

Don't Burn Your Cake®

Protect Your Capacity. Perform Without Burnout.

High performers don't burn out because they don't care. They burn out because they care deeply while operating in constant prove mode under sustained pressure.

In this powerful, story-driven keynote, Rashad draws on his lived experience as a cancer survivor, oncology social worker, and burnout researcher to reframe burnout as a signal—not a weakness.

Audiences learn how to:

- Recognize early warning signs of burnout
- Shift from constant proving to intentional pausing
- Protect emotional and cognitive capacity
- Sustain excellence without self-destruction

Ideal for: Healthcare professionals, universities, social work organizations, and performance-driven teams.

2 Same Oven, Different Heat

Why Pressure Feels Different for Different People

We may work in the same organization — but we do not experience pressure the same way.

Same Oven, Different Heat explores how identity, role expectations, lived experience, and leadership culture shape how individuals respond to pressure. Rashad unpacks why some professionals feel the heat more intensely — and how organizations can acknowledge those differences without lowering standards.

This keynote challenges audiences to:

- Examine how proving culture impacts diverse professionals
- Understand how pressure is experienced differently across teams
- Reduce invisible strain while maintaining performance
- Build empathy-driven leadership that protects capacity

Ideal for: Healthcare systems, HR conferences, higher education, and organizations committed to inclusive excellence.

3 Regulate the Heat

How Leaders Protect Capacity and Prevent Burnout

Burnout is not a motivation problem. It's a regulation problem.

In this executive-focused keynote, Rashad challenges leaders to move beyond wellness messaging and examine how culture, systems, and expectations influence capacity.

Leaders gain practical strategies to:

- Identify structural drivers of burnout
- Regulate pressure without reducing standards
- Build cultures that sustain excellence
- Protect team capacity at scale

Ideal for: Executive teams, corporate leadership, healthcare administrators, and HR professionals.

Pressure Is Inevitable. Burnout Is Not.

When the heat rises, performance should not collapse.

Bring Rashad Hayes to your next event and equip your audience to move from Prove to Pause to Proceed — protecting capacity while sustaining excellence.