



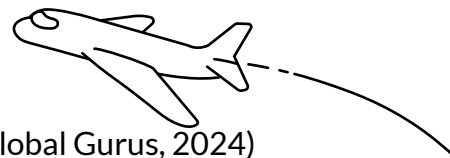
# RYAN CAMPBELL

**What's Your Pink Cadillac?**

Your roadmap to an  
**ENGAGED, ENERGIZED,**  
and **INSPIRED** culture

## About Ryan

- Leading speaker on resilience, connection, and burnout.
- Named One of the **Top 30 Motivational Speakers in the World** (Global Gurus, 2024)
- World-record for youngest solo pilot to fly around the world, named one of Australia's 50 great explorers, plane crash survivor with a paraplegic diagnosis



## Explain Ryan in Seconds...

...an **inspiring, interactive keynote** that leaves audiences connected and inspired into action

...he sets the stage with stories of his record-breaking solo flight around the world and surviving a plane crash, before revealing his **greatest lesson** hidden in a 1960's Pink Cadillac.

...Ryan's unforgettable keynote provides an actionable framework to combat burnout, drive engagement, and fuel performance.

## Key Themes and Takeaways

- Step Back to Show Up Better: **Increase Resilience, Reduce Burnout**
- An Uplifting and **Awe-Inspiring Story**
- **Interactive** Keynote with Team-Building Exercises
- Creating a Tribe that Thrives: **Revitalized Company Culture**

Watch Ryan's Reel



### Featured Keynote

#### What's Your Pink Cadillac? The Transformational Power of Prioritizing Joy

Dive into the joy-fueled resilience hidden in our hobbies, interests, and simple pleasures. In a fast-paced world where our challenges are relentless and the solutions seem out of reach, Ryan delivers a message of accessible, attainable change.

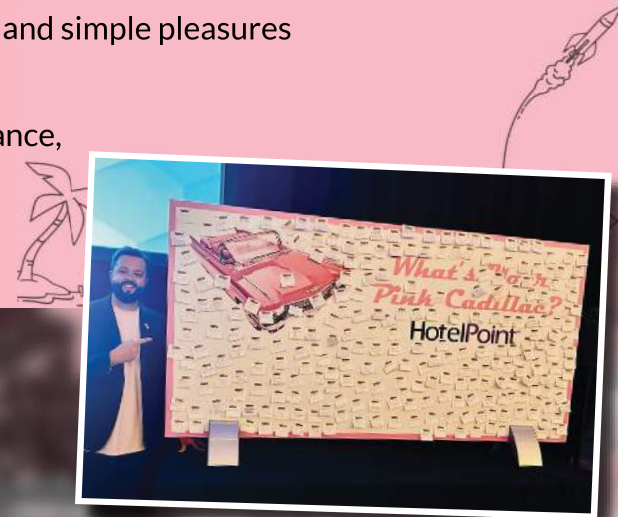
From the highs of a world record-breaking expedition to the most unimaginable low of a plane crash and paraplegic diagnosis, Ryan uses his story to highlight the realities of adversity and the role of resilience.

What's Your Pink Cadillac? uncovers the most unexpected, transformational tool discovered in the most unexpected place, the purchase of a 1960 Pink Cadillac. Get ready to smile like a kid, step back, and show up better.

#### As a result of this program, attendees will:

- Develop a new understanding of adversity and the role of resilience
- Discover the hidden power of our hobbies, interests, and simple pleasures
- Identify and share their own personal Pink Cadillacs
- Unlock tools to improve mental health, fuel performance, and improve culture
- Uncover the five steps to driving our Pink Cadillacs

As a keynote add-on, have a **life-sized What's Your Pink Cadillac? post-it board**, where attendees share their 'Pink Cadillacs' – the hobbies, interests, and simple pleasures that bring them joy. The responses are placed on a wall at the end of the keynote and it will elevate the audience engagement and connection for the rest of the event.



## Testimonials



**"The BEST event our CFO organization has seen"**

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**"GE is better tonight because of you"**

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**"One of the best speakers I've ever heard..."**

...his overall voice (delivery, tone, timbre, subject, relatability, pacing, the whole enchilada) was presented in the most authentic way possible. Other speakers should watch Ryan in action to understand what a true connection to their material looks like

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**"The audience laughed and even cried..."**

"I have been a meeting planner for almost 25 years now, the audience laughed and even cried. I have already spoken to Ryan as to where we can use him again next year."

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**"We learned so much about each other..."**

"We hired Ryan to motivate our team to close out the year strong, what we got was so much more. Ryan's message was something our team took to heart. We learned so much about each other, and most importantly, what's most important in our lives. Thank you Ryan!"

## Testimonials



**"Everyone was on the edge of their seats..."**

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**"Ryan played a crucial role in this climb"**

The last two plus years shook everyone in our aviation industry to our core. In the midst of these unprecedented challenges we achieved results we never dreamed possible. Ryan's (message) played a crucial role in this climb. Thank you Ryan!

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**"He inspired us to push past boundaries and soar to new heights."**

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**"People waited in line for over an hour to talk to Ryan after his keynote..."**

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**"His message challenged our members to keep pushing forward regardless of the obstacles"**

Ryan took our members across the emotional spectrum as we marveled at his energy and excitement, cried with him through his tragedy, and celebrated with him at his triumph.



## Clients



## Featured In

