

RUTH-ELLEN DANQUAH | PODCAST GUEST ONE-SHEET

ABOUT RUTH-ELLEN

Automation for Coaches, Creators & Neurodivergent Entrepreneurs | ADHD Visibility Strategist | £120M Sales Generator

Ruth-Ellen Danquah is the founder of *Scaling Simplified™ with AI*, a revolutionary system that helps ADHD entrepreneurs build visibility, convert clients, and scale income—without burnout or masking. A certified NLP Master Practitioner and creator of five proprietary frameworks, Ruth-Ellen blends automation, trauma literacy, and nervous-system wisdom to help high-capacity leaders stay consistent, even on low-capacity days.

She's trained over **600 executives** at companies like HSBC, Aviva, Man Group, and Lush, and coached **400+ entrepreneurs and C-suite leaders** to regulate their energy, reposition their offers, and reclaim their voice. Her work has helped generate over **£120M in sales**, and her lived experience as a neurodivergent founder adds the depth most strategy conversations are missing.



SIGNATURE TOPICS

When Consistency is a Trauma Response

Why ADHD founders ghost their own goals—and how to build systems that regulate instead of punish

Automation Isn't Cold—It's Capacity Care

The invisible power of building lead-to-client flows that support you on low-capacity days

Masking, Meltdowns & Momentum

What it really looks like to scale a business when executive function disappears mid-launch

AUDIENCE TAKEAWAYS

- A radical reframe of "inconsistency" and the hidden cost of hustle culture
- Tactical steps to build a business that adapts to energy, not just effort
- Permission to lead visibly, even when you're not "on"
- How to use AI, automation, and energy work to build sustainable growth

RUTH-ELLEN'S FRAMEWORKS

Brain-Safe Biz Blueprint™

clarity + system mapping for ADHD brains

AI-Powered Prospect Path™

automated lead flows that save time, reduce stress, and book aligned clients

Capacity-Based Offer Matrix™

sustainable pricing + offer delivery

Content Simplifier™

visibility system for foggy/frozen days

Momentum Map™

self-sabotage reset ritual + regulation tool

APPROVED BIO (SHORT)

Ruth-Ellen Danquah is a neurodivergent coach and £120M sales generator helping ADHD entrepreneurs scale sustainably using nervous-system-safe automation, AI, and offer strategy. She's the creator of *Scaling Simplified™ with AI* and five frameworks that help brilliant-but-burned-out founders show up real, not perfect.

CONTACT & LINKS

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Suggested Host Intro: "Today's guest is Ruth-Ellen Danquah—an ADHD visibility strategist, £120M sales generator, and the brilliant mind behind the frameworks helping neurodivergent founders scale sustainably. She once stepped back from her own business at the peak of success — not from failure, but from systems that didn't support her capacity. What she rebuilt became a lifeline for hundreds of entrepreneurs tired of scaling strategies that ignore their energy."

To Book Ruth-Ellen for Your Show: Email: ruth@ruth-ellen.com Or DM "PODCAST" to [@theruthellen](https://www.instagram.com/theruthellen)