



KEYNOTE SPEAKING
EXECUTIVE EXPERIENCES
WELLNESS OFFERINGS
HR + CPO PROGRAMMING

REGULATE TO ELEVATE

Transform leaders, teams,
and cultures with *science-backed*
regulation, focus, and
embodied leadership.

HIGH PERFORMANCE
STARTS IN THE NERVOUS SYSTEM

JEN RUBINETTI • JOANNA RAJENDRAN

[BECOLLECTIVEGLOBAL.COM](https://becollectiveglobal.com)

THE PROBLEM

High Performance
Starts in the
Nervous System

NOT MOTIVATION. REAL REGULATION.
REAL PERFORMANCE.

WHY IT MATTERS

76%

OF EMPLOYEES
REPORT BURNOUT AT
WORK

18%

OF ANNUAL SALARY
LOST PER
DISENGAGED
EMPLOYEE

In today's high-pressure world, burnout, distraction, and disengagement **cost organizations billions**. **BE:COLLECTIVE** delivers practical, measurable tools that elevate focus, leadership presence, decision-making, and sustainable performance.

OUTCOMES

Results That Matter

99%

OF HR LEADERS CONFIRM
WELLNESS PROGRAMS
INCREASE EMPLOYEE
PRODUCTIVITY

WELLHUB RETURN ON WELLBEING
REPORT, 2024

- 01 Increased executive clarity and decision-making under pressure
- 02 Improved focus, energy and cognitive performance
- 03 Reduced burnout and stress-related attrition
- 04 Stronger leadership, communication and emotional intelligence
- 05 Sustainable productivity- not a one-time event

"The intersection of soul and science. Of nervous system restoration and high-performance mastery."

THE FOUNDERS

Two Decades of Transformation

ONE POWERFUL
METHODOLOGY.

Joanna Rajendran

MINDSET MENTOR · KEYNOTE SPEAKER
AUTHOR · ENERGY EXPERT

26 years learning from the world's oldest yoga teacher.

A master lineage in breathwork, meditation, and mindfulness — studying directly under a living legend. The science of regulation lives in her body. She has spent decades learning to show others how to live their lives with power, passion and purpose.

Jen Rubinetti

NERVOUS SYSTEM SPECIALIST · SOMATIC +
SOUND PRACTITIONER · MEDITATION COACH

The burnout she survived is the map she now gives others.

Two decades inside the highest-pressure corridors of the fashion industry — where performing through dysregulation is not the exception but the requirement. She didn't just observe burnout. She lived it, moved through it, and learned to guide others out from the other side.



CO-FOUNDER

Joanna Rajendran

MINDSET MENTOR · KEYNOTE SPEAKER
AUTHOR · ENERGY EXPERT

ABOUT

Joanna Rajendran is a renowned Mindset Master, Keynote Speaker, Author, and transformation coach who has inspired thousands of individuals and leaders to step into their power. With over two decades of experience learning directly from Master Teacher Tao Porchon-Lynch, a world-renowned yogi and Guinness World Record holder, Joanna brings a unique and transformative perspective to personal growth and empowerment.

Her style blends science-backed strategies with ancient wisdom, empowering clients to create meaningful, lasting change. From professional athletes, to Tony Robbins' Platinum Lions coaching group, to Fortune 500 organizations, Joanna's methodology delivers results that are both measurable and deeply transformative.

"Your nervous system is not the obstacle to peak performance — it is the pathway."

BOOKS

BEST.LIFE.EVER.

MY GURU WEARS HEELS



CO-FOUNDER

Jen Rubinetti

NERVOUS SYSTEM SPECIALIST · SOMATIC +
SOUND PRACTITIONER · MEDITATION COACH

ABOUT

Jen works at the intersection of sound, energy, and somatic healing—guiding the body back into balance through nervous system regulation.

After more than two decades in the fashion industry, Jen understood intimately the rhythm of high performance—the pace, the pressure, the quiet undercurrent of burnout that often lives beneath success. What once looked like achievement began to feel unsustainable, leading her to seek a different way of being.

That search became her path.

Now she shows leaders how regulation can become their superpower—making them even more effective.

"This work chose me. And I've spent every moment since learning how to bring it to the women who need it most."

"The missing piece isn't *strategy*. It's *sustainability*."

The
BE:
COLLECTIVE
Method

FOUR PILLARS OF TRANSFORMATION

01 REGULATE

NERVOUS SYSTEM RESTORATION, BREATHWORK, SOMATIC HEALING, AND THE SCIENCE OF COMING HOME TO THE BODY.

02 RECHARGE

SOUND HEALING, MEDITATION, MOVEMENT, AND THE DEEP RESTORATION THAT MAKES EVERYTHING ELSE POSSIBLE.

03 RETURN

MINDSET MASTERY, IDENTITY WORK, AND THE INNER JOURNEY BACK TO THE SELF THAT HAS ALWAYS KNOWN THE WAY.

04 RISE

HIGH-PERFORMANCE LEADERSHIP, TEAM COLLABORATION, AND THE SUSTAINABLE EXCELLENCE THAT COMES FROM THE INSIDE OUT.

Signature Keynotes

AVAILABLE STANDALONE OR INTEGRATED INTO OFFSITES

01

Calm is a Performance Strategy

NERVOUS-SYSTEM REGULATION FOR LEADERS OPERATING AT CAPACITY.

- Real-time regulation tools for high-stakes moments
- Breath + movement protocols to increase cognitive clarity
- The science of calm as a strategic advantage

02

Focus is the New Superpower

PROTECTING ATTENTION AND PERFORMANCE IN A HYPER-DISTRACTED WORLD

- Neuroscience of attention and distraction
- Simple rituals to reclaim focus
- Performance frameworks for modern leaders

03

Scripting Success: The Neuroscience of Turning Vision Into Reality

HOW LEADERS SHAPE OUTCOMES WITH MINDSET, LANGUAGE + VISUALIZATION

- Evidence-based mental rehearsal techniques
- Language patterns that prime success
- Daily practices to encode desired outcomes

04

Language, Attention, Results

REWIRING BURNOUT PATTERNS INTO FOCUSED, HIGH-IMPACT LEADERSHIP

- Cognitive reframing and breaking stress loops
- Embodied leadership presence exercises
- Team communication practices that regulate culture

*“Your team isn’t **disengaged**. They’re **dysregulated**.”*

WHY **BE**:COLLECTIVE

The
BE:
COLLECTIVE
Difference

LUXURY WELLNESS
MEETS CORPORATE RIGOR



SCIENCE-BACKED, PRACTICAL AND EXPERIENTIAL — ROOTED IN POLYVAGAL THEORY, HRV SCIENCE, AND POSITIVE PSYCHOLOGY



EXECUTIVE-LEVEL FACILITATION, WITH A GLOBAL RETREAT PORTFOLIO AND PROVEN, REPEATABLE METHODOLOGY



MEASURABLE OUTCOMES ALIGNED TO LEADERSHIP AND PERFORMANCE METRICS — NOT SOFT SKILLS THEATRE



HIGHLY CUSTOMIZABLE BY INDUSTRY, LEADERSHIP LEVEL, TEAM SIZE, AND ORGANIZATIONAL OBJECTIVES

What Our Clients Say

REPEAT CLIENTS · EXECUTIVE LEVEL

— Hired to lead private breathwork and guided meditation for **Tony Robbins' Platinum Lions** — his most exclusive inner circle — at his personal residence in Palm Beach, FL.

NOTABLE
ENGAGEMENT

“

Absolutely extraordinary. It was magical, refreshing, rejuvenating. Words can never express how exceptional it was. I would recommend **BE:COLLECTIVE** to anyone who wants the **most out of their teams — and their lives.**

Linda Golkow
PRESIDENT
GOLKOW TECHNOLOGIES · REPEAT CLIENT

“

Our team didn't just feel inspired — they left with **quantifiable results.** That's the difference between a motivational speaker and a performance architect.

Jenn Stokes-Greene
MANAGING DIRECTOR
BOSTON MAGAZINE

“

BE:COLLECTIVE offered the pause I needed to truly reset and refocus. It was **a life-changing experience** that deepened my self-awareness and strengthened how I show up both personally and professionally. **Run to book this experience.**

Beth Mazza
EXECUTIVE VICE PRESIDENT
HARTFORD FEDERAL CREDIT UNION · REPEAT CLIENT

READY TO INVEST IN YOUR GREATEST ASSET?

Your team's greatest performance is
one decision away.

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01



BOOK A DISCOVERY CALL

02



REQUEST A CUSTOM PROPOSAL

03



SCHEDULE THE IMPACT

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