

You Are Somebody's Thirty Minutes

The sentence you will say in a hallway this week, and what it will cost.

5,000+ mainstage audience, Young Living International Convention	16 years across film production and corporate communications	1.4M monthly views across platforms	3 tools leaders can use before Friday
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The problem this talk solves

Somewhere in your organization there is a person who used to bring ideas and does not anymore. Nothing dramatic happened. They were not mistreated. Somebody looked at their work and said one honest, accurate, well intentioned sentence at the wrong moment, and that person went quiet.

The manager who said it does not remember saying it. From where they were standing, the conversation went fine. That is the most expensive thing happening in your company that nobody has a line item for.

The story

In 1861 a captain took a boat down through the rapids below Niagara Falls. It broke him. He never worked the water again and he was dead two years later. Nobody had ever gone up.

For about a hundred and eighty years the only way to put a boat in the water below those falls has been to lower it down a cliff with a crane. When a boat builder out of Idaho announced he would drive one up instead, the locals told him: nobody has ever done this, anyone who ever attempted it died.

Ty Pollock was the only camera on the boat. It was the best day of his life. Then thirty minutes at a customs checkpoint erased it. The agent was not a villain. He was doing his job, correctly, and he was right to stop him. He will never know what it cost.

Neither will you.

What leaders leave with

The Four Vantage Points A diagnostic for where a person is standing before you give them feedback. Nobody in the rapids can evaluate anything, including your very reasonable point. Give altitude first, then feedback, in that order, every time.	The Thirty Minute Ratio Critical feedback does not land proportionally. Thirty minutes beat fourteen hours. Not an argument for never saying the hard thing, an argument for knowing the freight before you spend it.	The Sunrise Return Most leaders only see their team's work in a review, with a decision attached. That is the flattest vantage point there is, and it is where they form their whole opinion of what their people can do.
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Executive rooms are defended against leadership advice. They are not defended against this.

Almost every leadership talk is about what leaders should do. Be more empathetic. Communicate better. Your directors have heard it and they already believe they are doing it. This one is about what leaders accidentally did, and it arrives through a story where Ty is the one who screwed up. He never points at the room. The turn happens in a single sentence near the end, and by then the audience has done the math themselves.

Funny for thirty minutes. Quietly devastating for five. People leave talking about the boat. They text their team about the sunrise.

Formats

Keynote	45 to 60 minutes. Mainstage, leadership summit, or convention.
Keynote plus breakout	Keynote, then a 90 minute working session with the leadership cohort. Ends with every person scheduling a real conversation before they leave the room.
Half day intensive	Three to four hours, cohort only. The deepest version.
Mainstage short	20 minutes, for tight agendas.
Panel or podcast	7 minutes.
Virtual	Any of the above, delivered live, shot and lit like broadcast.

Built for

Leadership summits	Executive offsites and annual leadership meetings
Learning and development	Manager cohorts and leadership academies
Sales kickoffs	January and February, when the room needs something that is not another quota deck
Conventions	Association, franchise, and network annual meetings

About Ty

Ty Pollock spent sixteen years across film production and corporate communications, most recently as Executive Director of PR and Communications, before founding Ty in Progress. He has delivered from the mainstage at Young Living International Convention to an audience of more than five thousand.

He is not a motivational speaker explaining leadership from the outside. He has sat in the chair, and he has been the one who said the sentence in the hallway. His methodology is the mirror, and his thesis is that lost is not the end, it is where your story begins.

TO BOOK

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Email	tyinprogressofficial@gmail.com
Phone	(801) 824 6697
Booking and kit	tyinprogress.com
Based in	Utah. Travels from Salt Lake City.