
VALIANCE COACHING INSTITUTE

The Founder's Story

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Miami, Florida · 2026 · Confidential

THE BEGINNING

There is a version of higher education that tells you knowledge is enough. That if you understand how to help people, if you have the theory, the framework, the credential, then the rest will follow. I have spent years inside that system, first earning a BA in Psychology and then an MS in Marketing, and I can tell you from the inside that this version of events is incomplete at best and dangerous at worst. Dangerous to the student who graduates believing competence alone will carry them. And dangerous to the people they go on to serve. I learned this not in a classroom but in a hospital bed.

THE HOSPITAL

When I was admitted for pneumonia, I was surrounded by brilliant people. Nurses who knew exactly what they were doing. Technicians who executed their work with precision. The clinical competence in that room was not in question. What was missing was something harder to name and impossible to teach in a lecture hall. You see, nobody sat with me. Nobody made me feel like I was a person rather than a patient.

They treated the disease. They did not treat me.

If you treat a disease, you win or you lose. But if you treat a person, you win every time. — Patch Adams

I have carried that with me ever since, not as a motivational quote but as a professional standard. What I witnessed in that hospital was not a failure of knowledge. It was a failure of instinct. And instinct, unlike knowledge, cannot be downloaded from a textbook.

THE PROTECTIVE INSTINCT

What I am talking about is protective instinct. It is not a clinical term. It is something simpler and more fundamental than that. It is the person who crosses a room to check on a stranger who looks upset. It is the nurse who stops what she is doing to hold the hand of a patient who is frightened. It is the therapist who responds to what a client is feeling

rather than just what they are saying. It is the quality that makes the difference between someone who works in a helping profession and someone who actually helps.

In speaking at psychology programs across several universities, I have sat across from rooms full of intelligent, well-trained, genuinely motivated students. What I have observed consistently is that academic performance is not a reliable predictor of this quality. Some of the highest-achieving students in those rooms would struggle the moment a real human being sat across from them in pain. And some of the quieter ones, i.e., the ones who might not have the most impressive GPA, would instinctively know exactly what to do. That is their calling; they are meant to apply it to their careers.

W H Y T H E I N S T I T U T E E X I S T S

As a Life Coach of 16 years, I have seen my share of bad coaches. Heck, I have also seen my share of bad therapists, bad psychiatrists, and the like. The problem is not theirs; it is that the system burns into their skulls a sense of prominence that glorifies the career as the only path. Though I do not speak on behalf of all coaches, it is not as different from a therapeutic experience as you may think.

The act of listening and guiding someone to a successful life is existential, albeit monumental to this career choice, and I feel that over the years, it has been watered down as a profession. Some may see it as a snake-oil salesman kind of game, where not all coaches are certified, and those that are do not specifically wield the ability to coach at all

. That is why this exists: I want to give an alternative pathway to Psychology graduates and students, that can use their skill sets for the greater good. Imagine empowering knowledge in applied psychology with (yes, that word again) protective instinct. If this applies to you, we want to welcome you on board.

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