Rashad Hayes is a keynote speaker and capacity thought leader helping organizations sustain high performance without sacrificing their people. As the founder of **Don't Burn Your Cake®**, he equips executive teams to rethink how pressure, culture, and expectations influence performance and burnout.

After navigating a life-altering cancer diagnosis, Rashad developed a powerful insight: pressure is inevitable, but unmanaged pressure erodes capacity. His work challenges leaders to move beyond surface-level wellness initiatives and address the structural drivers of burnout within their organizations.

Through his framework, **Prove. Pause. Proceed.**, Rashad provides leaders with practical strategies to regulate pressure, protect cognitive and emotional bandwidth, and build cultures where excellence is sustainable. Blending lived experience with research-backed insight and his work as a current doctoral student in Community Health, he brings both credibility and clarity to complex leadership challenges.

Rashad partners with healthcare and human service systems, corporations, and executive teams committed to protecting capacity while maintaining performance standards — because sustainable success requires more than resilience. It requires regulation.