



[www.cassthompson.com](http://www.cassthompson.com)

# Cassandra Thompson

Professional Relationship  
Building  
Speaker & Trainer

*Speaker Kit*

# Hi, I'm Cassandra

RELATIONSHIP BUILDING  
SPEAKER & TRAINER

I believe that the key to achieving any professional goal is relationships. Need more clients? Build relationships. Want a promotion? Build internal relationships? Want to be seen as a thought leader in your industry? Build external relationships. Want a more cohesive team? Build relationships.

And yet in recent years, we've all seen that relationship building has become more difficult than ever. Somehow technology has hurt more than helped, and our world is becoming more and more task-driven. But deep down we know people matter and that we need each other.

And that's why I'm on a mission to get us back to real authentic relationships; without fear, and with enthusiasm!

## Watch Cassandra Speak:



# About Cassandra

Cassandra Thompson is a globally recognized speaker whose work casting contestants for Wheel of Fortune, strategizing on the recruitment team at Riot Games, and coaching ambitious professionals made her into a networking paragon.

Through her talks, Cassandra helps audience members reach their professional goals by leveraging the power of authentic relationship building (i.e. networking without feeling sleazy). She not only has a wonderful way of demystifying the topic but also makes it humorous and entertaining.

Her insights have reached over 10 million people on YouTube and have been featured on high-performing podcasts as well as ABC7, CNBC, and other major media outlets. In 2023, her YouTube channel was named "Top Career YouTube Channel" by The Muse. Whether it's through Cassandra's keynotes, workshops, training, or coaching you always walk away motivated and equipped with actionable steps to implement immediately.

**Cassandra is on a mission to get people back to building authentic, real relationships.**





SIGNATURE PROGRAM

# This is Why You HATE Networking (and How to Fix It)



Networking is intimidating to many and often misunderstood. It can feel sleazy- who wants to use people? Or scary- very few like walking up to strangers and starting conversations. However, we know networking is important to reach any professional goal- whether that's more sales, stronger employee retention, or building one's professional reputation.

In this talk, Cassandra makes networking approachable (and dare I say, "fun?") and your audience will come away with a 5-step plan to network their way to achieving their own success through the power of authentic relationship building -no sleazy pitch required.

## Your audience will walk away with:

- A new mindset to approach and build professional relationships with enthusiasm
- A 5-step plan on how to network with ease to get the results you want
- The actual words to use when reaching out to build your network

## This talk is perfect for...

- Salespeople looking for relational selling invigoration
- Teams looking to build relationships for work purposes
- Affinity/Employee Resource groups within your company
- Developing your employee pipeline for retention

SIGNATURE PROGRAM

# Making LinkedIn Work For YOU

You want to create a credible brand for yourself and your company. Maybe you are working HARD at creating content for Instagram, Facebook, Twitter, and maybe YouTube or TikTok, but are you on LinkedIn?

Learn why LinkedIn is the best social media platform for all professionals, regardless of the industry. Cassandra will teach your group how LinkedIn can get you in front of your ideal audience faster than any other platform so you can build your audience quickly.

In this session, you and your team will learn how to use LinkedIn to establish your name and build your customer base at the same time!

## Your audience will walk away with:

- Why LinkedIn is the platform you need to be on to establish your professional reputation
- How to easily add LinkedIn to your already bursting at the seams content calendar without taking tons of extra time
- How to grow on LinkedIn in 10 minutes a day

## This talk is perfect for...

- Business owners and their teams
- Professional Associations
- Online memberships

\* Can be a workshop or keynote

# Client Testimonials

**“Honestly, hire her! Cassandra provides actionable networking advice in a socially safe and relatable manner!”**

We are now able to more effectively work with others, which helps us to move innovation forward more quickly and effectively.

*Christine Anderson,  
VP Innovation and  
Strategy, Banner Health*

**“Cassandra's LinkedIn workshop was very interactive and exceeded our expectations.”**

Her session was jam-packed with actionable tips that provided practical ways for students to build a foolproof LinkedIn profile and strategy.

*Paul Sohn,  
Director of Calling &  
Career Initiative at Crowell  
School of Business, Biola  
University*

## Past Clients



# 5 Reasons Why You Should Book Cassandra as Your Next Speaker

**Entertaining.** Let's face it, professional development can be dry. Not with Cassandra. She'll share how to get ahead with fun and entertaining stories- like the time a brunch at the Four Seasons led to multiple job offers.

**Approachable.** The biggest feedback Cassandra receives is "She gets it." The goal of every talk is to make the intimidating now doable.

**Actionable.** Tired of talks where you leave excited but don't know what to do once you leave? Cass is too. She makes sure every talk leaves you and your audience with takeaways you can implement IMMEDIATELY.

**Practical.** Cassandra doesn't share anything she hasn't tried herself- everything has been tested to ensure it's effective! Your audience is going to learn skills they can use every day to achieve bigger professional success.

**Customized.** Cassandra makes sure your audience knows this talk was made for them. She will spend time learning about your organization beforehand and will incorporate elements that show how she was a hand-selected part of your team. Plus she is experienced, drama-free, and super easy to work with.

# AS SEEN ON:



**Best Career  
Coach to Watch  
on YouTube 2023**



Career Talks

**Successful Networking Strategies:**  
How to Find Opportunity Through Community


Hosted by Andrew Seaman

Guest Speaker Cassandra Thompson



 **11M**

YouTube Views

 **112K**

YouTube Subscribers

 **10K**

LinkedIn Followers

 **3.5K**

Instagram Followers



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## INVITE CASSANDRA TO SPEAK

To book Cassandra to speak please email details regarding your event at [cass@cassthompson.com](mailto:cass@cassthompson.com)

Or book a Zoom call to discuss at <https://calendly.com/cass-thompson/speak>