

LEADERSHIP IS NOT MAGIC. IT IS DESIGN.

MART RATLIFF

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THE SPEAKER

Mart Ratliff is not a speaker who studies leadership. He is a practitioner who built a framework from inside the problems it addresses — across military service, C-suite leadership, and building a business through the 2008 collapse.

Leadership by Design rests on a single premise: leadership failure is not a character problem and it is not a motivation problem. It is a design problem, and design problems have design solutions.

What a room gets from him is not energy. It is language for something they have been experiencing without a name for it, and a read on the architecture producing the outcomes they have been blaming on their people.

KEYNOTE TOPICS · 45–60 MINUTES EACH

The Unseen Architecture

Why your leadership is a design problem

Every organization runs on an architecture nobody drew, and it produces outcomes whether or not anyone intended them. This talk makes it visible and gives the room the structural read to work on it.

Best for — Broad leadership conferences, executive events.

SIGNATURE

The Ceiling You Built

Why the architecture that got you here is keeping you here

The practices that built the company are the ones now capping it, and from the founder's chair they look identical. Tells the two apart.

Best for — Founders, entrepreneurial conferences, growth-stage organizations.

The Four Places It Gives

The structural tension points every organization reaches

Organizations do not fail randomly. They give at four structural points, in the same four places, regardless of industry or size. All four named, each as a scene the room will recognize.

Best for — Senior leadership teams, corporate audiences.

The Values on the Wall Are Not the Values in the Room

How lived signal overrides declared culture

Every organization has values on a wall and different values in the room, and everyone who works there knows which is which. A structural explanation for why culture initiatives do not hold.

Best for — Values-heavy organizations, HR and L&D audiences.

These are the four most requested directions, not the limit of what can be built for a room.

BOOKING

booking@martratliff.com

To move quickly, include:

- Audience size
- Length of engagement
- Date and time
- Contact name
- Industry
- Budget

This material works where the room returns to a shared environment. If your audience disperses when the event ends, another speaker is the better buy — and I will say so before there is a contract.

FORMATS & LOGISTICS

DURATION	45–60 minutes, flexible to your program
FORMAT	Keynote, or an Architectural Briefing
AUDIENCE	50 to 5,000+
TRAVEL	Nationwide · Virtual on request

CREDENTIALS

- U.S. Army veteran, Desert Storm era
- Former COO and CEO
- Entrepreneur and business developer
- Veterans and first responders advocate
- Published author, the Leadership by Design series
- Framework developer, 30+ years

THE SEMINARS

Where leaders learn to read and redesign it. Three, in sequence.

What Your System Has Been Teaching Without Your Permission

Fort Worth · March 18–19, 2027

Senior leaders and operators who have tried the conventional answers.

Find the Fracture Before It Finds You

Opens after the first

Build the System That Runs Without You In the Room

Opens after the second

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Volumes 3–8 in development. Each opens the seminar that follows it.

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