

# Ryon Anderson of Ryon Esquire

**Speaker1:** [00:00:04] This is the Investor

**Speaker2:** [00:00:05] Connect podcast program. I'm Hall Martin. I'm the host of the show in which we interview angel investors, venture capital, family offices, private equity and many other investors for early stage and growth companies. I hope you enjoy this episode. The. They need help in finding investors for your startup fund or Angel Group 10 Capital provides funding as a service, helping you find it credit investors contacting capital gain access to investors for angel and venture capital funds, family office rounds and syndication races. To learn more, go to Tinn Capital Group.

**Speaker1:** [00:00:42] Well, hello, this is Hall Martin with Investor Connect. Today, I'm here with Ryon Anderson, CEO and founder of Ryon Esquire. Ryon Esquire strives to help organizations, teams and individuals achieve operational excellence through focusing on mindset, systems, discipline, culture and creative solutions. Ryan, thank you for joining us.

**Speaker3:** [00:01:02] Thank you, I'm glad to be here.

**Speaker1:** [00:01:04] Great. Well, tell us more about your background. What were you doing before founding Ryan Esq.?

**Speaker3:** [00:01:10] Yeah, so my immediate background right before doing Ryan, Esquire was actually fixing flip properties and then before that was in-house counsel for an engineering firm down down there and Round Rock. But, you know, it's kind of one of those unique stories. As far as how I got there, I really didn't ever want to be a lawyer at one point in time, but I randomly lost my vision at 11 years old. I just happened to get sick and I was supposed to be dead or severely brain damaged. And up until then, my goal in life was to be an NFL quarterback. So it was a huge change because I went from the active, very physically moving all the time. Typekit couldn't sit still to like all of a sudden, I'm stuck inside my mind, inside my head, all that kind of stuff. And it was it was a big change. And I do a lot of like, you know, your typical relearning who I was through college and grad school. Like, I have mastered the counseling, so I went to law school. And then once I got into the legal field, realized how much I hated it. And that kind of

started it. The research, right? It was not a good personality fit, right? And so it's sort of my process of really kind of rediscovering who I was, what I wanted to be, which led me down my coaching journey because like, anybody is unhappy, you look for a solution. My solution was fix and flip properties, which my competitiveness kicked in. So I started doing coaching to learn about it, which started the whole self exploration and positivity and changing mindset, which once I started doing that, I was like, I've done this so much and spend too much money on it. Why don't I do this for for a profession? So it's kind of a short roundabout way about how I got here.

**Speaker1:** [00:02:58] And so what do you tell investors about investing in that space that you're in? What what's your coaching to them on that?

**Speaker3:** [00:03:05] You know, really, as I'm sure you know, invested in many ways is a mindset, right? As far as not not allowing yourself to fall into those roller coaster ups and downs as far as the emotions and swings. It's in many ways investing is kind of like success in life. It's about discipline from the standpoint of you have your process, you vetted your process, you trust in your process. That's the easy part. It's having the discipline to believe in your process when the shit hits the fan, right? And really, that's a lot of what I mean. That's all investors with the professional and amateur. That's a lot of what investment comes down to. Is is trusting in your process and having the discipline to stick with it when things do get chaotic, when your persons are going crazy, when your family or friends are like yelling and screaming, Oh my God, the sky is falling, right? It's having that discipline to stick through it.

**Speaker1:** [00:04:03] Great, well, how do you see your industry evolving post-COVID? What changes do you see coming up?

**Speaker3:** [00:04:09] In my industry. Yeah. You know, I actually see it being much, much more beneficial, not only from the standpoint of learning to deal with the stresses that have come from COVID, but really learning how to adapt to a new environment. I think you're going to have a lot more hybrid work environments then than you have before COVID, and it's learning how to be able to work from home. You just been working from home. And then when you go into the office, you know how to get the most out of your team, how to get the most out of team meetings, how to get the most out of that group cooperation. And then not only that, but then

team work from the standpoint of like, how do you keep the show, your vision, keep team unity, keep a lot of that. It's going to be a big, huge part of, I think, making a successful company because so much of a successful company is culture, right? So how do you build a culture when you're not physically together five days a week? I think that's going to be a huge part of kind of what goes, what's coming down the pipeline as far as company?

**Speaker1:** [00:05:17] And how do you see your coaching sector growing in this market is going up and by how much

**Speaker3:** [00:05:23] It is going up? I'm not really sure by how much it is going up because I think people are isolated and they're alone with their thoughts and they we now we've had so much time that we didn't have before that I think people are really starting to look and reevaluate the jobs, the relationships where they are in life and where they want to go in life. And so they need guidance. They need someone to bounce those ideas off of. They need someone to challenge them when they're having negative thoughts or when they're not living up to the standard that they suffer themselves. So I see the industry growing a lot because of that right. And plus there's a lot more acceptance of the mental realm. And we for years, we've always understood having trainers for your body, right? Well, coaching in many ways is the same thing for your mind, right? It's having that person to help you train your mind, to be agile, to be strong when it needs to be. To be to adapt to new, upcoming changing circumstance situations and really to learn how to be happy and healthy throughout those changes. So, yeah, I see it growing a lot.

**Speaker1:** [00:06:31] Right. And so what are the challenges in this space that you're in? What do you see is the biggest issue

**Speaker3:** [00:06:38] Just getting your clients to trust you? Because I mean, like I've got two degrees or two professions, law and coaching, and both of them are known for having charlatans in the industry in many ways. So a lot of it is establishing trust authority credibility as a person, as a brand, because really, if you want to work with the biggest, biggest companies out there, you need to have people trust, respect your thoughts, your ideas, your values, your personality. And it's really just establishing that on an individual level is established. And then on a industry level, it is establishing really respect and credibility within the industry. Getting

people to realize the importance of coaching, how it's different in counseling, how a good coach can take you from average to extraordinary and why I really everybody should do it if they're if they really are on that path of growth, development or upward social movement, right?

**Speaker1:** [00:07:39] Great. So tell us more How does Ryan Esquire fit into this coaching landscape? What's unique about it?

**Speaker3:** [00:07:46] Yeah, so when I say this, I really want to work with high achievers I work with like CEOs, founders, startups, professional athletes, I like working with people who are dynamic, who are, who are who. By working in one person, I can affect change through everybody that they are leading, right? So I do a lot of one on one with them. So that way we can really get down to what they need to work with, right? Their mindset, what creative problems we need to solve with them. And so I really like to focus on the individual versus a cookie cutter course that's great to get you from zero to average, from average to extraordinary. You need specific information to you and what pertains to you, not something that you can Google for yourself. So that's really what I try to focus on to distinguish me from a lot of other coaches out there is is really tailoring my coaching to my clients.

**Speaker1:** [00:08:46] Right, Nicea associate with the Professional Athletes Organization, how does that impact your work?

**Speaker3:** [00:08:52] You know, a lot of it is authority and credibility, in fact, that I'm good enough to work with the NFL Alumni Association, which is what you're referring to, that that helps a law with just getting your foot in the door to have a conversation, to prove yourself. And then really, I learned a lot from my client. So learning what high performers have done throughout their career to overcome to persevere. I learned so that helps my clients. But it's a lot of credibility authority and a lot of it is just, you know, learning from our clients to to really provide value to all your other clients. And that's kind of what it's about.

**Speaker1:** [00:09:36] And who is this industry for and who is it not for?

**Speaker3:** [00:09:40] The industry actually is for everybody, there's so many different types of coaches out there, so I mean, from relationship to high performance to weight loss to health

just lead to all kinds of so the industry itself is for everybody. Me, myself, I said, focus on high achievers and businesses. It tends to be my two kind of, I guess. Where I excel the most is in business and then mindset. So if you're somebody who is has a company but wants to take it to the next level, like, that's what I'm good for. If you're if you're somebody who is already achieving highly, but but you want to take your mental game to the next level because you know, that's what will lead to financial success or success, yada yada yada. That's that's also what I work with.

**Speaker1:** [00:10:31] Great. Well, in the last few minutes that we have here, what else should we cover that we haven't?

**Speaker3:** [00:10:35] We don't really have that. I think we've done a good job kind of doing a blanket survey of what I do with the industry is and where it's going, so I'm happy with everything.

**Speaker1:** [00:10:45] Well, great. Well, so how best for listeners? Get back in touch with you.

**Speaker3:** [00:10:49] Yeah. So my website Ryan, R-Wyo. Esq.. And then I'm found everywhere at Ryan Esquire. So what's the two best places to find me?

**Speaker1:** [00:10:59] Great. We'll include those in the show notes. I want to thank you for joining us today and hope to have you back for a follow up soon.

**Speaker3:** [00:11:05] Cool. Thank you so much.

**Speaker2:** [00:11:11] Investor Connect helps investors interested in startup funding in this podcast series experience investors share their experience and advice. You can learn more at Investor Canaccord. Paul T. Martin is the director of Investor Connect, which is a 501c3 nonprofit dedicated to the education of investors for early stage funding. All opinions expressed by hall and podcast guests are solely their own opinions and do not reflect the opinion of Investor Connect. This podcast is for informational purposes only and should not be relied upon as a basis for investment decisions.