

MEDIA KIT

Introducing
**Raymond
D. White**

HOST & MODERATOR RESOURCE

Approved introductions for keynotes, workshops,
panels, podcasts, interviews, and facilitated conversations.



RAYMOND D. WHITE

Organizational Leadership Strategist
Culture Builder Strategist



*Every conversation
shapes culture.*



Approved media copy • July 2026



raymondwhite.net/media

Instructions for hosts

USE AS WRITTEN OR ADAPT

Choose the introduction that best matches the format and available time. You may shorten the copy while preserving Raymond's primary title and the central description of his work.



Helping organizations
build cultures where
people lead,
collaborate, and thrive.



Preferred terminology



Full name

Raymond D. White



Preferred reference

Ray



Primary title

Organizational Leadership Strategist



Positioning phrase

Culture Builder Strategist



Great strategy shapes direction.
Strong culture sustains it.

Raymond D. White

WEBINARS, SHORT PANELS, AND QUICK TRANSITIONS



15-SECOND INTRODUCTION

28 WORDS

Raymond D. White is an Organizational Leadership Strategist and Culture Builder Strategist who helps leaders develop people, strengthen culture, and build healthier systems. Please welcome Raymond D. White.



PODCASTS, INTERVIEWS, AND MODERATED CONVERSATIONS

30-SECOND INTRODUCTION

Raymond D. White is an Organizational Leadership Strategist, speaker, and Community Architect who helps leaders build stronger cultures by developing people and designing healthier systems. Through Leader's Lens, he equips leaders—especially those leading from the middle—to strengthen trust, clarity, belonging, accountability, and performance.
Please welcome Raymond White.

KEYNOTES, WORKSHOPS, AND FORMAL PROGRAMS

60-second stage introduction

107 words

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Raymond D. White is an Organizational Leadership Strategist, speaker, educator, and Community Architect who helps leaders intentionally shape healthier teams, stronger organizations, and more connected communities. With more than a decade of experience leading teams in complex environments, Raymond understands the realities of translating strategy into daily work, developing people, navigating competing priorities, and shaping culture without always possessing complete authority. Through Leader's Lens, Raymond serves as a Culture Builder Strategist, equipping leaders to recognize what a moment requires and respond in ways that strengthen both people and outcomes. His work connects leadership development, organizational culture, systems thinking, belonging, and community impact. Please welcome Raymond D. White.

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KEYNOTES

Inspiring, relevant, and practical sessions that challenge audiences to lead with intention and create lasting impact.



WORKSHOPS

Interactive, application-focused experiences that build leadership capacity and strengthen team performance.



TRAINING PROGRAMS

Customized learning programs designed to develop leaders, shape culture, and drive organizational results.



COMMUNITY IMPACT

Programs that connect leadership, belonging, and community to create stronger systems and shared outcomes.



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Equipping leaders to recognize what a moment requires, and respond in ways that strengthen both **people** and **outcomes**.

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RAYMOND D.
WHITE

ORGANIZATIONAL LEADERSHIP STRATEGIST
& CULTURE BUILDER STRATEGIST



LEADER'S LENS

LEAD FROM THE MIDDLE. IMPACT WHAT MATTERS.



PEOPLE



CULTURE



SYSTEMS



INTENTION

CONVERSATIONAL INTERVIEW OPENING



PODCAST INTRODUCTION

"Today's guest is Raymond D. White, an Organizational Leadership Strategist and Culture Builder Strategist whose work focuses on the everyday conditions that shape people, teams, organizations, and communities. Through Leader's Lens, Raymond explores leadership from the middle, organizational culture, belonging, systems thinking, and what it takes to develop leaders who can read the moment and respond with intention. Raymond, welcome to the conversation."



PANELS, FIRESIDE CONVERSATIONS, AND FACILITATED DIALOGUE

"Joining us is Raymond D. White, an Organizational Leadership Strategist, speaker, educator, and Community Architect. Raymond brings more than a decade of experience leading teams and supporting change across complex organizational and community environments. As a Culture Builder Strategist, he helps leaders understand how everyday decisions, relationships, and systems shape trust, belonging, accountability, and performance. Please welcome Raymond White."



HOST NOTES



Location: Salem, Oregon



Platform: Leader's Lens



Closing language: For live events, 'Please welcome Raymond White' is the preferred close.



Pronunciation: Raymond: RAY-mund. White: standard English pronunciation.



Avoid: Do not introduce Raymond primarily as an executive coach, motivational speaker, or DEL strategist.