



Ryan Southern

Creating light bulb moments for the leader in all of us.

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blueprint North America

We offer training, coaching, consultancy and keynote addresses that help **build confidence** in individuals, teams and organizations in four areas:

1. PERSONAL CONFIDENCE

2. SALES CONFIDENCE

3. STRATEGIC CONFIDENCE

4. LEADERSHIP CONFIDENCE

Anchored by our values – Purpose, Performance and Positivity – we believe that **success can be planned**, that winning is by design, and that you are the architect of your outcomes. Using blueprint processes, tools and concepts helps commercial professionals to learn to be disciplined, plan to be prepared, and **choose to be confident**.

What **inspired** you to dedicate your life to helping people and organizations unleash their potential?

As a kid growing up I always envisioned myself becoming a college basketball coach. There was something about being able to take a group of people from different backgrounds, with different skill sets, driver and traits that always appealed to me. The basketball thing didn't work out and I found myself in pharmaceutical sales and quickly realized the quickest way to success was truly understanding customers and what made them tick. This led to me doing sales development and a stint as the Global Leadership Development Director at RB. I also spent time in a large organizational consulting firm, Korn Ferry, where I realized that my insights about what makes great sales people and more importantly leaders is the same no matter the industry or company you are working with. The key is in helping people leverage the best of who they are and allowing those around them to do the same.

What advice would you give new leaders?

Find the power in what other see as mundane. The great leaders are the ones who glean meaning, lessons and stories from the everyday. Leaders who transform industries are the ones who are able to connect dots of what most people view as day to day tasks or unrelated items and craft them into transformative ideas or visions.

FAVORITE...

TED TALK

Start with Why by Simon Sinek
This has formed the basis of a lot of what I teach and given me some massive light bulb moments of my own.

BOOK

Tribes by Seth Godin
A simple premise about how to create your tribe by being clear on your own why and making those messages sticky and easy to understand.

CITY

Austin, TX - It's where I went to college at the great University of Texas! The city has a life of its own with the sound of live music, the energy of the tech industry and the youthful vibe and outdoor activity that radiates from students to retirees.

QUOTE

"The only true currency in a bankrupt world is what you share with somebody when you're uncool."
~ Lester Bangs from Almost Famous

It's such a fabulous way to express the need we all have for human connection, empathy and vulnerability that shouldn't be lost on leaders.