

FORMER SWAT HOSTAGE NEGOTIATOR · CONFLICT STRATEGIST

RYAN DUNLAP

From the interrogation room to the boardroom.

FOUNDER & CHIEF
CONFLICT OFFICER

SNAPSHOT

Ryan Dunlap is a former SWAT hostage negotiator and detective turned conflict strategist. Today, he advises leaders around the world as the founder and Chief Conflict Officer of Conflictish®. He is the creator of the Real Tact Model®, a TEDx speaker, and author of How to Untie a Balloon: A Negotiator's Guide to Avoid Popping Under Pressure.

CREDENTIALS & RECOGNITION

Creator of the Real Tact Model® · TEDx Speaker, *There's No Such Thing as Healthy Conflict* · Signature keynote, *The Art of Tact* · University Instructor · Georgia SART State Expert Committee · Tennessee Human Trafficking Advisory Council · Former SWAT Hostage Negotiator & Detective · Former Pastor & Director of Security



ON STAGE • AMERICAN EXPRESS

BIOGRAPHY

A RARE BLEND

Ryan Dunlap is a rare blend. With the composure of a hostage negotiator, the discernment of a detective, and the conviction of a pastor, he's refined in the moments most leaders would rather avoid. For years he navigated standoffs and critical incidents, including high-stakes encounters where the lives of others hung in balance.

He turned that fieldcraft into a system. As founder and Chief Conflict Officer of Conflictish®, he created the Real Tact Model®, a framework that develops high-level leaders into competent, high-pressure problem-solvers. Regardless of industry, this model works for all leaders, and now lives inside organizations like Verizon, Chick-fil-A, McDonald's, Citibank, Mayo Clinic, American Express Global Business Travel, and the Golden State Warriors.

Beyond the boardroom, Ryan has built an audience of nearly one million people and reaches more than six million every month. His TEDx talk, *There's No Such Thing as Healthy Conflict*, makes the case at the center of his work: conflict itself is neutral, and its outcome depends entirely on the health of the people inside it.

His mission is to help leaders — high-conflict and conflict-avoidant alike — turn confidence, composure, and control into the most capable presence in the room.



NEARLY 1 MILLION STRONG

Conflictish® media channels reach more than **6 million engaged accounts every month** *across social platforms.*



548K INSTAGRAM @conflictish	**210K** TIKTOK @conflictish	**60K** YOUTUBE @Conflict-ish
60K THREADS @conflictish	**40K** FACEBOOK @conflictish	**8K** LINKEDIN @ryanmdunlap

VERIFIED JUNE 2026

SPEAKING

A former hostage negotiator turned conflict strategist, Ryan draws on 20 years of high-stakes experience to deliver dynamic, memorable keynotes. He doesn't just tell stories — he pulls back the curtain on real crisis negotiations and turns hard-won lessons into practical wisdom audiences can deploy immediately to build rapport, sharpen their leadership presence, and persevere through difficult circumstances.

SIGNATURE KEYNOTES

01 The Art of Tact

A hostage negotiator's blueprint for developing communication skills under pressure — and delivering the ideal message in less-than-ideal circumstances.

02 Leadership Under Pressure

Develop the leadership traits required to lead yourself and others through conflict and high-pressure moments.

WHAT CLIENTS ARE SAYING

verizon · Chick-fil-A · McDonald's · citi · MAYO CLINIC · American Express Global Business Travel · Golden State Warriors

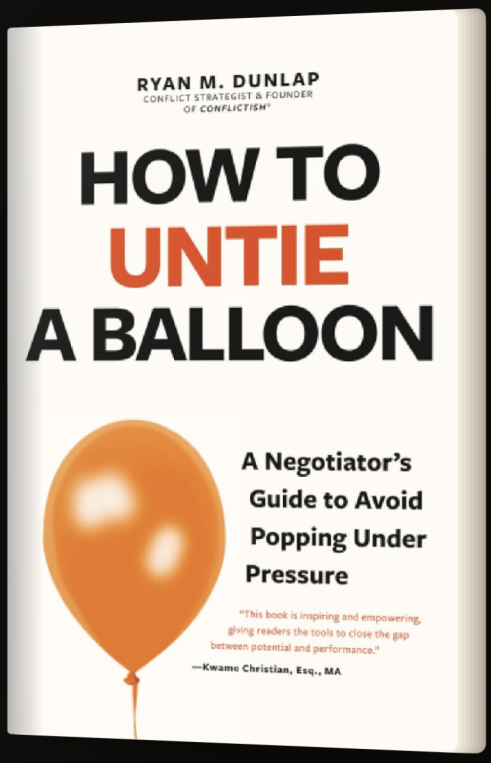
> *Ryan has been a game-changer for Verizon's signature leadership program, "***Raise the Bar!***"*
>
> VERIZON

> *Ryan's live role plays — including "Untying the Balloon" — kept the presentation fun and upbeat.*
>
> MCDONALD'S

> *We received such great feedback. Ryan was a superstar!*
>
> CITI

> *What a phenomenal and interactive conversation. Thank you so much!*
>
> QUICK QUACK CAR WASH

> *One of the most engaging keynote speakers I've had the pleasure to hear speak.*
>
> NIRSA



How to Untie a Balloon

A Negotiator's Guide to Avoid Popping Under Pressure

FOREWORD BY KWAME CHRISTIAN · HOST OF NEGOTIATE ANYTHING

Drawing on his years as a SWAT hostage negotiator, Dunlap reveals how unmanaged pressure, not conflict, drives our worst decisions. Through the metaphor of a balloon, he shows leaders how to decompress before they pop.

THE F.I.R.S.T. STEPS FRAMEWORK

- Feelings
- Interests
- Relationships
- Situation
- Toll

AVAILABLE IN PAPERBACK · AUDIOBOOK · DIGITAL EBOOK

PRAISE FOR THE BOOK

"Ryan knows his stuff. This book will show you exactly how to manage the internal pressure we all face during difficult negotiations."

MARK RAFFAN · AUTHOR, 9 SECRETS TO WIN DEALS

"Required reading for anyone in a leadership position or with leadership aspirations."

SUSANNAH MARGISON, JD · CONFLICT STRATEGIST & COACH

"Tested and true. An authentic work and must-read for those seeking to lead themselves and others more effectively."

RENNIE CURRAN · FORMER NFL LINEBACKER & AUTHOR

TO BOOK RYAN

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