



UNHIDDEN LEADERSHIP

For Leaders Ready to Build Trust, Shift Culture, and Unlock Performance

The Business Challenge

**Your company has talent.
You've got the vision.
The strategies are sound—
so why does something
still feel off?**

Teams are quiet.
Risk-taking is rare.
Morale feels flat.
Innovation has slowed.

It's not a skills gap.
It's not a generational issue.
It's not about diversity metrics.

It's culture.
And underneath it all?
It's hiding.

The Real Problem

**Hiding is the silent killer of
culture, performance, and
trust.
And it's costing you—
engagement, retention, and
innovation.**

Your people hold back ideas,
questions, and potential—because
they don't feel safe, seen, or heard.

Leaders hide too.
They stay polished.
Play it safe.

And that silence at the top?
It echoes all the way down.

When people hide, they
disengage. Underperform. Leave.

Perks won't fix it.
Policies won't fix it.
Only leadership will.
Real. Bold. Human.

The SOLUTION

**Unhiding Starts
at the Top**

This is about unlocking
potential.
It's about building trust,
boosting engagement, and
driving innovation.
It's a cultural reset.

Grounded in 25+ years of
executive leadership and her
bestselling book Unhide & Seek,
Ruth's model works with
leadership teams to stop hiding
and start leading—with clarity,
connection, and trust.

Her approach is direct. Practical.
And it delivers results.



"When we hide who we are, we limit what we can become."

– Unhide & Seek by Ruth Rathblott

It Starts With One Conversation: Leaders Go First

These aren't check-the-box sessions.

They're conversations that shift how people lead, connect, and perform.

Each session reveals what's been hidden—so that trust can grow, culture can shift, and leaders can rise.

STEP 1: Executive Power Coaching: UNHIDE TO LEAD

Format: 90-minute one-on-one session (in-person or virtual)

Designed for: C-suite and senior leaders to spark awareness and offer immediate traction—a powerful starting point for deeper executive work.

You'll walk away with:

- Insight into hidden habits that reduce trust and influence
- A personalized strategy to lead with clarity and connection
- A framework to reflect, reset, and lead with greater impact

STEP 2: Leadership Team Trust Lab: UNIFY TO AMPLIFY

Format: Half-day or full-day team workshop

Designed for: Senior leadership teams ready to move beyond polite alignment to bold collaboration—a strategic reset that unlocks trust and alignment. Ongoing coaching is recommended to embed the change.

You'll walk away with:

- Clarity on trust gaps that slow decisions and staff momentum
- Shared team agreements that accelerate alignment and accountability
- Tools to sustain momentum and model collective leadership

STEP 3: Culture Power Session: ACTIVATE CONNECTION

Format: 60- to 90-minute keynote or all-staff session

Designed for: Organizations ready for a cultural spark—a powerful starting point for reconnecting people to purpose and possibility.

You'll walk away with:

- A shared language around trust, hiding, and belonging
- Everyday behaviors that bring values to life
- A reset moment that re-energizes engagement and innovation

Let's Talk Business

If your team's playing it safe, it's not about skill—it's about trust.

And cautious teams don't challenge, innovate, or lead.

But cultures can shift.

And when leaders go first, everything changes.

If you want culture to drive performance—let's have a conversation.



WEBSITE
WWW.RUTHRATHBLOTT.COM



EMAIL
RUTH@RUTHRATHBLOTT.COM