



## *Signature Presentation*

### **Code Red!**

## **Why Hard-Working People Flatline and How to Break Through**

Every organization has people who should be operating at the next level but aren't. They have the skills, the experience, and the drive, yet something keeps them stuck in patterns that look like productivity but don't produce breakthrough results. The frustrating truth is that intelligence itself often becomes the barrier. Smart people are exceptionally good at rationalizing why now isn't the right time, why they need more preparation, or why conditions aren't quite right for bold action.

This keynote reveals the hidden autopilot system running in every brain, one designed for survival but now sabotaging growth. Ryan draws from neuroscience research and his own hard-won failures in real estate, recruiting, and leadership to expose three specific traps that keep capable people playing small: the Readiness Trap (waiting until you feel qualified), the Busyness Trap (confusing activity with progress), and the Perfection Trap (refining plans instead of executing them).

Using the unforgettable true story of receiving a ballistic missile alert in Hawaii and spending 38 minutes believing he was about to die, Ryan demonstrates how often we react to false alarms in our professional lives, treating discomfort as danger and retreating to safety when growth requires moving forward anyway.

Your teams will leave with the ACT Method, a practical system for recognizing when their internal alarm system is firing, making conscious decisions instead of reactive ones, and taking action despite resistance. This isn't motivation. It's becoming aware of the patterns that are keeping them stuck.

### **Key Audience Takeaways:**

- A practical system for the three traps that helps people pinpoint exactly which pattern is keeping them stuck: doubting themselves (Readiness), staying busy with the wrong work (Busyness), or waiting for perfect conditions (Perfection)
- The "Code Red" filter for distinguishing real risk from false-alarm resistance, so discomfort becomes a growth signal rather than a stop sign
- The ACT Method, a practical three-step system (Awareness, Conscious Choice, Take Action, even when Code Red alerts are firing) that can be applied immediately when internal resistance shows up