

Speaker and Workforce Trainer William N. Martin of Think Tank Project and SAFR Recently Featured on Close Up Radio

SARANAC LAKE, NY, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- William N. Martin has a question he likes to open with, and it works every time. "What percent of your potential would you like to have?" The answer is always the same: 100 percent. Then he asks, "What percent of that potential would you like everyone around you to have?" Again, 100 percent, every time, regardless of who is in the room.

"Isn't that interesting," Martin again asks, "that at a time when we have different genders, religious beliefs, nationalities, everybody answers that question the same?"

Martin is the founder of Think Tank Project, LLC, a keynote speaking and training company built around what he calls the formula for human potential. He is not a fan of the standard motivational circuit, the kind of polished speaker who runs the same program in every city. His own résumé reads more like an adventure log than a corporate bio: 23 years as a flight nurse paramedic, work as a high voltage lineman, a diploma in mountain medicine, crevasse rescue training on Mount Rainier, avalanche training in high peaks, a trip to Everest Base Camp, a summit of Kilimanjaro and, last summer, a 13 pitch, 5.16.5 rock climb on Mount Kenya (his fourth visit to the region).

"My bio is an example of what it looks like when you do what I teach," he shares. "He says he actually doesn't teach, he creates the conditions for learning to emerge."

The core of that teaching is a concept borrowed from psychologist Mihaly Csikszentmihalyi called The Zone of Optimal Performance. Coast below that zone and a person stays comfortable but



stagnant. Push past it and stress takes over, a state Martin calls defend mode, driven by cortisol and marked by reduced access to critical thinking. Somewhere in between sits what he calls “discover mode,” a stretch that is uncomfortable but not painful, where curiosity, focus and great decisions tend to live in the stretch zone.

Martin traces most defensive reactions to roughly 100,000 years of evolutionary wiring built for physical danger, not late mortgage payments or a tense meeting. To interrupt that wiring in real time, he teaches a simple pause, borrowed loosely from Viktor Frankl’s writing on the space between stimulus and response: Count backward, five, four, three, two, one, before responding to a provocation. Also Mel Robbin’s “5 second rule” applies here.

He often illustrates the idea with a metaphor he returns to again and again. “A farmer does not yell at a tomato plant to produce a better tomato, he explains. “A good farmer studies the soil, adjusts the conditions and lets the plant do what it was always going to do. We strive for outcomes when we should be looking at conditions,” Martin explains.

Much of his training happens on its feet rather than in a seat. In longer sessions, Martin ties participants together with rope, a technique drawn directly from his mountaineering background, and has them walk as a connected group. Without instruction, people begin adjusting to each other’s pace automatically. He then points out that the rope was never really necessary. In a variation on the same exercise, one participant is secretly told to move out of step with everyone else, so the group can feel, physically, how one



person being out of sync drains momentum from an entire team, often before a leader even identifies the source.

Martin also produces a podcast series called “Influencing Safety” with Incident Prevention Magazine, where he writes regularly on workplace culture. The entire podcast venue at Incident Prevention has a total of about 35,000 downloads. Martin’s series holds 6 of the top 10 spots including the number one.

Underneath the mountaineering stories and the neuroscience, Martin says his real interest is generational. He often asks the youngest person in a room whether they see themselves as the most valuable resource in their industry. Most say no. He wants that answer to change, arguing that companies, and eventually the people who vote, should measure success by how well they prepare younger workers for a future those workers will actually inherit, rather than by short term output alone.

“The most valuable resource in the world is not a bomb or data,” he explains. “Our most valuable resource is our young people.”

Martin is available for corporate keynotes, team training and media interviews on decision making, workplace culture and performance under pressure.

About Think Tank Project, LLC



Think Tank Project, LLC, founded by William N. Martin, delivers keynote speaking and workforce training focused on human potential, team dynamics and decision making under pressure. Drawing on Martin's background in flight Nurse- para-medicine, high angle rescue and extreme field environments, his workshops build interactive, physically engaging programs for corporate, medical and educational audiences, centering on removing the barriers, dismissiveness, divisiveness and defensiveness, that keep teams from performing at their best.

Close Up Radio recently featured William N. Martin, MD, CEO/President of The Think Tank Project LLC and SAFR LLC (Simplify Advanced First Response), in an interview with Jim Masters on Wednesday August 12th at 4pm Eastern

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<https://open.spotify.com/episode/2BGbjPwzWlUhl2fbPolj23>

For more information about William N. Martin, please visit

<https://www.thinkprojectllc.com/speaking>

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