Allan Breidenbach and Wick Buildings Launch RATCHET-UP Podcast Exploring the Human Side of Business Performance

New RATCHET-UP podcast explores the people, leadership and culture challenges behind stronger business performance and lasting success.

MAZOMANIE, WI, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- Allan Breidenbach, president of Wick Buildings and author of the forthcoming Forbes Books titled "RATCHET-UP: Solving the Human Problems Behind Business Performance", has launched RATCHET-UP, a new podcast focused on helping leaders solve the people and leadership challenges that impact organizational results.

> The purpose of RATCHET-UP is to share ideas and experiences that help leaders build stronger teams, improve culture and create lasting organizational success."
>
> *Allan Breidenbach*

RATCHET-UP is based on the principles and framework featured in Breidenbach's upcoming book (scheduled for release through Forbes Books in March 2027.) The podcast features conversations with executives, entrepreneurs and industry leaders who share practical insights on leadership, culture, accountability, innovation and organizational performance.

New episodes explore the human dynamics behind business success and offer actionable lessons leaders can apply within their own organizations.
"Business performance is ultimately driven by people," said Allan Breidenbach. "The purpose of RATCHET-UP is to share ideas and experiences that help leaders build stronger teams, improve culture and create lasting organizational success."

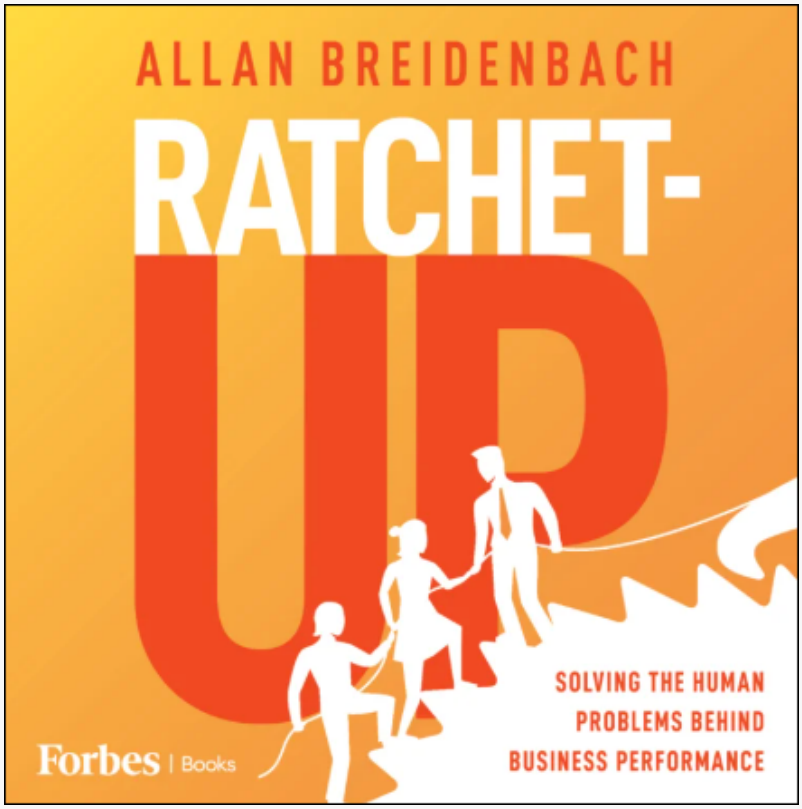
The podcast launches with four initial episodes:

Episode 1: Why Growth at All Costs Is Killing Startups
Steve Farsht, co-founder of Corazon Capital, shares lessons from investing in hundreds of startups,
discussing founder evaluation, emotional intelligence, stakeholder management and the growing role

of AI in business and investing.

Episode 2: Agentic AI Is Changing Leadership
Michael Carr, president and CEO of Naviant, discusses leading organizations through AI-driven change, including trust, accountability, change management and the importance of maintaining a human-centered approach to emerging technology.

Episode 3: From Iowa Football to Bank CEO
Jim Hartlieb, president and CEO of First Business Bank, reflects on leadership, hiring, resilience and
the lessons learned from managing long sales cycles and building high-performing teams.



RATCHET-UP, Allan Breidenbach's new podcast.

Episode 4: Why Your Employees Quit the Leader, Not the Job
Tony Misura, founder and CEO of The Misura Group, explores employee retention, accountability,
leadership effectiveness, company culture and how AI is creating new opportunities for businesses
and individuals.

The RATCHET-UP audio podcast is available through major podcast platforms such as:

Apple Podcasts: https://podcasts.apple.com/us/podcast/ratchet-up-with-allan-breidenbach/id6809825826
Spotify: https://open.spotify.com/show/245ENylgpBZY1dB9IiVZ05?si=2e3fa84b8d984054&nd=1&dlsi=7c3a744bce854651
Amazon: https://music.amazon.com/podcasts/c5360365-262a-4072-8cc4-d93cd75a2a07/ratchet-up-with-allan-breidenbach
iHeart: https://www.iheart.com/podcast/53-ratchet-up-with-allan-breid-343421292

The RATCHET-UP video podcast, and additional information about Allan Breidenbach, can be viewed through the following channels:

Forbes Books: https://books.forbes.com/author-podcasts/ratchet-up-with-allan-breidenbach/
Wick Buildings YouTube Channel: https://www.youtube.com/playlist?list=PLWW6pWXogXyI
Wick Buildings website: https://www.wickbuildings.com/events/

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