience will have an engaging, educational experience.

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*Ron Rael is the author of  
The Empathy Factor: A Story About Transforming Talent into Confident Leaders*

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