

Ryan Estis

Sales & Leadership Expert; Author; Founding Partner, ImpactEleven

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- Corporate Culture & Governance
- Leadership
- Peak Performance
- Sales

About Ryan Estis

Ryan Estis is a globally recognized sales and leadership expert, founder and author who has spent the last 15 years advising clients on navigating change, improving performance, and accelerating growth. A former Fortune 500 Chief Revenue Office, Ryan has spent his career in the trenches, leading high-performance teams and building a client roster of category leading brands. His hands-on approach and deep understanding of the dynamics of business have positioned him as a go-to expert for sales enablement and leadership development.

He is also a co-founder of ImpactEleven, a hyper-growth startup community of thought leaders helping solve our most pressing organizational design and human performance challenges as we enter the fourth industrial revolution.

With his vast knowledge, practical experience, and remarkable ability to communicate complex ideas in a relatable manner, Ryan Estis continues to shape the sales and leadership landscape. Through his speaking engagements, training programs, and writing, he inspires individuals and organizations to reach their full potential. He works with the world's leading brands including Mayo Clinic, Mastercard, The NBA, Pfizer, IBM and State Farm Insurance.

His writing has been featured in Inc., Forbes, Entrepreneur, FastCompany, SmartBrief, Business News Network, Crain's Business, and Yahoo Business.

Select Keynotes

- **Human Centered Growth - Selling Value in the New Economy**

Customer expectations and behavior are evolving faster than most sales organizations. This reality is requiring a fundamental shift in go to market strategy and radical evolution in seller skill and competency.

Today more sophisticated sales teams are required to earn customer access from a position of expertise. When B2B buyers are considering a purchase they only spend 17% of that consideration time meeting with potential suppliers and 65% of customers now prefer remote human interactions or digital self-service.

This mandates a new, value based and deeply customized approach to ensure competitive readiness and the ability to earn customer partnerships that can sustain growth into the future

Ryan Estis is a former Fortune 500 CRO and sales transformation expert who teaches sales teams how to leverage this defining moment of transformation and change as a catalyst to create compelling differentiation in the customer decision journey and capture more market share. Ryan is deeply researched in the evolution of customer buying behavior and the seller skills and competency required to win in this forever changed world. He blends surprising truths with actionable insights and inspiring stories to help commercial teams prepare to deliver value to earn customer commitment in competitive selling situations.

Teams will emerge eager to embrace the change fundamentals required to win in this constantly changing, more complex world. Sellers will understand how to earn more customer access, position value over price, elevate customer confidence from a position of expertise and drive decisions to close.

Each participant will leave inspired and acutely aware of how to humanize the sales process to build high trust/high value relationships that



create partnerships for life.

Learning Objectives

- ◊ Embrace the change fundamentals required to compete and win in a more complex world
- ◊ Understand the psychology of the customer and DNA of a Top Producer
- ◊ Determine how to deliver value through the decision cycle to elevate sense of urgency and avoid having decisions default to price
- ◊ Deliver “throw away” presentations that help customers see a compelling vision of the future in partnership with you.
- ◊ Master the art of effective storytelling that elevates customer intimacy through proof of concept
- ◊ Pre-call plan and conduct your own “growth audit” to evolve your “value stack” and meet customers where they are
- ◊ Understand the importance of action planning for effective time and territory management

• Human Centered Leadership - Leading High Performance Teams in the New Economy

We have changed. Work has changed. Employee attitude and expectations have changed creating the largest evolution in our relationship to work in the last century. This evolution and the accelerated pace of transformation we are navigating is an opportunity to understand and develop the new skills and competency required to lead high performance teams today.

Leaders are beginning to focus on building agile, human-centered, and digitally enabled teams able to thrive in today’s unprecedented environment and meet the needs of all stakeholders (customers, employees, suppliers, investors, and communities). Knowledge workers now expect their managers to be part of their support system to help them improve their employee experience as well as their life experience.

In a Gartner survey assessing the evolving role of management, only 47% of managers are prepared for this future role.

Human Centered Leadership will be the catalyst to cultivate alignment, elevate engagement and optimize performance into the future. Ryan will guide leaders through a relevant, actionable and interactive keynote experience where they emerge better prepared to unleash human potential and inspire emotional commitment toward a shared vision of the future.

Ryan is a former Fortune 500 Chief Strategy Officer and leadership expert who believes leadership isn’t a job, it’s a responsibility and act of service. Ryan teaches leaders how to leverage this defining moment of transformation and change as a catalyst to improve performance and meet the needs of our people. He blends surprising truths with actionable insights and inspiring stories to help leadership teams embrace the opportunity to make the world of work a better place. His new book, *Prepare for Impact* will be available fall of 2023.

Learning Objectives

- ◊ Embrace the opportunity inside this challenge by adopting a ‘Futuremaker’ mindset.
- ◊ Elevate performance management to unleash human potential
- ◊ Improve communication to create safety, establish trust, elevate collaboration and drive productivity and accountability
- ◊ Influence culture and earn alignment and emotional commitment around a shared purpose and compelling vision of the future
- ◊ Establish your own Personal Leadership Vision & Action Plan to own the moment
- ◊ Understand how to make the world of work a better place

This keynote has been approved for strategic, continuing education credit through the Human Resources Certification Institute (604599) and the Society of Human Resources Management (22-Z9JFU). Ryan can further customize the curriculum for a Human Resources specific audience to focus on elevating the HR value proposition and opportunity for impact.

• Adapt & Thrive - Leverage Change and Transformation as a Catalyst for Growth

The need to lead change is growing, but our ability to do it is shrinking.

70% of change efforts fail and it isn’t because of the strategy...it’s people, psychology and resistance. When a change is first proposed, most people immediately resist - and want to know three things: what does this change mean to me, why is it happening, and what will it look like when the change has been made? We gather this information intuitively in order to begin to assess the level of risk and difficulty involved in the change.

Once someone starts to believe that a change is possible to make, that the rewards of making the change will outweigh the costs, then people are willing to operate in the new ways the change requires and align in pursuit of the future. Our job as leaders is to help our people and teams navigate the mindset shift and embrace the required new behaviors.

Today 7 out of 10 CEO’s say their current growth strategy is obsolete and the World Economic Forum is indicating 1 in 4 jobs is going to change over the next five years as a result of trends including artificial intelligence, digitization, the green energy transition and supply chain-reshoring created unprecedented transformation.

The traditional models of change management and leadership no longer support what is needed in the forever changed world. The new model for navigating transformation is **Human Centered**.

In this dynamic and interactive keynote presentation, Ryan teaches entrepreneurs and executives how to leverage this defining moment of transformation and change as a catalyst to improve performance and meet the needs of our people. He blends surprising truths with actionable insights and inspiring stories to help leadership teams build change ready, high growth organizations. His new book, Prepare for Impact, will be available this fall.

Learning Objectives

- ◆ Elevate change readiness by adopting a “Futuremaker” mindset
- ◆ Understand the resistance to change and how to create alignment through transformation
- ◆ Reorient your relationship to fear and conquer limiting beliefs
- ◆ Identify how to make the required leader shifts to “Human Centered”
- ◆ Establish your own Personal Leadership Vision & Action Plan to own the moment
- ◆ Leverage continuous reinvention and resilience as a catalyst for sustained growth

● **Passion on Purpose: Turning Corporate Culture Into a Competitive Advantage**

This keynote reviews how to cultivate a high-engagement, high-performance work culture. As we prepare for the next growth cycle in business, leaders need to understand the needs and expectations of the modern workforce. Ryan pushes back on conventional thinking with new research and case studies from category-leading companies that succeed at maximizing human potential and elevating performance.

To win in today’s market, you need a healthy organization: tuned-in employees, authentic leadership, open communication and trust. Leaders are called to cultivate the kind of workplace where people come first and performance and profit follow.

Most organizations leave too many opportunities on the table and waste a huge amount of their people’s potential. This keynote offers practical advice to help you reverse that trend.

After this keynote, audiences and organizations will understand what it takes to elevate engagement, unleash human potential and compete to win in the new world of work.

Learning Objectives

- ◆ Embrace change in the new
- ◆ Learn from global workforce trends and forecasting from our research
- ◆ Build high-trust, high-value
- ◆ Connect employees to a shared vision and set of
- ◆ Effectively use emerging technology to improve communication, culture and work

● **The Brand Experience: Accelerating Business Growth Through Remarkable Experiences**

This keynote focuses on how you can elevate the relationships you have with your most important stakeholders: your customers. Ryan teaches organizations how to create remarkable experiences and earn customers for life.

Customer expectations have changed. For buyers, an alternative choice is usually just a click away. Today, customers want an experience, and the best brands step up and deliver, consistently. This keynote examines how category-leading companies start with their people, aligning employees around a common mission and empowering them to create memorable customer experiences.

Ryan explores current trends and shares standout customer stories from his portfolio of case studies. He will demonstrate how technology and social connectedness are influencing consumers’ thinking and changing the way we engage with a brand. He helps participants shift their thinking and emerge with new ideas about both customer and employee relationships that will impact the business.

The outcome of this keynote will be an audience prepared to capture employee commitment and customer loyalty to drive business growth.

Learning Objectives

- ◆ Learn global workforce trends from our research
- ◆ Understand how to capture your unique How
- ◆ Explore what it means to be a chief experience
- ◆ Examine the importance of brand
- ◆ Understand the impact of social connections and technology on the brand

● **Unleash Your Inner Superhero Keys to Achieving Breakthrough Performance**

This keynote helps attendees tap into their deep reservoir of potential and unleash their unique capability into the world. Ryan helps people see new opportunity through techniques that remove the barriers of fear, doubt and uncertainty that threaten to inhibit performance.

This important message introduces key insights about productivity and performance. Ryan coaches the audience through embracing change to achieve more meaning, mastery and momentum in their work life. He introduces several real-life superheroes, examples of the incredible results you can expect when you embrace your own potential.

The keynote serves as a call to action for those who are looking for fulfillment from their work and are determined to achieve their full potential. Participants will emerge better prepared to become their very best and achieve their next big, breakthrough moment.

The outcome of this keynote will be an audience inspired to take action and become the very best version of themselves.

Learning Objectives

- ◊ Learn how to leverage change as a catalyst for growth and
- ◊ Discover transformation techniques designed to unleash peak performance and become your very
- ◊ Find out the keys to building high-trust, high-value relationships.
- ◊ Explore the superhero ethos: "Be Stay hungry. Always hustle."

Select Book Titles

- **2022:** Adapt & Thrive: How Sales Leaders Can Prepare to Win in a 2025 World

Select Articles

- [Stacking Value to Drive Growth](#)
- [How to Conduct Effective Pre Call Planning](#)
- [The Art and Science of Storytelling in Sales](#)

Select Testimonials

I work for a company called C2XCEL and we were privileged to have you speak at the conference for AT&T last Friday. You were the best part of the conference and I know I speak for my team by saying THANK YOU! There were only three of us in attendance but we all ordered the five minute journal within 30 seconds of you speaking about it, without even discussing it as a group. You mentioned less than 10% of the groups you speak to listen to your advice and order the journal....we were that 10% as a group and thank you! We all started it today and it has already made an impact. Thank you again for your words of wisdom...they didn't go unheard.

— *Brittani Stewart, C2XCEL*

He is one of the best sales educators I have listened to. He did a fantastic job!

— *Liberty Mutual*

The most dynamic, energetic and relevant sales keynote we've ever had.

— *National Basketball Association*

The best keynote in 15 years!

— *North American Home Furnishings Association*

Ryan was the highest rated speaker at our four-day conference. No surprise.

— *Society of Human Resource Management*

20 years from now I will be telling the next generation how this presentation changed my life. Thanks isn't enough.

— *Student, Northern Illinois University*