

Bryce Kenny Biography

Bryce Kenny transforms franchise teams from burnout to breakthrough using his proven G.E.A.R. Framework—developed over a decade of working directly with franchisees across one of America's most respected franchise systems.

As a professional Monster Jam driver and Guinness World Record holder, Bryce understands high-performance under pressure. But his real expertise comes from spending the last 10 years in the trenches with franchise owners and their teams, helping them navigate staff turnover, maintain brand standards, and build profitable businesses.

Bryce's journey from the dragstrip to Monster Jam stadiums taught him that breakthrough performance comes from shifting into the right gear at the right time. Whether on the Top Fuel circuit—where cars blast from zero to 300mph in 4 seconds—or setting speed records in 12,000-pound monster trucks, he discovered his true purpose: helping others find gears they never knew existed.

Through hundreds of franchise locations and thousands of team members coached, Bryce shows organizations how to turn daily pressures into peak performance and operational obstacles into growth opportunities.

As bestselling author of 'Geared for Life,' his authentic approach has made him a trusted voice for driving results that matter—from the front lines to the C-suite.