Product eBrochure

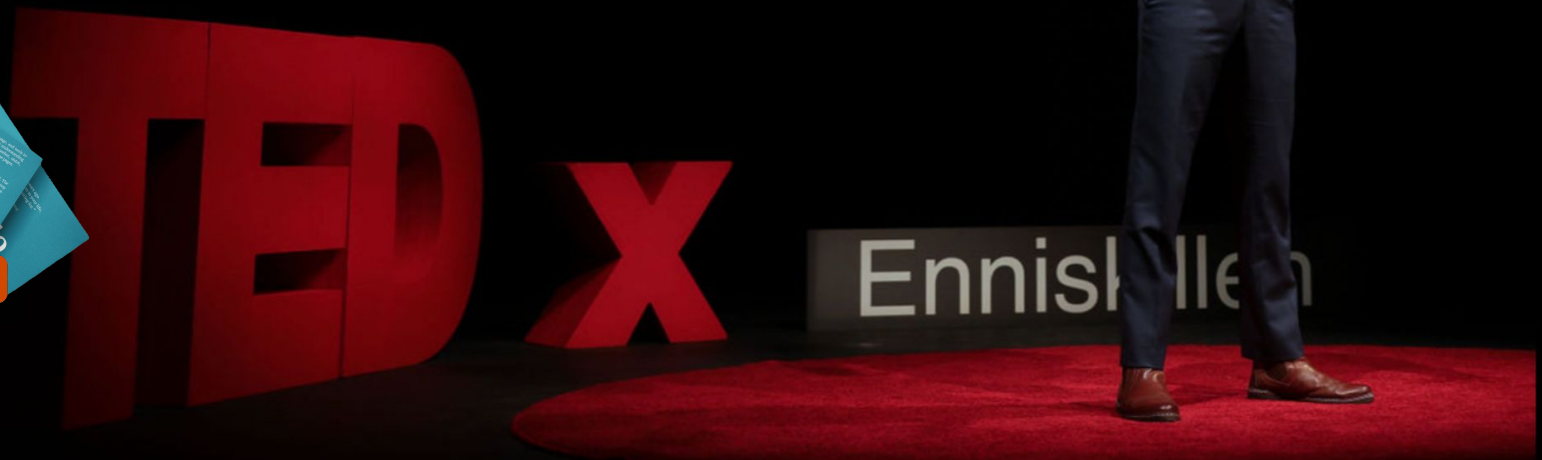
Talks, Training and Solutions to Support Wellbeing, Inclusion and CSR

Ryan Parke

The Men's Coach

Speaker Bio: Ryan Parke

Ryan Parke is a coach, author and TEDx speaker specialising in how hormones, lifestyle and goal setting impact male mental health. Through his talks, training and category bestselling book *How to Help Him*, he shares science-based strategies for better health, habits and hormones. Ryan works with NHS Trusts, emergency service providers and thought leaders around the world to make support more inclusive, engaging and effective for men and boys.



Contents

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The Myth That Kills Men

Discover how hormones, lifestyle, and goal setting influence male mental health with this engaging talk from coach, TEDx speaker, and category best-selling author Ryan Parke. Drawing from over 1,000 sources and his experience coaching hundreds of men, this gripping talk unveils groundbreaking insights, offering simple steps to support the men you care about. Whether you are a man, or simply want to understand the men in your life, Ryan will reveal:

- How all the biggest killers of men are linked and may be avoidable
- The pivotal role that hormones may play in male mental health
- Specific tools that men can use to take control of their health, habits and happiness

Delivered through a combination of science, story and strategy, this signature keynote is as positive as it is serious. The Myth That Kills Men is an inclusive and engaging talk that has received exceptional feedback from audiences at international events and key conferences around the world. You will leave with a deeper understanding of how lifestyle impacts male mental health, plus specific steps men can take to be happier and healthier.

Overview

- Engaging Talk
- 60 mins
- Online / In Person
- Unlimited Attendees
- Keynote Style

"Very well presented. Hugely informative. Key evidence to support the points raised made simple to understand."

-Attendee feedback

"Ryan's energy is addictive, and the content was mind blowing."

-Attendee feedback

How to Help Him

Do you often have misunderstandings with the men or boys in your life, when you were only trying to help? Do you find that men and boys 'shut down' during important or emotive conversations? Would you like to be able to support men and boys in a way that is more engaging and effective?

Drawing from over 1,000 sources and his experience coaching hundreds of men, coach, TEDx speaker, and category best-selling author Ryan Parke will share unique insights, offering simple steps to support the males you work with and care about. This talk will reveal:

- How hormones influence our conversation styles
- Your new simple 3-step strategy for having supportive conversations with men and boys
- Simple word swaps that encourage natural conversations about male mental health

Sharing a title with Ryan's category best-selling book, this groundbreaking talk is as practical as it is engaging. How to Help Him has evolved from the training Ryan has provided to parents, teachers, counsellors and NHS Trusts that they found useful in engaging the males they live and work with. You'll leave with new tools and techniques, allowing you to support the men and boys you care about in a way that is more inclusive, engaging and effective.

"His explanations were clear and thought-provoking, shedding light on a complex topic in an accessible way."

-Attendee feedback

"Offered solutions, not just information."

-Attendee feedback

Overview

Engaging Talk

60 mins

Online / In Person

Unlimited Attendees

Keynote Style

The Darker Side of Dopamine

Discover how modern life hijacks our focus, motivation, and attention with this engaging talk from coach, TEDx speaker, and category best-selling author Ryan Parke. Drawing on recent scientific insights and years of coaching experience, this interactive talk explores the brain biology that keeps us constantly checking our phones, repeatedly reading our emails, and endlessly scrolling through social media.

Whether you want to achieve more at work or be more present at home, Ryan will reveal:

- The many roles dopamine plays in our brain and daily lives
- The brain's natural balancing act — and what can activate its 'emergency brake'
- Practice-proven tools and tactics to identify distractions and reclaim motivation

Delivered through a blend of science, story, and strategy, this fast-paced keynote is as practical as it is insightful. The Darker Side of Dopamine shows how certain substances and behaviours can turn dopamine — an essential molecule of motivation — into a chemical of craving, and the key ways to avoid it. You will leave with greater confidence in how to survive, thrive and navigate a world that is deliberately designed to distract you.

"Eye opening and very helpful."

-Attendee feedback

"Life changing."

-Attendee feedback

Overview

Engaging Talk

60 mins

Online / In Person

Unlimited Attendees

Keynote Style

The Science of Male Mental Health

Explore male mental health from a practical and positive perspective with this fascinating training from coach, TEDx speaker, and category best-selling author Ryan Parke. Drawing from over 1,000 sources and his experience coaching hundreds of men, Ryan will share with you his evidence-based framework for improving male mental health through lifestyle. Whether you are a man, or simply want to understand the men in your life, Ryan will reveal:

- Why external factors (from finances to football) can have such a significant impact on mood and mental health in men
- Key signs of stress to be aware of in the males you care about
- Science-based strategies men can use for better health, habits and hormones

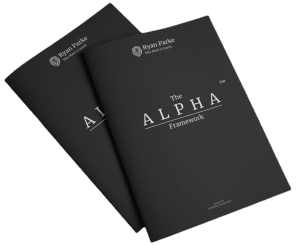
Delivered through a combination of science, story and strategy, this workshop is as positive as it is serious. The Science of Male Mental Health has received phonomenal feedback from industry leaders, emergency service providers and NHS Trusts. You will leave with a greater understanding of the social, economic and biological factors associated with male mental health, plus practical, preventative and proactive strategies for better male mental health and wellbeing.

"This talk will benefit anyone that cares about a man. Regardless of your understanding of the subject, the approach Ryan has taken to describe his strategies provides a different and easily interpreted strategy that everyone can use."

-Feedback from NHS Trust staff

Overview

- Training
- 120 mins
- Online / In Person
- Up to 25 Attendees
- Interactive



Supporting Men & Boys

Learn simple but effective strategies to support the males in your life and work with this fascinating training from coach, TEDx speaker, and category best-selling author Ryan Parke. Drawing from over 1,000 sources and his experience coaching hundreds of men, Ryan will share practice-proven methods for supporting men and boys with their mental health. Whether you want to support your male friends, family, or clients, Ryan will reveal:

- How hormones may impact communication styles, causing men and boys to 'shut down' during important conversations
- A practice proven 3-step strategy for having supportive conversations with males
- A simple formula for identifying positive male role models

Featuring groundbreaking new concepts, paired with real coaching conversations from Ryan's practice, Supporting Men & Boys has received phenomenal feedback from industry leaders, emergency service providers and NHS Trusts. You will leave with a clear understanding of how to communicate in a way that is more inclusive, engaging and effective for the men and boys you care about.

Overview

- Training
- 120 mins
- Online / In Person
- Up to 25 Attendees
- Interactive

"A wonderful insight to understand how men and boys' minds work. Valuable information that everyone should know."

-UK Mental Health Charity worker

"I wish it was longer, I haven't come away from a session and felt so inspired in a very long time."

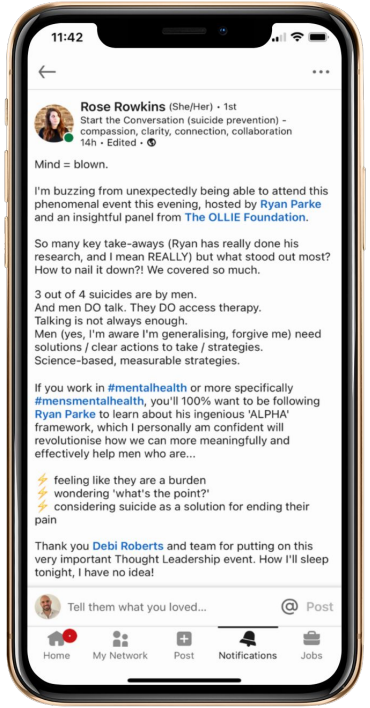
-Feedback from NHS Trust staff

The ALPHA Framework™ Series

Following on from The Science of Male Mental Health, **The ALPHA Framework™ Series** explores the social, economic and biological factors associated with male mental health. Science-based and interactive, each workshop shares proactive, preventative and practical strategies for better mental health and wellbeing in men.

- **Rewire Your Brain:** How to plan and achieve your goals (page 9)
  Topics include: *goal setting* | *planning* | *procrastination*
- **Hack Your Health:** Quickly, naturally and significantly improve testosterone (page 10)
  Topics include: *male hormonal health*| *andropause*
- **Get It Done:** How to reclaim your sense of security (page 11)
  Topics include: *budgeting* | *communication*| *prioritisation* | *negotiation*
- **Master Your Mind:** How to deal with distractions and manage motivation (page 12)
  Topics include: *motivation* | *distraction* | *addiction*
- **Make a Difference:** How to support others and find purpose (page 13)
  Topics include: *supporting others* | *purpose*

These workshops are highly inclusive, engaging and effective for men, while also being interesting and relevant to everyone that has an important male in their life. **The ALPHA Framework™ Series** focuses on the specific challenges men face, reducing the risk of them reaching the point of crises; whilst ensuring they know where to turn if they do.



Rewire Your Brain

Do you sometimes feel stuck in life? Are you ready to make big changes - like improving your fitness, saving to buy a house, or achieving more at work - but aren't sure where to start? Do you know what you want in life but just can't seem to make it happen? If so, it's not your fault: the way we are often taught to set goals just doesn't work.

In this profoundly practical workshop, explore the many reasons that 'traditional' goal setting methods can cause worry, stress and constant setbacks. By attending this training, you will:

- Identify simple rules that enable you tell good goals from bad
- Take part in a live Mission Planning session, where you'll uncover what's holding you back and turn it into a practical, prioritised action plan
- Discover 5 simple strategies to overcome procrastination and start today

Created by coach, TEDx speaker, and category best-selling author Ryan Parke, this workshop will benefit anyone and any team that wants to achieve more while experiencing less worry, stress and setbacks. By attending this workshop you will follow the same steps that Ryan's clients have used to make progress towards - and often to achieve - their most meaningful life goals.

"A great informative session that allows you to evaluate your life goals and helps you achieve them."

-Rewire Your Brain attendee

"Helped me navigate the anxiety of goal setting, hence, very constructive and engaging."

-Rewire Your Brain attendee

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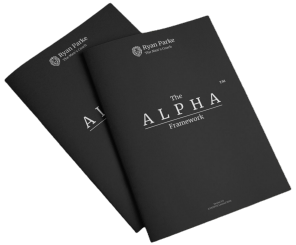

Hack Your Health

Do you want to understand why low testosterone is linked to poor mental and physical health in men? Would you like to explore practical ways men can significantly increase their testosterone levels? And are you ready to take greater control of your physical, mental, and hormonal health?

In this eye-opening workshop, you will discover the approaches Ryan's coaching clients have used to boost testosterone, increase energy, and make sustainable lifestyle changes. By attending this session, you will:

- Understand why testosterone levels are linked to life expectancy and overall wellbeing in men
- Identify why testosterone is declining in the men we care about
- Explore five evidence-informed methods to naturally and significantly improve testosterone levels in men

Created by coach, TEDx speaker, and category best-selling author Ryan Parke, this workshop focuses on sustainable lifestyle changes that address the root causes of many chronic health conditions; including low testosterone, high blood pressure, and type 2 diabetes. After attending Hack Your Health, participants frequently report greater confidence in managing their health, more informed conversations with healthcare providers, and — in some cases — the safe discontinuation of previously essential medications.

"The first day after attending Hack Your Health I was able to safely discontinue my blood pressure medication. Within four weeks, I no longer had type 2 diabetes. It's been so good for my health and my energy. This training has done me the world of good."

-Hack your Health attendee

Overview

Training

120 mins

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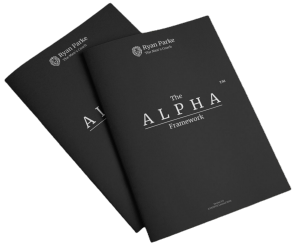
Interactive



Get It Done

Do you have so much to do, that you don't know where to start? Are your finances starting to stress you out? Are miscommunications causing problems in your relationships at home? And would you like some practical tools to address these things?

In this highly practical workshop, you will learn new tactics and techniques that have helped Ryan's coaching clients to reclaim their sense of security. Over 120 minutes, you will:

- Carry out a financial health check
- Identify the 3 main relationship types and how to navigate them
- Practice new prioritisation and negotiation tools

Created by coach, TEDx speaker, and category best-selling author Ryan Parke, this workshop will benefit anyone who wants a greater sense of security in their life. You will acquire practical tools and techniques that can be used to assess finances, strengthen communication and identify what needs to be done first. Attendees of this workshop have used what they've learned to regain their confidence around finances, greatly improve their relationship with their partner and even to get a better deal when making big purchases!

"The content was 100% appropriate to my life and I will be bringing every tool into use."

-Get It Done attendee

"It will help you get your life in order."

-Get It Done attendee

Overview

Training

120 mins

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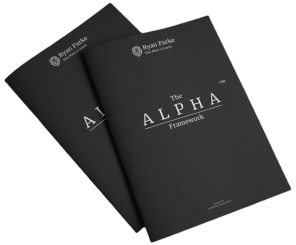

Master Your Mind

Do you often find yourself endlessly scrolling through social media, constantly checking your phone, or repeatedly reading your emails? Do you find you are often distracted from your most important tasks? Have you fallen into habits that feel hard to break - like drinking, gaming, gambling, using porn, recreational drugs or junk food? And do you know how all these things might be connected?

In this groundbreaking workshop, you will explore the darker side of dopamine, to understand the many ways that modern life is deliberately designed to distract you. Over 120 minutes, you will:

- Understand how dopamine is associated with motivation and distraction
- Learn how to identify distractions, addictions, and when to get help
- Discover 8 proven protocols to regain your motivation and focus on what matters

Created by coach, TEDx speaker, and category best-selling author Ryan Parke, this workshop will benefit anyone who finds they are often distracted, wants to feel motivated again, or who suffers from or supports those who are struggling with addictions. Master Your Mind has received rave reviews from a wide range of audiences: mental health charities, recovery coaches and those who simply want to be more productive.

"Well worth it just to get your head around why we are compelled to follow certain behaviours."

-Master Your Mind attendee

"Absolutely worth it, even if you don't think it's relevant to you it's still so eye opening."

Master Your Mind attendee

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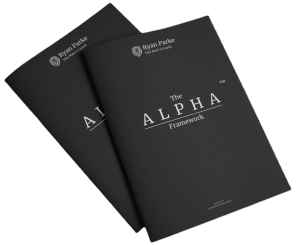

Make a Difference

Do you wish you had more tools to be able to support those you care about the most? Do conversations about important topics often turn into miscommunication and arguments, when you were only trying to help? Do you sometimes wish you had more impact on the world?

In this profound and insightful workshop, you will learn the specific ways we can all modify our approach to engage with others, and understand why many of the solutions offered today might not be enough to help those in need. But you are. Over 120 minutes, you will:

- Understand how hormones impact our communication styles
- Learn a simple 3-step strategy to have supportive conversations with others
- Identify potential sources of meaning in your life

Created by coach, TEDx speaker, and category best-selling author Ryan Parke, this workshop will show you how to use your new knowledge from **The ALPHA Framework™ Series** to help others. You will see examples of real conversations from Ryan's coaching practice and learn communication styles and practical exercises that can make life more meaningful.

"Amazing - insightful and pragmatic with lots to learn and take away."

-Make a Difference attendee

"One word: wonderful."

-Make a Difference attendee

Overview

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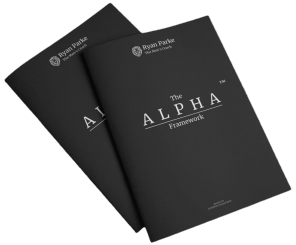

Ryan's Book

"Every mother, sister, partner, friend and mental health professional will find wisdom in these pages."

Danielle Fitzhenry – Trauma Informed Person Centred Therapist

"It's not just a book for women, it's a resource for couples, families, and anyone who wants to nurture healthier, more vibrant lives together."

Pauline Cox MSc – Functional Nutritionist and Author of Hungry Woman

#1 Best Seller

"A significant contribution to the field of men's mental health."

Debi Roberts MA Ed – Suicide Prevention Strategist, International Speaker, Creator of the Prescription Safe Plan.

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The ManBassador™ Programme

The Manbassador Programme is an evidence-based workplace wellbeing initiative designed to tackle men's health, men's mental health, and male suicide prevention. It equips organisations with the tools to create a male-friendly wellbeing culture that engages men in their health before they reach crisis point. Developed by Emily Pearson, founder of the Wellbeing Lead Academy, the programme is built on over 25 years of experience in health, social care, and workplace wellbeing specialising in men's mental health and addictions.

ManBassador™ Training

Accredited training to equip ManBassadors with the tools to support others, engage men in wellbeing initiatives, and have safe, confident conversations around mental health, wellbeing, and suicide.

ManBassadors complete the OCN Level 3 Men's Health Ambassador Certificate, covering:

- The 5 Biggest Killers of Working Age Men
- The Science of Male Mental Health
- Suicide intervention and safeguarding
- Campaign planning to engage colleagues
- Communication skills for support and signposting

It's structured, practical training for those who want to support their colleagues, be a positive male role model and make a real impact.

ManBassador™ BluePrint

Equipping your organisation with the infrastructure and governance to improve engagement in wellbeing initiatives.

The Blueprint will add structure and value to existing initiatives such as Mental Health First Aid and Wellbeing Champions by introducing a clear framework that includes:

- Recruitment & safeguarding of ManBassadors
- Colleague Journey Touchpoints
- "Where's Your Head At, Mate?" campaign
- Tools & resources for measuring long-term impact

This framework ensures strong governance and safeguarding—bringing greater structure, consistency, and evidence of effectiveness to all wellbeing initiatives.

Wider Questions to Consider

1. Are we confident we are meeting our legal obligations regarding work-related stress and wellbeing?

2. Do we have a clear business case and senior support for investing in employee wellbeing, inclusion and CSR?

3. Are we confident that our current Wellbeing Strategy is the right one for our team and the challenges they face?

4. Do we recognise men as a group who may require tailored support?

5. Would we like to work with Ryan in a more strategic way to develop male mental health and wellbeing resources?

Your answers to these questions will influence which tools and strategies Ryan would recommend for your organisation.

Potential Useful Introductions

Wellbeing Lead Academy

Workplace Mental Health Strategy Experts. Offer the UK's only accredited workplace wellbeing development pathway for HR & Wellbeing Leads.

selph

One of the UK's most trusted health test companies. Offering blood tests and tailored expert advice, including male hormones and PSA.

Word360

Medically-safe video interpretation to make recorded content just as accessible for colleagues who don't speak English as a first language.

Please ask Ryan if you would like a personal introduction.

Booked to Speak By...

Contact

Thank you

UK Edition

Version 5.0

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Ryan Parke

The Men's Coach