

RYAN CARTER LAB

The Lab Method™ Curriculum

Five Products. Fifty-Eight Lessons. One Expanding System.

Built to stand alone. Built to compound. Built around you.

58

LESSONS

5

PRODUCTS

4

PILLARS

7

YEARS

Built to stand alone. Built to compound. Built around you.

Every product in the Ryan Carter Lab curriculum was built to work independently — complete, rigorous, and immediately applicable to your specific professional context. Each one also multiplies the yield of every other product when combined. A standalone instrument. Part of one expanding system. The Jeff Nippard principle applied to professional performance: systematic, research-backed, modular, and more rigorous than anything else in the market.

THE FUNDAMENTALS™

16 Lessons · The Technical Precision Layer

THE PERFORMANCE OPERATING SYSTEM™

12 Lessons · The Strategic Architecture Layer

BUSINESS INFLUENCE TRAINING™

12 Lessons · The Influence Architecture Layer

GROWTH IQ™

12 Lessons · The Strategic Intelligence Layer

TRAJECTORY AUDIT™

6 Diagnostic Modules · The Diagnostic Entry Point

RESEARCH FOUNDATION

Cialdini · Kahneman · Ericsson · Dweck · Hofstede · Pfeffer · Kegan · Tetlock · Csikszentmihalyi · Munger · Marks · Voss · Fisher & Ury · Lakoff · Ibarra · Granovetter · Burt · Taleb · Minto · Bruner · Klein · Beilock · Eurich · Goldratt · Oettingen · Gollwitzer · Bridges · Nemeth · Fukuyama · Fombrun · Eisenberger · Babcock · Bardach · Axelrod · Tajfel · Grant · McClelland

*"Some professionals enter rooms.
Others own them before they open their mouth."*

— The Lab Method™

The Fundamentals™

The Technical Precision Layer

16 LESSONS

PILLARS

- Communication Architecture
- Executive Presence Engineering
- Cross-Cultural Influence
- Authority Architecture

LESSONS

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|---|--------------------------------|
| 01. The Frame Primer: How to Own the Room Before You Open Your Mouth | Communication Architecture |
| 02. Weaponized Silence: The Pause as the Most Underused Power Move in Any Room | Executive Presence Engineering |
| 03. Pressure Sequencing: The Architecture of an Argument That Cannot Be Ignored | Communication Architecture |
| 04. The Authority Erosion Audit: Seven Language Patterns Quietly Costing You the Room | Communication Architecture |
| 05. Voice as Architecture: Engineering the Sound of Authority | Executive Presence Engineering |
| 06. Spatial Dominance: How You Occupy a Room Is How the Room Reads Your Authority | Executive Presence Engineering |
| 07. Face Economics: The Hidden Currency Running Every Asian Business Conversation | Cross-Cultural Influence |
| 08. The Anchor and the Hold: How to Set the Terms of Any Negotiation Before It Begins | Cross-Cultural Influence |
| 09. Pressure Identity: Why the Version of You That Shows Up Under Fire Is the Only Version That Matters | Executive Presence Engineering |
| 10. The First 90 Days: How to Build Authority With People Who Have No Reason to Give It to You Yet | Authority Architecture |
| 11. Invisible Influence: The Architecture of Moving People Who Have More Power Than You | Cross-Cultural Influence |
| 12. Camera Authority: Why the Screen Is Erasing Your Presence and the Exact System to Rebuild It | Executive Presence Engineering |
| 13. The Room-Moving Document: Written Authority and the Architecture of a Memo That Decides Before the Meeting Begins | Communication Architecture |
| 14. Reputation Architecture: The System for Becoming the Name That Gets Spoken When You Are Not in the Room | Authority Architecture |
| 15. Under Fire: The Communication Architecture for the Moment Your Authority Is Publicly Challenged | Executive Presence Engineering |
| 16. The Inevitability Architecture: When Everything Lands at Once | Full Integration |

WHO THIS IS FOR

Senior professionals — VP, Director, Managing Director, founder — who are technically excellent and whose impact in high-stakes situations is not yet commensurate with their ability. This is the technical foundation every other layer is built on.

"The room decides who you are before you speak. The Fundamentals™ decides it first."

The Performance Operating System™

The Strategic Architecture Layer

12 LESSONS

PILLARS

- Trajectory Design
- Opportunity Architecture
- The Compound Capability Stack
- The Exit Velocity Protocol

LESSONS

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|--|---------------------------|
| 01. The Architect's Advantage: Why Elite Performers Design Their Future Instead of Discovering It | Trajectory Design |
| 02. The Constraint Inversion: Why Your Biggest Career Obstacle Is Hiding Inside Your Biggest Strength | Trajectory Design |
| 03. The Identity Gap: The Distance Between Who You Are Now and Who the Next Level Requires You to Become | Trajectory Design |
| 04. The Positioning Premium: Why the Right People Never Have to Pursue the Right Opportunities | Opportunity Architecture |
| 05. Relationship Capital: The Investment Portfolio Nobody Teaches You to Build | Opportunity Architecture |
| 06. Strategic Visibility: How to Become Legible to the People Who Control the Opportunities You Want | Opportunity Architecture |
| 07. The Multiplier Effect: Why Some Skills Make Everything Else Worth More and Most Skills Do Not | Compound Capability Stack |
| 08. The Sequencing Advantage: Why the Order You Build Capabilities Determines How Far They Take You | Compound Capability Stack |
| 09. The Integration Threshold: When Your Capabilities Stop Adding and Start Multiplying | Compound Capability Stack |
| 10. Cognitive Capital: The Asset Most Senior Executives Are Accidentally Depleting Fastest | Exit Velocity Protocol |
| 11. Strategic Drift: The Silent Career Threat That Arrives Too Gradually to Trigger an Alarm | Exit Velocity Protocol |
| 12. The Optionality Engine: Building the Professional Architecture That Gets More Valuable Every Year | Exit Velocity Protocol |

WHO THIS IS FOR

Senior professionals who have mastered the technical dimensions of their field and are ready to redesign the system that produces their performance — trajectory, opportunities, capabilities, and the sustainable architecture of a career that compounds.

"You are not improving your performance. You are redesigning the system that produces it."

Business Influence Training™

The Influence Architecture Layer

12 LESSONS

PILLARS

- The Architecture of Influence
- Stakeholder Intelligence
- High-Stakes Influence Execution
- Influence Infrastructure

LESSONS

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|---|---------------------------|
| 01. The Influence Topology: Why the Map of Power in Any Room Is Never the Org Chart | Architecture of Influence |
| 02. The Consent Architecture: How Decisions Are Actually Made Before Anyone Walks Into the Room | Architecture of Influence |
| 03. The Identity Lever: How to Make Your Influence Feel Like Their Idea | Architecture of Influence |
| 04. The Position Beneath the Position: What Your Stakeholders Are Actually Optimizing For | Stakeholder Intelligence |
| 05. The Stakeholder Map: How to Navigate a Complex Decision Landscape Without a Single Wrong Move | Stakeholder Intelligence |
| 06. Reading the Room Before You Enter It: The Intelligence Discipline That Separates Influence from Guesswork | Stakeholder Intelligence |
| 07. The Boardroom Calculus: How to Move a Collective Decision When the Room Is Not on Your Side | High-Stakes Execution |
| 08. The Power Asymmetry Protocol: How to Negotiate When the Other Side Has More Leverage Than You | High-Stakes Execution |
| 09. The Invisible Campaign: How to Win Organizational Decisions That Are Made in Rooms You Are Not In | High-Stakes Execution |
| 10. The Credibility Compound: Building the Trust Architecture That Makes Every Influence Attempt Easier Than the Last | Influence Infrastructure |
| 11. The Narrative Engine: How to Build the Story That Precedes You Into Every Room You Have Not Yet Entered | Influence Infrastructure |
| 12. The Influence System: Building the Architecture That Produces Influence as a Structural Outcome, Not a Situational Effort | Influence Infrastructure |

WHO THIS IS FOR

Senior professionals who are technically excellent and strategically positioned — but whose influence in the specific decision environments that most affect their outcomes is not yet operating at the level their capability deserves.

"Influence is not a personality trait. It is an architecture — and this program builds it."

Growth IQ™

The Strategic Intelligence Layer

12 LESSONS

PILLARS

- Strategic Intelligence Architecture
- Decision Intelligence
- Strategic Communication
- The Strategic Mind at Full Capacity

LESSONS

01. The Architecture of a Strategic Mind: Why Intelligent People Consistently Lose to Less Intelligent Thinkers	Strategic Intelligence
02. Mental Model Architecture: The Invisible Framework Through Which You Misread Every Complex Situation	Strategic Intelligence
03. The Second-Order Mind: Thinking at the Level Where Strategic Advantage Actually Lives	Strategic Intelligence
04. Decision Architecture Under Uncertainty: How to Make Irreversible Decisions When You Cannot Know Enough	Decision Intelligence
05. The Cognitive Bias Firewall: How to Make Decisions That Your Own Mind Is Actively Working Against	Decision Intelligence
06. Strategic Timing: The Discipline of Knowing When Not to Act	Decision Intelligence
07. The Strategic Brief: How to Communicate Complex Thinking in Ways That Move Rooms	Strategic Communication
08. The Strategic Narrative: How to Make Your Analysis Feel Inevitable Rather Than Presented	Strategic Communication
09. The Live Strategic Mind: Thinking on Your Feet When the Situation Has Changed	Strategic Communication
10. The Strategic Practice: How to Keep Getting Sharper When There Is No Time to Get Smarter	Full Capacity
11. The Strategic Mind Under Pressure: When Your Intelligence Is Most Needed and Least Available	Full Capacity
12. The Integrated Strategic Mind: When Intelligence, Decision, and Communication Become One System	Full Capacity

WHO THIS IS FOR

Senior professionals who are analytically excellent and whose strategic thinking, decision quality, and communication precision are not yet consistently producing the outcomes their intelligence deserves.

"Most executives arrive thinking their problem is polish. It isn't. It's structure."

Trajectory Audit™

The Diagnostic Entry Point

6 DIAGNOSTIC MODULE

PILLARS

- Current Capital Assessment
- Direction Assessment
- Constraint Identification
- Opportunity Landscape Assessment
- Identity Assessment
- Action Priority Assessment

LESSONS

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|---|-----------------|
| 01. The Capability Signature: Mapping What You Actually Have vs. What You Think You Have | Current Capital |
| 02. The Trajectory Gap: The Distance Between Where You Are Heading and Where You Intend to Arrive | Direction |
| 03. The Constraint Hierarchy: What Is Actually in the Way | Constraint |
| 04. The Opportunity Topology: Mapping the Landscape of What Is Actually Available to You | Opportunity |
| 05. The Identity-Trajectory Alignment: Whether You Are Becoming the Person the Destination Requires | Identity |
| 06. The 90-Day Architecture: The Specific, Prioritized Moves That Matter Most Right Now | Action Priority |

WHO THIS IS FOR

Every Ryan Carter Lab engagement begins here. A private, 3-hour forensic diagnostic producing a written map of where you are, where you are genuinely capable of going, and what — in order of binding force — stands between those two points.

"This is not a consultation. It is surgery."

Every engagement begins with a diagnosis.

A private, 3-hour forensic assessment. Six diagnostic modules. One written deliverable: a precise map of where you are, where you are genuinely capable of going, and what — in order of binding force — stands between those two points.

THE SIX MODULES

01 THE CAPABILITY SIGNATURE

What you actually have vs. what you think you have

02 THE TRAJECTORY GAP

The distance between where you are heading and where you intend to arrive

03 THE CONSTRAINT HIERARCHY

What is actually in the way — in order of binding force

04 THE OPPORTUNITY TOPOLOGY

The landscape of what is actually available to you

05 THE IDENTITY ALIGNMENT

Whether you are becoming the person the destination requires

06 THE 90-DAY ARCHITECTURE

The specific, prioritized moves that matter most right now

Three openings per quarter.

Applications reviewed within 48 hours.

rc@ryancarterlab.com

ryancarterlab.com

"Some professionals enter rooms. Others own them before they open their mouth. The distance between those two is architecture — and architecture is built in The Lab™."

Apply at ryancarterlab.com