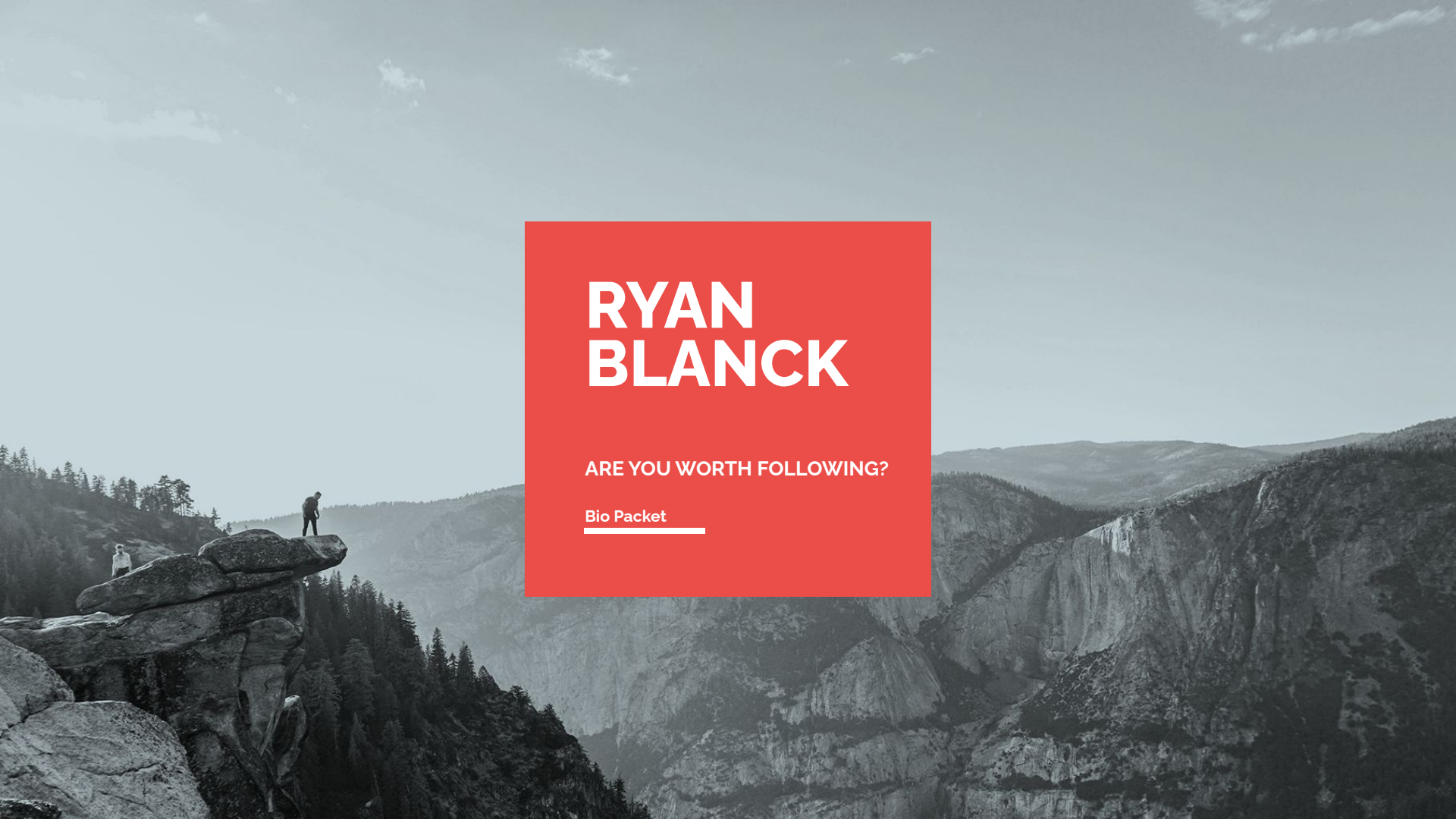


RYAN BLANCK

ARE YOU WORTH FOLLOWING?

Bio Packet



"Ryan was the standout of my experience at the Accelerator. He has that rare, **invaluable presence** that instantly captivates you. We were all drawn to him and I was blown away by him. He is so great at what he does, you can just tell."

Brandon Lynch
Cornerbacks Coach, Cleveland Browns
National Football League Coach Accelerator Participant

"I learned more during in my initial coaching conversation with him than any other coaching session I've **ever** had. Like, wow."

DeMeco Ryans
Head Coach, Houston Texans

"It's only been a day and you have definitely already had an effect on the staff, plenty of the guys have told me so. **I'm glad you're a part of this**."

Jake Moreland
Tight Ends Coach, Houston Texans



"Based on what our clients and other industry professionals had been saying, we brought Ryan in to help lead the WIN Sports Group NFL Summit, and he absolutely delivered. **This wasn't a workshop—it was a wake-up call**. In just 90 minutes, Ryan connected with a room full of top NFL coaches and executives in a way that was deeply impactful. He doesn't talk at leaders, he activates them. His ability to distill leadership psychology into actionable, energizing takeaways is unmatched. **In a world full of noise, Ryan is the voice every coach and executive needs in the room.**"

Clint Dowdle
Head of Coaches and Executives, WIN Sports Group

WIN SPORTS GROUP



"I got more out of his condensed two-hour keynote on the basics of communicating and leading **than I have in all my years** of taking leadership courses or classes. That was unbelievable."

Andrew Girard
Director of Administration, Century



"Since 1994 it feels like I've attended countless leadership workshops and worked with a number of coaches. **Ryan is the best and it isn't even close.** He has forever changed the way I look at leading, and I'm blown away by how easy, simple, and digestible he makes it.

Robert Brzezinski
Executive Vice President, Football Operations, Minnesota Vikings

“Our experience with Ryan was shocking. He's the best facilitator we've ever seen. We'll never have a meeting or retreat without him.”

Mairead Martin
Chief Information Officer, Educause

“Simply said, he’s ‘The Horse Whisperer’ for NFL Executives.”

John Torris
Vice President of Premium Sales, Los Angeles Chargers

"The only word that accurately describes this program and what they do is **transformational**."

Tre Stallings
Associate Commissioner, Conference USA

"He instantly activated a culture that appeared to be dormant."

Tricia Wood
Audit & Advisory Services, Northeastern University

"The sessions have been inspiring and motivating and have made us look internally to unpack what's holding us back and what's keeping us from taking the next steps in advancing our careers, our leadership, and our culture."

Becky Gardenhire
Co-Head and Partner, William Morris Endeavor

"Partnering with Ryan has been the best investment I've ever made for our program. I trust no one more with the hearts of our players and coaches than him. He's turned the most obscure, intangible thing, culture, into something tangible and measurable."

Tim Lester
Head Football Coach, Western Michigan University



It only takes a minute with Ryan to experience the infectious authenticity, enthusiasm, and positive attitude that help make his partnerships with clients so successful. He enables them to ascend to the top of their profession without losing themselves in the process.

He and his team have helped organizations rebound from turmoil; scale start-ups; built cultures for locker rooms, corporations, and world tours; coached executives, rock bands, athletic coaches, and professional athletes; and advised a successful foreign presidential campaign.

Ryan is an expert facilitator with a gift for bringing out the best in people. Currently, he is the performance coach for high-capacity leaders. He delivers life-altering coaching and experiences in partnership with the National Football League (NFL), within championship-winning football programs like the Philadelphia Eagles, Dallas Cowboys, Baltimore Ravens, and Clemson University to Minnesota Vikings, New York Jets, Detroit Lions, Cleveland Browns, and Western Michigan University, and the iconic entertainment industry agency William Morris Endeavor. To date, Ryan has coached club executives and their senior leadership teams from over half of the NFL, the league itself, and he is the NFL's leadership instructor for their Coach and Front Office Executive // General Manager Accelerator programs.

> Kevin Morooney, Chief Information Officer, Penn State University said it best: **"They overcame years of inertia in just days and their ability to appeal to a wide variety of leaders and leadership styles and tap into their innate desire for improvement is nothing short of magical. I refer to this firm as the Navy Seals of organizational and personal improvement. They have the skills to get in behind 'enemy lines' and take on all targets, in a loving, intimate way."**

> Ryan has been a guest leadership educator at the University of Pittsburgh, Belmont University, Vanderbilt University, Penn State University, and Stanford University's Business Leadership Program. He has been interviewed about leadership and training for The Huffington Post, Deseret News, and magazines such as Esquire, YFS, and Vim & Vigor.

> In 2016, Ryan was recognized as one of SigEp's Top 40 Under 40. In 2017, he was a recipient of the Western Michigan University Haworth College of Business Outstanding Young Alumni Award.



Ryan works with sports teams and businesses at the highest levels (NFL, NCAA, massive brands, etc.). And, it's important for you to know, the material he teaches is relevant to any leader in any organization – regardless of your size, geographic location, tenure, or industry.

His lessons are applicable everywhere from the boardroom, to the field, to the kitchen table; his teaching is extremely practical and simple to understand and implement. Takeaway here is you will leave his program feeling inspired, and you'll be armed with tangible, tactical practices you can put to use **immediately** – which for any organization is very powerful. This is a key difference that separates Ryan from most coaches, especially technical academics. He's a hands-on teacher, and his lessons relate to (and work for) everyone.

The short story is Ryan's material, which is best described as a large group coaching session, is the foundation of how they grow their client's culture as the company scales. It's called the *Psychology of Leadership: Are You Worth Following?* and it's all about getting teams to communicate their needs and become solutions-focused; **he teaches what it means (the mindset) and what it takes (the how; their Guiding Principles) to be a leader worth following.** It's a heady subject, and when you hear how he does it, things get very real very fast. It's unforgettable.

“NFL executives from just about every team were lined out the door waiting to speak to him immediately afterwards.”

“We wanted to make this group aware that you’ll be seeing an invite come through shortly for a meeting on December 8th where we will be joined by Ryan Blanck of Deviate. Ryan will spend an hour and a half sharing his insights and experiences building high-performing leaders and leadership skills within the workplace. Ryan, and his wife Amanda, specialize in managerial and employee discussions around how to lead a strong and productive culture within organizations.

For those of you who were at our annual league-wide conference in Chicago last fall, you may recall Ryan was our keynote. NFL executives from just about every team were lined out the door waiting to speak to him immediately afterwards. Following that engagement, he has already worked with 18 of our teams. Along with our teams, Ryan and Amanda work with many senior executives of major brands around the country and are branching into other professional sports leagues.

As Cally can attest, I don’t think you will ever meet a more positive and outgoing person than Ryan. They have a lake house in Traverse City, Michigan and are generous with invites, so there is a good chance we all may have an open-invitation to be their guest by the time this is over. Kevin Rochlitz, Chief Sales Officer for the Baltimore Ravens, and Jeff Fernandez, VP of Business Development + Ventures for the New York Jets, have already booked trips for 2021, he is that captivating!”

Rob Hofmann (via email to the NFL staff announcing the virtual series with Ryan)
Vice President of Club Business Development, National Football League

“I’ve participated in a number of programs and that was, by far, the best one I’ve ever attended. The information is extremely relevant, the lessons are memorable and practical to any organization, and Ryan connected with us better than we’ve ever experienced or could imagine. It’s been a year since his series and we still reference it; we’re still using the techniques he taught us. His material continues to guide our leadership and culture.”

Nick Maurer
Vice President of Corporate Partnership Sales, Minnesota Vikings

“The lessons and message you delivered were incredibly impactful. It hasn’t even been five minutes since we finished and I’ve already received multiple notes from our team members commenting and thanking us for having you join us today.”

Matt McInnis
Director of Corporate Partnerships, Dallas Cowboys

“Thank you for taking the time to speak to our team this morning. That was the most engaging, relevant, and impactful message I have ever heard. Growing in servant leadership has been one of my main goals over the past year, I really appreciate your insights.”

Erin Cornell
Assistant to the President + CEO, ProStar Energy Solutions

"He completely transformed our leadership culture with an impromptu, 90-minute session with me and my senior team."

Cole Camplese
Chief Information Officer, Northeastern University

“Having you share some of the same thoughts and philosophies together with our team made a number of things click and come to light for us all.

For me personally, the guiding principle of *Respond versus React* hit home. As a leader this is key knowing I am to always be the example. Something I'd love to work on further and become better as a leader – responding in the right time frame and manner versus reacting and then retracting.

Additionally, *What's Behind Every Complaint?* hit home, not only for myself but my team. That lesson is super applicable to what we have going on. I often find myself being a 'fix it leader' who wants to jump in and help right away – call it maternal instincts. Coming out of your session, I am inspired to further challenge myself to enable my team to bring their requests to the table (post BMW session if needed). You taught me how to ask better questions to help get them to the solution versus trying to find it for them.

I think it's always helpful to share feedback to the presenter, something I'm also working on for myself and my team, and I just wanted to share how much I appreciated your message and your realness today. You came across extremely relatable, comforting and casual, which was refreshing and helped us all tune in and really listen.

Fantastic time together and I look forward to connecting again soon!”

Katie Stuckey (email sent to Ryan immediately after his program)
Senior Director of Corporate Partnership Marketing, Dallas Cowboys

IN SOME WAY, SHAPE, OR FORM, RYAN HAS HELPED LEADERS FROM:

Abercrombie + Fitch
Baltimore Ravens
Big Lots
Buffalo Bills
Campuspeak
Chicago Bears
Cincinnati Bengals
Clemson University
Cleveland Browns
Coca Cola
ConnectSx
Crohn's & Colitis Foundation
Dallas Cowboys
Detroit Lions
Olympia Sports + Entertainment
Flourish
Google
Hanson Bridgett
Heinz Kraft
Human Movement
Kansas City Chiefs
Los Angeles Chargers
Minnesota Vikings
National Basketball Association
National Football League
Nike
Northeastern University
New York Giants
New York Jets
Penn State University
Philadelphia Eagles
Phoenix Coyotes
Proos Manufacturing
San Diego State University
San Francisco 49ers
Sigma Phi Epsilon
Tampa Bay Buccaneers
Taziki's Mediterranean Cafe
Tennessee Titans
Tufts University
Under Armour
United Way
University of Chicago
University of Pittsburgh
Western Michigan University
William Morris Endeavor
WORKS Entertainment

Thank you.

RYAN
BLANCK

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