



"This training has been able to unlock a lot of moving parts for me. So if you are even remotely considering working with Ricco, DO IT TODAY! GOD is calling you and others need you to step into your purpose and this training will help speed up that process."

–Bryce McKinley

Founder of REI Results

LEADERSHIP TECHNIQUES THAT BUILD CHARACTER



**Ricco S.
McAdory**

Signature Programs

IDENTITY BASED LEADERSHIP

- Clarify your true WHY.
- Simplify what direction to move in.
- Say NO to projects that don't line up with your vision.

AUTHORITY BASED LEADERSHIP

- Learn to identify your foundational gift and use it to positively influence those around you.
- Attract the right people to help expand your vision.
- Boost your presence in any room when you become an authoritative figure operating with respect instead of fear.

VISION BASED LEADERSHIP

- Execute clear steps toward making your vision a reality.
- Sell your team on your vision and build loyal followers who will execute your plans because their beliefs are aligned with yours.
- Replace obstructive habits with vision oriented habits.

CREATIVE BASED LEADERSHIP

- Use your creativity as a platform to build the brand culture.
- Create a space to call UP the leadership potential in others.
- Build systems to sharpen your focus and help you find creative solutions to difficult challenges.

To book Ricco NOW:
T: (205) 624-0560

ricco@riccomcadoryspeaks.com
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PROFESSIONAL BIO

Ricco McAdory is an impactful professional speaker and identity leadership expert. Through his gift of creating music, coupled with a unique voice and teaching style, Ricco is able to connect with listeners and increase their desire to learn how to unlock more of their authentic greatness.

Ricco is the author of the book and workbook “Your God-Given Identity” written to help people discover, maximize, & manifest their true authentic self. This book has received testimonials from people expressing how much their life has changed personally and professionally because of its simple and applicable principles.

Since 2003, while serving in the United States Navy up until now, he has spoken to individuals, churches, Miles College (HBCU), Business Associations, helping their audience go from self-awareness to self discovery of their purpose, and providing timely and practical messages that leading to elevation of their perspective and performance.

Ricco has earned a reputation of helping individuals & professionals explore awareness of who they really are, and the conviction to express that authenticity without compromising to the status quo standards of their current environment and circumstances.



Ricco S. McAdory

As a facilitator, Ricco has an effective how-to teaching style ensuring the audience understands and can apply what is being taught. He asks thought-provoking, open-ended questions increasing awareness and engagement to help the listener identify and focus on the solutions to productivity. Also, homework is given to further draw out the answers they didn't realize were already inside of them to overcome their dilemma.

Ricco has spoken on “GOD-Made Millionaire TV Show” with host TC Bradley. The allotted time was originally a 10 minute segment, but the host, and those in attendance (the audience) enjoyed it so much that consent was given for more time. At the end of the show TC Bradley said, “That was amazing and flawless.” We spoke our message about “Identity” and how it is so vital today to the mental and emotional damage done not only to adults, but also to youth. In fact, they asked Ricco to look directly into the camera and speak a short “Call To Action” to connect with the youth, and those parents or guardians. Yes I have been asked to come back.

Successful organizations and companies like **The Historic Sixth Avenue Baptist Church, Giver Marketing Network, Kingdom Health Finance, ULECX Market Partners, Miles College Honor Society for Dr. Chekwa, Truth At Work Alabama Chapter Association** have invited him to speak and were greatly impacted. Some have had him come to speak repeatedly.

He continues to be invited on the ULECX Market Podcast for Birmingham Christian Entrepreneurs. He has also appeared as a guest on GOD-Made Millionaire in 2020, and is set to come back in 2021 to speak more about Identity Based Leadership.

riccomcadoryspeaks.com



"Ricco has a talent for finding the deeper route to internal change. I realized through his processes that my inner connections with change are a chain linked by a self-discovery and wider vision. That motivated me the most to be an influence and be involved in my community and with those around."

–Joel Snyder
COAX Consulting

LEADERSHIP TECHNIQUES THAT BUILD CHARACTER



**Ricco S.
McAdory**

Identity Based Leadership

This identity building and educational based program is engineered to help business professionals expand their inward growth to produce rapid acceleration in their career advancement

In this eye opening program, you will discover your authentic WHY and use it to break through the mental barriers that have kept you stagnant.

After this program, you will be able to:

- Clarify your true WHY and use it to understand how your purpose and passion is a driving force in every aspect of your life.
- Use your WHY to simplify what direction to move in and understand your authentic personal value so that your confidence soars to new heights.
- Say NO to projects that don't line up with your vision, or get in the way of your authenticity.
- Define and demonstrate the characteristics of Identity-Based Leadership so you can destroy mediocrity and lead your team with a new conviction and courage.
- Start operating in a counterintuitive mindset that will break the mold of outdated protocol, and teach you why focusing on your strengths is more productive than getting hung up on our weaknesses.

Audiences:

Organizations, Associations, small, medium and large size companies who want to SUPERCHARGE their productivity and increase employee's ability to lead effectively.

Program Length:

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day formats.

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"Ricco is the King of Identity. His "How To" strategies and frameworks are easy to implement to become the best version of you and attract opportunities you desire."

–Gilberto Herrera

Branding & Marketing Specialist

Founder & CEO of Gilberto Herrera Enterprises

LEADERSHIP TECHNIQUES THAT BUILD CHARACTER



**Ricco S.
McAdory**

Authority Based Leadership

This authority edification and instructive program is organized to help business experts expand their influence as the number one authority over their field and strengthen bonds B2B, B2C, and generously increase the size of the organically.

This impressive program deep dives into personal organic authority. Break away from enterprise culture and recognize that authority comes from how you serve others using your own foundational gift to positively influence your environment.

After this program, you will be able to:

- Shift your mindset and posture to stop seeing authority as a negative form of control, and instead view it as a valuable asset that you can use to position yourself to create change.
- Learn to identify your foundational gift, and how to use it to positively influence those around you.
- Develop the heart of a servant who recognizes the value and joy of helping others, and how that creates fast growth in your business.
- Attract the right people willing to help expand your vision and separate from the wrong people who hinder you from the success you deserve.
- Boost your presence in any room when you learn to become an authoritative figure operating from respect instead

Audiences:

Organizations, Associations, small, medium and large size companies who want to achieve maximum levels of clarity.

Program Length:

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"Ricco lights up the mic as he feeds truth to a hungry audience. He has the ability to speak to the hearts of men and remind them of who GOD created them to be. Powerful.."

—Joshua Wilson

"Uncensored Advice For Men" Podcast Host

LEADERSHIP TECHNIQUES THAT BUILD CHARACTER



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Vision Based Leadership

This foundational vision program is curated to help business professionals execute clear and concise steps toward making their vision a reality and completely overhaul team harmony by turning employees into legacy minded vision carriers.

In this magnetic session, fully grasp how clear and simple vision can be so that you and the entire team can communicate it clearly at any given time, in any situation.

After this program, you will be able to:

- Recognize your own unique vision clearly and write your vision down in a simple way that is clear, concise, and attractive to potential stakeholders.
- Learn what qualities you are looking for in team members that aren't covered in a basic resume. Find the diamonds in the rough, and then get them on your team.
- Sell your team on your vision and build loyal followers who will execute your plans because their beliefs are aligned with yours.
- Operate from a legacy mindset to understand and plan for your vision to impact the people you are serving now and in the years to come.
- Expose unproductive habits that do not support the manifestation of your vision, and replace them with CEO minded habits that produce fruit.

Audiences:

Organizations, Associations, small, medium and large size companies who want to communicate like a pro and become #1 in delivering service excellence.

Program Length:

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day formats.

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"Ricco, what an honor and privilege to have met you. You left the audience equipped, encouraged, and empowered to pursue their purpose and begin to walk into their GOD-Given Identity."

-Pamela S. Brown
PSR Ministry, Founder

LEADERSHIP TECHNIQUES THAT BUILD CHARACTER



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Creative Based Leadership

This creativity focused program is designed to help business professionals multiply their success through new creative problem solving techniques that will position them to achieve ambitious solutions to difficult problems.

Become equipped through this training to use creativity as a platform to build the brand culture - an invaluable tool for how others experience the vision.

After this program, you will be able to:

- Develop the perfect environment that invites and celebrates creative ideas through collaboration. Lead your team to increased productivity when you help them tap into their own creative skills.
- Get comfortable with being uncomfortable, and learn why discomfort signifies you're on the right path to expanding your growth and success.
- Gain the tools to transform the culture of your business, and multiply, by building leaders that will expose your vision.
- Learn how music can be used as stimulation to unleash the flow of uncommon creative ideas that boost your ability to engage with others, and increase your revenue.
- Build systems to sharpen your focus and help you find creative solutions to difficult challenges. Never again let your team feel lost or confused from lack of direction.

Audiences:

Organizations, Associations, small, medium and large size companies.

Program Length:

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day formats

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"Ricco has a laser focused approach in unlocking identity in adults and teens. His unique identity work will change the generations."

–K. Crystal Griffith

The Moxie CEO

BOOKS

"Ricco has a profound way of speaking to people. It's very easy for him to take complex situation and simplify it with one question that makes you question everything else. Ricco is truly a remarkable person."

–Kareem Boehmer

Builds Challenges – 100x Academy



**Ricco S.
McAdory**

YOUR GOD-GIVEN IDENTITY



**Discover, Maximize, & Manifest
The Real You.**

RICCO S. MCADORY

Ricco's YOUR GOD-GIVEN IDENTITY book provides 8 keys that bring clarity and direction that expand your mindset from self-awareness to self-discovery to true significance without compromising who you really are. There was an epidemic on earth that existed before your arrival, and this book helps you embrace the reality that you are the authentic solution that leads to transformational change.

*More Books in the Series are in Development.

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"This guy has helped me so much with identity!"

–Heather Witt

Virtual Assistant



"Ricco has an uncanny ability to get to the core of the matter fast and with a servant's heart. That is a bit tough to find in this day and age. His process is efficient and simple yet complete. We are grateful for his wisdom as well as his intellect in ministry and business."

–Leon & Brittany Thompson

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Ricco S. McAdory

Why Hire Ricco S. McAdory

TEACHES HOW IDENTITY PROVIDES DIRECTION AND GUIDES PASSION

He teaches that you were born to stand out and release change through your authentic solution found within you. You could have the passion to do many things to get one result, but you have one foundational gift that open doors of opportunity that could change the lives of your audience and yourself. Once you are clear on who you are, and what you have been authorized to do, you are positioned to win from within.

PROVIDES PRACTICAL TOOLS THAT PRODUCE RESULTS, NOT MOTIVATIONAL HYPE.

Few leaders and teachers have a personal approach that pulls the desires of the heart to the front of a person's sole direction. However, Ricco doesn't tell you what to do or give you a plan, he will simply provide the process and direction needed within a safe place that allows personal discovery to happen.

HOW TO TRANSFORM YOUR IDENTITY AND TALENTS INTO A LASTING LEGACY.

There are seed of greatness placed within you waiting to be activated and transform the lives of people you serve. It all starts with a decision. When you have a strong foundation, the products and services you create are simply expression of your reason WHY that continue to change lives of current and future clients for generations to come.

YOU PREFER AN INTERACTIVE PRESENTATION

Ricco's ability to put words together, lead the audience to receive the information taught, and ask more engaging questions unleashes trapped potential. People may come in burdened and overwhelmed, but during and after interaction with Ricco, people leave inspired, empowered, and have clarity that leads to taking the right action.

YOU WANT SOMEONE WHO IS A PLEASURE TO WORK WITH

Ricco focuses on how to be of service in a manner that fits your needs. Building relationships and win, win, win situations are what drive Ricco to deliver and exceed expectations. He understands that challenges do occur and making adjustments at time is necessary to accomplish the goal.



"The first conversation I had with Ricco launched me forward. These words have ben with me ever since "Discover, Maximize, and Manifest your GOD-Given Identity." This is one of the statements I stand on to build my personal brand and business in my identity to impact the people I am called to reach."

–Raequane Jones

Beyond Prosperous, Founder & CEO



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McAdory**

Audio Visual Set Up

Summary:

The following professional requirements are necessary to ensure a HIGH QUALITY presentation.

Equipment:

- Wireless lavalier microphone + spare battery
- Hand-Held microphone + spare battery
- Flipchart + fresh markers
- LCD projector + screen

When videotaping, professional house lighting is required. Ricco may prefer hand held or lavalier for presentations.

Room Setup:

Conference/Auditorium Style

- Appropriate for short presentations or larger groups that do not require extensive note-taking.

Classroom/Banquet Style

- Appropriate for groups fewer than 40

Ricco is a high-energy speaker who utilizes a participant centered learning style to connect with the audience.

Ricco engages the audience and occasionally will move around often to keep the presentation fun and exciting. Please keep this in mind as you prepare your audio/visual logistics for your event.

If you have any questions, please call us at
(205) 624-0560.

Thanks and we look forward to working with your team!

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MORE TESTIMONIALS

“Ricco has brought clarity and conviction to what we are doing as an organization. Because of this, a lot of our vision has come to be very clear. We are seeing results culturally within our network and also transpire into revenue.”

Timothy Morgan

Giver Marketing Network
Founder

“When you know the path you are meant to be on, life becomes such a gift. If you are considering working with Ricco’s book, workbook, and masterclass, everything that Ricco does is so amazing.”

Chad Burmeister

Founder & CEO of ScaleX.ai
& Founding Partner of
Living A Better Story Media

“Identity is the number one challenge as to why most business leaders often times do not connect with their success. Ricco McAdory has been sent to help us pull our true God-Given identity out of our heart and soul and into the world.”

Martin Briggs

Co-Founder of ULECx Market

“I first met Ricco back in the 2020 Prayer Walker Challenge as he rocked us with some worship!

This man is an artist, author, and authority on Identity and I can’t wait to see what he brings to the table next!”

Patrick Bell

Head Coach at Kingdom Health
Founder

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