

A portrait of Sue Ryan, a woman with short, wavy reddish-brown hair and blue eyes. She is smiling and resting her chin on her right hand. She is wearing a teal-colored top and a necklace. The background is a soft-focus interior with patterned cushions.

# *Sue Ryan Solutions*

Speaker & Storyteller

Coach

Educator

Author

Master of Transitions

Caregiver

Positive Caregiving  
Support Mentor

## **Media Kit**



SUERYAN.SOLUTIONS  
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# A B O U T M E

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My mission is to empower and embolden leaders to maximize the opportunities and potential change will bring.

My life motto: *'Go confidently in the direction of your dreams! Live the life you've imagined.'*

~ Henry David Thoreau



For more than thirty years, my professional career was in enterprise application software sales. Working with clients - from entrepreneurs to Fortune 100 C-Suite leaders - in more than 700 organizations and a multitude of industries - to successfully navigate significant change. Their organizations collectively recognized hundreds of millions of dollars in revenue gains and operational efficiency improvements. Sales and operational teams consistently delivered results-driven and record-breaking performance. Individuals were connected with the value they brought and were satisfied with their success.



In parallel, I've been in roles of family (non-professional) caregiving support. I've moved from feeling frustrated, overwhelmed, and yes - sometimes frightened - to confident, balanced, and supported navigating the transitions in my life, my care receiver's, and those who support us on our journey.

My husband and I are currently navigating our journey of love with his diagnosis of Alzheimer's Disease. This includes caring for him through the pandemic, his diagnosis of COVID during care community lockdown, and his current support with hospice care.

What do becoming a black belt in karate, singing and playing musical instruments (horribly), showing horses in South Africa, hang gliding off a mountain in Colorado, mentoring at-risk teens, experiencing silent meditative retreats in monasteries around the world, consistently earning top sales awards, taking a 'Leap of Faith' cliff diving in Oahu, and earning a masters at the age of 60, have in common?

They clarify how I live my purpose and motto as I continuously learn about myself, explore my potential and possibilities, challenge my beliefs, test my character, and develop my resilience.



**BUSINESS & LIFE**™  
*Reimagined*



# W H A T I D O

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Inspire and guide business professionals to be great leaders of themselves and others.

Help non-professional caregivers become confident, balanced, and supported in their caregiving journey.

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## SPEAKER/STORYTELLER

- Keynotes
- Workshops
- Groups

## COACHING

- Individual
- Group/Team
- Organization
- Family

## EDUCATING

- Online Courses
- Customized Offerings
- Individuals
- Groups/Teams
- Organizations

**EACH EXPERIENCE IS CUSTOMIZED TO ENSURE  
YOUR GOALS FOR SUCCESS ARE ACHIEVED.**



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# CORE OFFERINGS

## Leadership Through the Dimensions of Change™



BE THE GREATEST LEADER OF  
YOURSELF AND OTHERS

## Leadership C.A.R.E.S.™



MAKING A POSITIVE IMPACT  
ON THE GLOBAL CRISIS IN  
NON-PROFESSIONAL CAREGIVING  
ONE PERSON AT A TIME.

## The Caregiver's Journey



KNOW YOURSELF  
KNOW YOUR JOURNEY



**BUSINESS & LIFE™**  
*Reimagined*



## LEADERSHIP THROUGH THE DIMENSIONS OF CHANGE



Momentarily stuck or uncertain in your direction?  
Ready to accelerate your impact?

It's time to move faster and more easily  
in the right direction for you.

- Being the greatest leader of yourself and others is a continuous journey through change. Change in you, change in those around you, change in each area of your life.
- Change is the event. Transitions are your journey through them. Transformation is the result - when your journey and your process are intentional!
- Whether you're choosing the change - or the change was not your choice - each change is both an ending and a beginning. Understand your natural relationship with change.
- Move forward with a clear roadmap to guide you through change. Experience peak performance. Achieve sustainable, successful, satisfying results.
- Explore the potential, possibilities, and power of change, shifting from: "Why me?" to: "Change - bring it on!"



**Carrie Ann Texter**  
**Customer Service Manager, Conditioned Air**

**"Sue coached me to become a more confident, effective leader."**

**"I gained clarity on my strengths and gaps - not just at the surface level - we got to their 'why' and worked from there. I learned how important updating my beliefs is to my thoughts, feelings, and choices. Sue's insightful questions - and not letting me settle with the first answer that came to me - really connected my head and heart to how I work and lead.**

**Applying her process with our team helped us all feel aligned and connect our individual success to the success of our team and company goals - she's got us 'unquenchably curious' for what else is possible! I definitely knew throughout our time together Sue was committed to my success. "**

# FEATURED THEMES

## LEADERSHIP C.A.R.E.S.™



Employee non-professional caregivers make up more than 45% of the workforce.

**NON-PROFESSIONAL CAREGIVING IS A GLOBAL CRISIS – THERE ARE MORE THAN 24B IN ONLY 18 COUNTRIES**

**In addition to their other roles and responsibilities -**

**Non-Professional Caregivers Invest significant time in roles of caregiving support:**

- 30% invest 11 – 30 hours / week
- 38% invest more than 30 hours / week
- 31% invest more than 40 hours / week
- 66% said they had no choice but to provide caregiving support

**More than 70% of working caregivers suffer work-related difficulties due to their dual roles**

The 5 phase Leadership C.A.R.E.S. program raises awareness of the scope and impact of non-professional caregiving in organizations. Working with leaders (some of whom are caregivers themselves), solutions are created to support caregivers - and the teams they are on. These result in performance improvements, reductions in turnover and absenteeism, while strengthening the culture of loyalty and creating an environment where caregivers feel safe and supported in their journey,



**C - Caregiver**



**A - Awareness**



**R - Resources**



**E - Empowerment**



**S - Solutions**



# FEATURED THEMES

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## THE CAREGIVER'S JOURNEY

### KNOW YOURSELF

### KNOW YOUR JOURNEY

#### THE CAREGIVER'S PRIMER™

The Caregiver's Primer™ introduces ways to prepare physically, emotionally, psychologically, and relationally for both our journey ahead and the very beginning of our caregiving journey.

#### THE JOURNEY BEGINS WITH ME

Understanding ourselves in a meaningful way helps us live from the potential and power of our personalities, beliefs, values and purpose, so they support - not sabotage - us.

#### 5 STEPS TO CONFIDENTLY NAVIGATE YOUR CAREGIVING JOURNEY

When we become caregivers, we go from not knowing either about being a caregiver or our care receiver's diagnosis, to wanting a Ph.D. - in both! This phase is the "user manual" for navigating our roles, responsibilities, and experiences during our caregiving journey so we, our care receiver, and those around us, have our most positive and supported journeys.

#### THE GRACE OF GRIEF™

We grieve during our caregiving journey and after our loved one is gone. Learn to feel the emotion of grief purely and understand its purpose in our lives. Use the insights of our grief to support us moving forward in our lives and living our purpose.

#### MOVING FORWARD

We intentionally make choices during our caregiving journey that shift how we live our lives. When our journey is through it's sometimes hard for us to give ourselves permission to move forward from them - or to know what we want. Learn to reawaken and/or recreate ourselves as we move forward.



## WHAT OTHERS ARE SAYING

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### CYNTHIA D.

Managing Partner, Radiant Blue, LLC

"Knowing what to do to solve a problem gets you nowhere ...knowing specifically how to solve that problem and having the support to do it, is everything! If you are done with coaches telling you what to do and leaving you to figure out 'the how', then it's time to call Sue."

"Sue brings her experience, insights, and wisdom to take on and solve the toughest of business challenges with you. With Sue, you'll never be left hanging, spinning your wheels or wondering what's next – you'll just get to the end game faster!"

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## BOOK REVIEW ON AMAZON



Lori Barrett

★★★★★ **Caregiving is a ride of a lifetime!**

Reviewed in the United States on June 28, 2020

**Verified Purchase**

Sue Ryan's book is a wonderful & concise read of what caregiving is really all about. As a caregiver myself for many, many years, each experience as she has noted, is a different experience altogether. There are so many great points in this book from practical to radical ways of dealing with the "care receiver's" many obstacles. It gives a fresh, new perspective to the roller-coaster ride we go through in caring for the people closest to us. In this life, we need to serve others in a variety of capacities. Caregiving is one of those ways. Sometimes caregiving is a choice. Sometimes it is not. This is a fantastic read for anyone who has, is, or will have to deal with taking up this cross. This book is a refreshing look at how to not get overwhelmed carrying the cross of caring for others. Whether it is your profession by choice, or a profession that you have been thrown into, this book is a great read with lots of help!!

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**S. D. Falmouth, MA**

"Sue's practical advice got me through the darkest days of my husband's journey with Alzheimer's.

I kept repeating 'massive acceptance' and eventually I was able to stop struggling with helplessness and anger. I was finally able to enjoy precious moments in our journey. My healing had begun."





## SAMPLE INTERVIEW QUESTIONS

### SPECIFIC TO

### LEADERSHIP THROUGH THE DIMENSIONS OF CHANGE

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- What is the relationship between change and transition and why is this important?
- What are the dimensions of change?
- Where did your focus on intentionally navigating transitions originate?
- How do massive acceptance and radical presence impact transitions?
- What do you mean by 'understand yourself in a meaningful way' and why is this important for leaders navigating the change?
- How does your process work for individuals? Teams?
- How do you help people going through a change in one area of their lives successfully navigate the impact of transitions in other areas of their lives?
- What is the first thing you recommend people do to begin intentionally, successfully navigating change in their lives?

Sue helped me tremendously as I was just entering the coaching field. She was extremely effective at getting to the core of my concerns and helped me understand myself in a meaningful way. This enabled me to discover the answers within myself and move forward toward my goals. Sue is a patient teacher. Her lessons are powerful and her stories bring the lessons to life. I admire her because she applies what she coaches in her life. I highly recommend Sue as a coach, a teacher, and a speaker. Emily Harman - Professional Coach





## SAMPLE INTERVIEW QUESTIONS

SPECIFIC TO

## LEADERSHIP C.A.R.E.S.

- How do you define non-professional caregivers?
- What is the impact of non-professional caregiver responsibilities on organizations?
- Why is Leadership C.A.R.E.S. important in organizations now?
- What does the acronym C.A.R.E.S. stand for?
- How does Leadership C.A.R.E.S. help leaders?
- How does Leadership C.A.R.E.S. help non-professional caregivers and their care receivers?
- How does Leadership C.A.R.E.S. help organizations?
- Why is Leadership C.A.R.E.S. important for people not currently in caregiving roles?
- Why is it important for organizations to create and foster a culture embracing caregivers?

When ones speaks of a caregiving coach the first name that comes to my mind is Sue Ryan.

Her heart for leading those in the most difficult time of their lives is second to none. Sue will share with you her amazing guide to the care of your loved one and how to work through the red tape of their care.



Sue is passionate about helping non-professional caregivers confidently navigate their caregiving journeys. Her knowledge of all aspects of caregiving, her stories from her many experiences, and her strategies for caregiving, reduce stress and overwhelm and help caregivers see beauty in the tiniest of moments in their journey.

Sue is also an engaging and dynamic speaker that knows how to reach her audience better than anyone I know! Jeanne Sweeney, CEO/Founder Above Board Chamber of Florida





## SAMPLE INTERVIEW QUESTIONS SPECIFIC TO THE CAREGIVER'S JOURNEY

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- How do you define Massive Acceptance and Radical Presence™ and where did they originate?
  - How are these important in positively navigating caregiving perspectives, responsibilities, transitions and experiences?
  - Why do you breakdown caregiving into a variety of roles?
  - Why is it important not to use labels in the caregiving journey?
  - You use the words confident and balanced when talking about caregiving, words we don't usually hear. Why are these important for caregivers and how do they achieve them?
  - What is something you've learned in your roles as a caregiver that helps you in other roles in your life?
  - What led to you writing your book, and now an online course, on positively navigating our caregiving journeys?
  - What one tip from The Caregiver's Journey is relevant for people who aren't currently in roles of caregiving?
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### C. K. Chicago, IL

"I kept going from despair to overwhelm. There were different doctors, each one wanted tests. They didn't agree on how to treat my husband. I was working full-time, trying to be his cheerleader and keep him from being fearful and depressed – very hard when that's how I felt.

I had to prepare everything he ate with the very strict diet they put him on. He couldn't help with the yard or shoveling snow. Everything was on me. I was exhausted. I didn't know what to do or where to turn."

"When I began working with Sue, she explained about riding the emotional roller coaster blindfolded. That's exactly what it felt like. She taught me massive acceptance and radical presence. I'd never thought of it before, and I felt like I was exhaling.

At every step Sue understood me and I didn't have to try to figure it out on my own anymore.

While I was sad during our final days together, I was able to be fully present with my husband, something I realized I hadn't been able to be with so much else going on. I'll never forget that."

# SUE IN ACTION



Let's have a conversation to explore what else is possible!

Schedule [HERE](#) (or head to: <https://tinyurl.com/explorewhatelseispossible>)

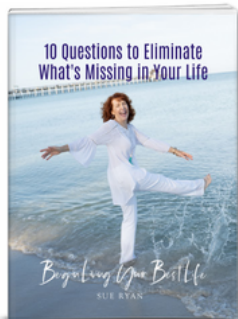


# SUE IN ACTION

## INTERNATIONAL BEST-SELLING BOOKS



## COMPLIMENTARY GUIDES



## ONLINE COURSE



## WHAT OTHERS ARE SAYING

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### ISABELLE MIRANDA

#### Executive Director at Starling

If you want to learn valuable insights about how to have a positive caregiving journey, work with Sue Ryan. She has definitely walked the walk of ensuring caregivers and care receivers have their most positive experiences - without avoiding the most difficult challenges.

The lessons, experiences, and tips she shared were practical, positive, and very creative. Sue's comfortable presence and inviting style kept all of us engaged for more than two hours. Residents were impressed with the creative ideas she came up with to help them positively navigate their unique caregiving challenges. We all agreed Sue's perspective on massive acceptance and radical presence is valuable for us in all areas of our lives.

On behalf of the staff and residents of Starling at Nocatee, we highly recommend Sue!



Sue Ryan's coaching is the perfect mix between heart and mind. Being coached by Sue, and being led by her powerful questions, truly helped me clarify what I needed to do so my business can flourish.

With her succinct advice and attention to my writing material, I was able to dig deep and assess my own professional journey and create the outcome I am very satisfied with.



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