

About Mack Story

Mack's passion is to help leaders engage the front line to improve the bottom line.

In 1988, Mack began his career in the manufacturing industry on the front lines as an entry-level machine operator. He began attending college in 1995, graduating with highest honors in the Executive BBA program. As his career progressed, Mack grew himself into upper management and found his niche in lean manufacturing.

Mack's amazing and inspirational journey of personal transformation and professional growth allowed him to be promoted 14 times during his 20 year manufacturing career before he started his own Lean Manufacturing and Leadership Development firm in 2008.

He discovered his passion for growing and developing people at all levels between 2005-2012 while logging more than 11,000 hours leading hundreds of leaders and their teams through process improvement (kaizen events), leadership development, organizational change, and cultural transformation.

Mack co-founded Top Story Leadership with his wife, Ria, to provide motivational speaking, leadership development training, coaching, and consulting. They have published more than 30 books on personal growth and leadership development and are often featured keynote speakers at conferences and seminars. Regardless of the topic or audience, Mack and Ria most often speak and teach together providing their audiences a much more dynamic, humorous, and engaging experience.

Mack and Ria had the privilege of joining John Maxwell in Guatemala as part of the nationwide cultural transformation initiative in 2013 where over 20,000 Guatemalan leaders were trained in just one week. One of the highlights from their speaking career was receiving an invitation from world renowned motivational speaker Les Brown in 2014 to speak at an event he was hosting in Los Angeles, CA.

Mack and Ria developed and launched the very popular Blue-Collar Leadership® brand in 2016. Blue-Collar Leadership® is uniquely designed content specifically created to engage and develop the often overlooked and underdeveloped front line blue-collar workforce and those who lead and support them. Mack has published six books in the extremely popular *Blue-Collar Leadership® Series*.

About Ria Story

Ria Story's journey from trafficking survivor to TEDx speaker and leadership trainer is a testament to the power of transformation. Ria left home at 19 without a job, a car, or even a high school diploma. She worked her way through college, earning her MBA with a cumulative 4.0 GPA, and had a successful career in the corporate world of administrative healthcare. Ria is a certified leadership speaker and trainer and was selected three times to speak on stage at International

John Maxwell Certification Events. Motivational speaker Les Brown also invited Ria to share the stage with him in Los Angeles, CA.

Ria's background includes more than 10 years in administrative healthcare with several years in leadership and management including working as the Director of Compliance for a large healthcare organization. Ria's responsibilities included oversight of thousands of organizational policies, organizational compliance with all State and Federal regulations, and responsibility for several million dollars in Medicare appeals.

Ria knows firsthand the frustration of leadership challenges—vague theories, disengaged teams, and the sacrifices of leading well. That's why she is passionate about equipping you with simple, effective tools to become the leader your team wants to follow.

As the author of 21 books, including *The Ladder of Influence®*, *Leadership Gems for Women* and *Beyond Bound and Broken*, Ria delivers practical, relatable insights through keynotes, workshops, and coaching. Alongside her husband, Mack (together they co-founded *Blue-Collar Leadership®*), she's trained thousands of leaders across industries like healthcare, manufacturing, construction, and education, from the shop floor to the C-suite. With a track record that includes speaking at the U.S. Capitol, presenting at Yale University, appearing on Dr. Phil's PrimeTime Show, and advocating for trafficking survivors with national leaders, Ria brings authentic leadership principles in a dynamic storytelling style that inspires.