



MEDIA KIT · 2026

Rena *Whittaker*

SPEAKER · AUTHOR · EXECUTIVE
COACH

- Founder & President, BeingTribal
- Author, *BeingTribal: Practicing Life in One-Degree Shifts*
- 20+ Years Healthcare Philanthropy Leadership
- 2020 Liberty Award Recipient
- Executive Coach & Team Culture Strategist

“The leaders who change the world are the ones who first change their tribes.”

MEDIA & BOOKING INQUIRIES

541-380-1077

rena@beingtribal.com

renawhittaker.com

ABOUT RENA

A compassionate truth teller. *A convener of passionate leaders.*

LONG BIO

Rena Whittaker is the Founder and President of BeingTribal, a keynote speaker, executive coach, and author of *BeingTribal: Practicing Life in One-Degree Shifts*. A powerhouse in corporate and nonprofit leadership, Rena brings over two decades of experience driving transformational change in healthcare philanthropy and organizational development.

As Executive Director of major healthcare foundations, Rena led multi-million dollar fundraising initiatives and rebuilt high-performing teams around the principles of trust, respect, and accountability. Her career in philanthropy — spanning both urban and rural foundations for 24 years — gave her an intimate understanding of what it means to build communities, coalitions, and cultures that endure.

Rena’s path to becoming one of today’s most sought-after voices in leadership was forged through deeply personal experience. Her own healing journey — rising above childhood trauma through the power of her tribe — became the catalyst for BeingTribal, a methodology she now shares with leaders and organizations around the world. She launched BeingTribal full-time in 2020, leaving a 24-year career to step fully into her calling.

As a speaker, Rena is known for her warmth, presence, and rare ability to create instant, genuine connection. She is the 2020 Liberty Award recipient from the League of Minority Voters. She is based in the Pacific Northwest and is a wife, mother to six adult children, and grandmother to eleven.

SHORT BIO (100 WORDS)

Rena Whittaker is the Founder of BeingTribal, a keynote speaker, executive coach, and author of *BeingTribal: Practicing Life in One-Degree Shifts*. With over 20 years of leadership in healthcare philanthropy — including leading multi-million dollar fundraising campaigns as executive director — Rena is an expert in building cultures of trust, belonging, and authentic leadership. Her T.R.I.B.A.L. framework has transformed executives, teams, and organizations across the country. She is a compassionate truth teller, a 2020 Liberty Award recipient, and a passionate believer that we are all divinely created to shine our light and change the world.

AT A GLANCE

Based	Pacific Northwest (Oregon)
Company	BeingTribal / Polallie, LLC
Experience	20+ years leadership & philanthropy
Heritage	Chinook Indian and Italian
Family	Wife, mother of 6, grandmother of 11
Award	2020 Liberty Award, League of Minority Voters
Websites	renawhittaker.com · beingtribal.com

The T.R.I.B.A.L. *Leadership Framework*

Developed over two decades of coaching executives, teams, and community coalitions, the T.R.I.B.A.L. framework is an upward spiral of interdependent elements — each one building on the last to create teams and cultures where people belong, perform, and thrive.

<h2>T</h2> <p>TRUST</p>	<h2>R</h2> <p>RESPECT</p>	<h2>I</h2> <p>INVESTMENT</p>	<h2>B</h2> <p>BELONGING</p>	<h2>A</h2> <p>ACCOUNTABILITY</p>	<h2>L</h2> <p>LEADERSHIP</p>
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WHAT THE FRAMEWORK DELIVERS

Rena works with teams at whatever stage they need. Some organizations need foundational work — rebuilding trust after leadership transitions. Others are already high-performing and want to focus on investment, accountability, and amplifying their people’s gifts. The framework is modular, practical, and rooted in lived leadership experience across hundreds of organizations.

“Practicing life in one-degree shifts — I was able to create slow and steady change with loving accountability in my tribes.” — Rena Whittaker

CORE TOOLS RENA USES

- ▶ 90-Day Action Plans
- ▶ Team Agreements
- ▶ Core Values Exercise
- ▶ Vision Boards
- ▶ Personal Vision Statement
- ▶ Daily Journaling
- ▶ Meditation Practices
- ▶ CVI Assessment
- ▶ Compassionate Truth-Telling
- ▶ Belonging Audits

<h2>20+</h2> <p>Years in Leadership</p>	<h2>24</h2> <p>Years in Healthcare Philanthropy</p>	<h2>\$M+</h2> <p>Fundraising Campaigns Led</p>	<h2>1</h2> <p>Guiding Framework</p>	<h2>∞</h2> <p>Lives Transformed</p>
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What Rena *brings to the stage.*

Engaging both neuroscience and emotional intelligence, Rena shows audiences how to retrain their minds and change their behavior through the power of their tribe. Every keynote is customized to your audience.

01 Building Cultures of Empowerment & Advancement Without Competition

Rena's signature keynote. Learn how leaders create cultures where people rise together — where advancing one lifts the whole. Built on the T.R.I.B.A.L. framework, this talk transforms how teams see each other.

Corporate · Non-Profit · Associations

02 Inspired Leadership: Transforming the Great Resignation into the Great Retention

The retention crisis is a belonging crisis. Rena shows leaders exactly how to create the belonging that makes people stay — and perform at levels they didn't know were possible.

Corporate · Executive Teams

03 Being T.R.I.B.A.L. — How to Build Your Tribe

A deep-dive into the framework: Trust, Respect, Investment, Belonging, Accountability, and Leadership. Audiences leave with practical tools and a clear 90-day plan for their tribal transformation.

Leadership · Associations · Women's Groups

04 Your Path of Greatness Is Calling You

A transformational talk built around Rena's own courageous journey from shame and silence to service and leadership. Audiences discover their divine gifts and the one thing keeping them from their greatest life.

Conferences · Retreats · Women in Leadership

05 Why Being SELF-FULL Will Change Your Life

Rena reframes self-care not as selfish but as the foundation of great leadership. Leaders who invest in themselves create organizations where others invest in their best selves too.

Personal Development · Wellness Events

06 Inspired Leadership: Engage & Retain in One-Degree Shifts

Practical, neuroscience-backed strategies for improving team engagement, communication, and performance — through small, consistent one-degree shifts in how leaders show up every day.

Corporate · HR & People Leaders

THE BOOK

A framework for the way humans were meant to *live*
— *and lead.*

Being Tribal

Practicing Life in One-Degree Shifts

RENA
WHITTAKER

PUBLISHED WORK

BeingTribal

Practicing Life in One-Degree Shifts

Publisher	The Light Network
ISBN	978-1-7330436-8-7
Available	Amazon & beingtribal.com
Format	Paperback with Workbook Pages

BeingTribal is the methodology behind everything Rena teaches. It is a practical, deeply human guide to creating the circles of trust and support that change lives. Written from the inside out — beginning with Rena’s own courageous story of healing and rising — the book gives readers the tools to build their own tribe and begin their own one-degree shift.

Topics span money, health, relationships, and purpose. Workbook pages throughout help readers visualize and implement their new way of being. The book includes daily practices in meditation, journaling, affirmations, vision boards, and personal vision statements.

Rena’s book was championed by publishing insiders with ties to Deepak Chopra and has been praised by readers worldwide for its vulnerability, warmth, and transformative practicality.

Leadership Self-Development Culture Belonging Team Building Healing Purpose

The real measure of *leadership is influence.*

“The minute we met Rena, we felt her warmth, her energy, her ability to connect — and her message lands like a revelation.”

Theresa Bertram & Kelli Green

Co-creators, Making Your Life Summit

“Rena Whittaker is so kind and wise. I’ve learned more from her than any priest, rabbi, or guru. She meets you where you are and helps you see further than you thought possible.”

Steve B.

Corporate Executive

“Rena delivers authentic energy that left us laughing until we cried, transforming my doubts into my biggest opportunities, and planning my next steps with clarity.”

Sean

BeingTribal Community Member

“Your wedding, the birth of your children, your retreat with Rena Whittaker — the highlights of any woman’s life. I cannot overstate the impact those three incredible days had on my life.”

Holly

Path of Greatness Retreat Attendee

“I had no success working through my deepest challenges until reading BeingTribal and applying its lessons. The freedom it has delivered is remarkable and I fully recommend it.”

Michelle S.

Reader, Boston

Rena in *the conversation.*

<p>BOOK LAUNCH · PRESS RELEASE</p> <p>“Author Rena Whittaker Releases Empowering New Book — BeingTribal: Practicing Life in One Degree Shifts”</p> <p>PRUnderground November 2019</p>	<p>RADIO INTERVIEW</p> <p>Authenticity Matters with Jen Coyne — Rena Whittaker on Tribal Living and Authentic Leadership</p> <p>XRAY.fm, Portland July 2020</p>	<p>PODCAST INTERVIEW</p> <p>Community — Rena Whittaker on the Transformative Power of Belonging</p> <p>The Year of Joy Podcast theartandscienceofjoy.com</p>
<p>PODCAST · EPISODE 33</p> <p>Hiring for Good — Rena Whittaker on Resilience, Vulnerability, and High-Performing Teams</p> <p>Acumen Executive Search April 2025</p>	<p>AWARD</p> <p>2020 Liberty Award Recipient — League of Minority Voters</p> <p>League of Minority Voters 2020</p>	<p>YOUR OPPORTUNITY</p> <p>Available for interviews, podcast appearances, panel discussions, and media features. Contact: rena@beingtribal.com</p>

FOR INTERVIEWERS

Suggested questions & *talking points.*

The following questions consistently open rich conversations with Rena. She is an open, generous, and compelling interview subject who speaks from lived experience — not talking points.

Q What does “being tribal” actually mean — and why does it matter for leaders today?

Rena unpacks the deep human need for tribe — drawing on her Chinook Indian heritage, her personal healing journey, and 24 years of building coalitions — and explains why isolation and the breakdown of belonging is the defining leadership crisis of our time.

Q You left a 24-year career to launch BeingTribal during a pandemic. What gave you the courage to leap?

A powerful story about hearing a voice — “just leave” — in the middle of COVID, trusting her divine calling, and the terrifying, exhilarating freedom of betting everything on the work she was already doing for free.

Q What does belonging look like as an operational business strategy — not just a feeling?

Rena gets practical: 90-day plans, team agreements, core values exercises, vision board parties, group volunteering, and leaders asking: “What’s your dream — and how can we help you get there?”

Q Your book opens with a profoundly vulnerable personal disclosure. How did you find the courage to write it?

One of Rena's most powerful stories — the dining room table moment with her son saying: “Mom, get buck-ass naked — because you may save someone's life.” This story always lands.

Q What's the one thing most leaders are getting wrong about retention right now?

They're optimizing for productivity when people are leaving for belonging. Rena has seen executives leave for less money just to feel seen. The data is in the human: know your people, care for them, ease their way.

Q You describe leadership as recognizing your divine gifts. What does that mean in a corporate context?

Rena bridges the spiritual and the practical: divine gifts aren't about religion — they're about knowing what you are uniquely wired to do, and building a team and culture that amplifies everyone else's gifts alongside your own.

Everything your event *team needs to know.*

<p>FORMATS AVAILABLE</p> <p>Keynote Presentation — 30–90 minutes, customized to your audience and theme</p> <p>Corporate Workshop — Half-day or full-day, T.R.I.B.A.L. framework-based</p> <p>Executive Retreat Facilitation — Multi-day leadership intensives</p> <p>Path of Greatness Retreat — Rena’s signature 3-day transformational experience</p> <p>Virtual / Hybrid — Available for online events and webinars</p>	<p>AUDIENCE TYPES</p> <ul style="list-style-type: none"> ▶ Corporate Leaders ▶ Executive Teams ▶ Non-Profit Organizations ▶ Women in Leadership ▶ Healthcare Organizations ▶ Professional Associations ▶ Conference & Summit Audiences ▶ Personal Development Events
<p>WHAT RENA PROVIDES</p> <ul style="list-style-type: none"> * Customized talk tailored to your audience and goals * Pre-event discovery call to align on theme and outcomes * High-resolution headshots and brand assets * Signed copies of BeingTribal available for attendees * Post-event follow-up resources for attendees 	<p>AV & TECHNICAL REQUIREMENTS</p> <ul style="list-style-type: none"> * Lavalier or handheld microphone preferred * Stage monitor or confidence monitor for longer sessions * Clicker / slide advancer for presentations * Rena travels from the Pacific Northwest (PDX) — travel billed separately * Accessible stage preferred; Rena works the room

START THE CONVERSATION

Ready to bring Rena *to your next event?*

Whether you are a media professional, event organizer, podcast host, or executive looking to work with Rena — we would love to hear from you. All inquiries receive a response within 48 business hours.

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