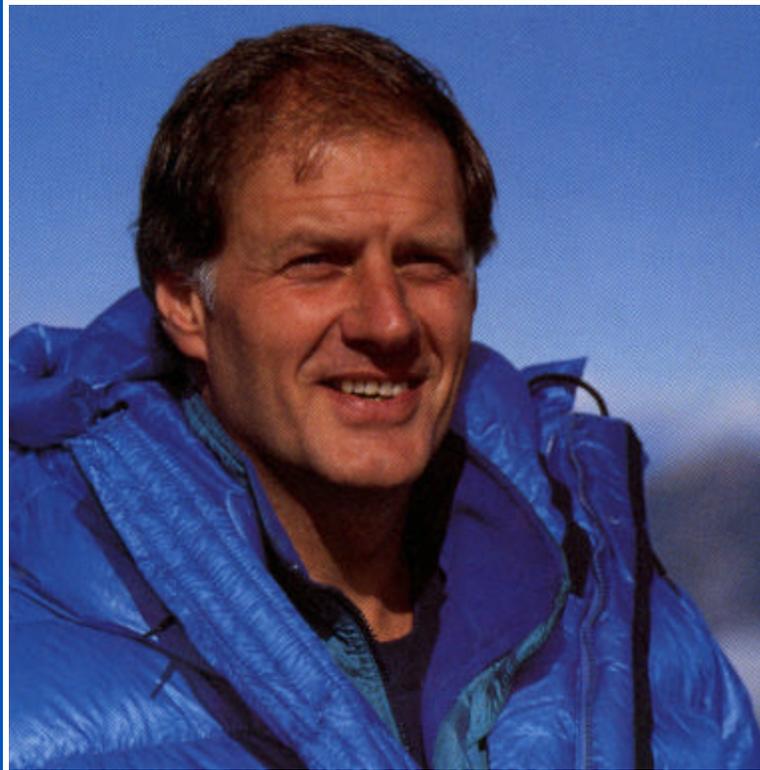


One Step  Beyond  
Meeting the Challenge of Change  
WorldWide



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“Achievement is the constant process  
of going 'one step beyond'  
your previous experience”

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**Keynote Presentations  
and Seminars**  
with  
**John Amatt**



# John Amatt

You might say that the mountains have made the man. The man is John Amatt, and the mountains he's been climbing have helped to build his inner strength, confidence, and international recognition. The most significant mountain was Everest and John was a member of the first Canadian expedition to reach the summit.

In life, as in mountain climbing, John has found that the most important part of the "climb" is the journey. We limit ourselves because of our own ignorance and fear. He recognizes that it will take courage, resourcefulness and endurance to meet the challenges in our own futures. **"The courage to try, to commit, and to take a risk. The resourcefulness to be innovative and creative in finding new ways to do old things. And the endurance to keep going when things get tough."**

We may never attempt to climb Everest ourselves, but we will be faced

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**This is not a man  
who sets limits.**

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with obstacles that seem as big as any mountain. In listening to John you'll feel the thrill of life as seen through the eyes of a man who has learned to take risks, has continually strived to go beyond his "comfort zone," pushed himself to maximum levels, and found an awareness - his "real potential." This is not a man who sets limits.

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**"You have left us with a clear vision of what will be required of our managers, present and future: Commitment, resourcefulness, endurance, flexibility to meet the challenge of change, and above all, the courage to keep a clear perspective of the goals in spite of any adversities."**

**Air Canada**

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## John has led a lifetime of adventure:

 *For over 30 years he has led expeditions to remote regions of Northern Norway, Peru, Nepal, China, Greenland and has explored areas of Arctic Canada on six occasions, making many first ascents of previously unclimbed peaks.*



 *At the age of 20, he spent two weeks lashed to tiny ledges while making the first ever ascent of Europe's highest and steepest mountain face - the 5000 foot "Vertical Mile" Troll Wall in Norway.*

 *He was leader of an early mountaineering expedition to Western China, which made a bold ascent of 24, 757 foot Mount Muztagata in Xinjiang Province - the highest mountain in the world to have been ascended and descended entirely on skis.*



 *More recently, he fulfilled a life-long dream by organizing and taking part in Canada's first successful expedition to reach the top of the world - the 29,028 foot summit of Mount Everest, the world's tallest mountain.*

 *And in 1989, he travelled over 2000 miles through the Canadian Arctic in an inflatable boat while supporting a canoe expedition which was celebrating the 200th Anniversary of Alexander Mackenzie's first crossing of North America.*

 *A former school teacher and professional mountain guide, in 1984 he became Founder and President of **One Step Beyond WorldWide**, an innovative educational and motivational company, dedicated to the development of effective teamwork and the pursuit of personal peak performance in corporate and professional life. For over 20 years, he has lived in the Canadian Rocky Mountains with his wife, Peggy, and his daughter, Jillian.*



# Keynote Presentations

John Amatt is an internationally renowned professional speaker who has spoken to over 1,500 corporate and professional audiences, representing in excess of 600,000 people in 30 countries around the world. His magnificently-illustrated presentations are renowned for their emotional impact and he is one of the few speakers who is willing to modify his message to focus on the theme of a particular group or meeting.

Drawing from his own experiences

**"Adventure isn't hanging on a rope on the side of a mountain. Adventure is an ATTITUDE that we must apply to the day-to-day obstacles of life - facing new challenges, seizing new opportunities, testing our resources against the unknown and, in the process, discovering our own unique potential."**

**John Amatt**

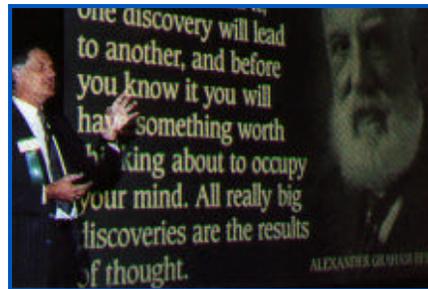
as a Leader and Climber on Canada's first successful Mount Everest expedition, and building on his lifetime of adventure and entrepreneurship, John Amatt uses the adventure metaphor to inspire and motivate your audience. Each presentation is adaptable and applicable to any size or type of group, which have varied in size from a high of 6,000 people at Radio City Music Hall in New York City, to as few as 15 individuals.

**"The wonderful messages you delivered in your presentation were remarkably consistent with our current theme. Your ideas were extremely stimulating and should result in renewed commitments to higher levels of achievement for every person in our audience... One veteran senior executive described your presentation as the best he had ever heard."**

**American Express**

## "Climbing Your Own Everest: What it Takes To Get To The Top."

John Amatt's most popular presentation, the highly innovative and inspirational '**Climbing Your Own Everest**' explores the metaphor of striving to reach for the top of the world. Illustrated by magnificent colour photography from his successful expedition which climbed Everest, and supplemented by music, sound effects and taped radio conversations, this presentation investigates the human qualities which we must all bring to bear in climbing to the top in the difficult and unpredictable economic environment of



the 1990's.

Concepts which are explored by this presentation include:

- **Teamwork**
- **Preparation**
- **Commitment**
- **Adapting to changing environments**
- **Setting realistic goals**
- **The role of positive attitude**

- set against the real life and death struggle on the mountain.

By drawing the analogy between the challenge of climbing to the top of the world and the equal challenge of '**Climbing You Own Everest**' in a personal and professional sense, this presentation lends special focus to the challenges facing us all in the future. Speaker support for this presentation is available in wide screen, nine projector format, as well as single screen, two projector dissolve.

## "Straight to the Top and Beyond: Nine Keys to Meeting the Challenge of Changing Times"

Change is inevitable ... and increasing! Rapid and radical change is the primary challenge facing corporations and professionals today. We cannot stop this change, nor can we ignore it. But we can increase our ability to adapt, to manage change effectively, and to benefit from the numerous opportunities that change creates.

In these rapidly-changing times, the metaphor of adventure is the perfect vehicle for articulating the strategy that will help us address this challenge. By definition, adventure involves dealing with the uncertain, the unpredictable and the unknown, just as change involves moving towards a future in which there are no guarantees. To succeed in the uncertain world of the 1990's and the 21st Century, we must learn to embrace change, and to become visionary and adventurous in dealing with the economic, social and political environments in which we must all operate.

The key to future success will be to develop John Amatt's "**Adventure Attitude™**" strategies — a pro-active approach based upon the following acronym:

- A - Adaptability**
- D - Desire & Determination**
- V - Vision & Values**
- E - Experience**
- N - Natural Curiosity**
- T - Teamwork & Trust**
- U - Unlimited Optimism**
- R - Risk-ability**
- E - Exceptional Performance**

Using examples from John Amatt's lifetime of adventure and entrepreneurship, together with vignettes from our heritage of global exploration and discovery, "**Straight to the Top and Beyond: Nine Keys to Meeting the Challenge of Changing Times**" will motivate your staff to embrace new opportunities in a changing world, to open up their minds to new realities, and to develop the "**Adventure Attitude™**" strategies that will be the key to success in the future.



# Meeting the Challenge of Change

## Seminars and Workshops

John Amatt also offers seminars/workshops of 3 to 5 hours duration, which focus on the theme of

### A. The Mountain of Change

- A global perspective is mandatory
- The art of progress
- The paradox of comfort and security
- Change is inevitable

### B. The Age of Discovery

- From the known into the unknown
- Oceans of uncertainty
- A place to sleep in safety
- The choice - adapt or perish
- Complacency and tunnel vision
- The bubble of invincibility
- Leaving the beaten path

### C. Seven Keys to Meeting the Challenge

- *Curiosity* - to seek new opportunities
- *Courage* - to move forward and progress
- *Commitment* - to get started and keep going
- *Creativity* - to adapt to changing times
- *Cooperation* - to work together effectively
- *Communication* - to respect new viewpoints
- *Concentration* - to stay focused on goals

### D. What it takes to Get to the Top

- The struggle of life itself, upward and forever upwards
- Overcoming the fear of what might be
- Respecting basic values and core beliefs
- Developing peripheral vision
- Teamwork based on trust
- Learning the lessons from experience
- F.8 ... and be there
- Adaptation, continuous improvement and positive dissatisfaction
- Penetrating the barriers of self-imposed limitations

### E. Living with the Adventure Attitude

- Attitude is the key to success ...
- Nine principles for achievement in changing times

### F. Global Leadership for the 21st Century

- Characteristics needed in order to achieve fulfillment and success in the next millennium.

### G. Journey Towards the Next Millennium

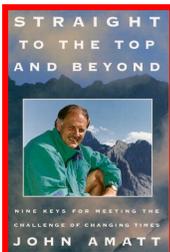
### On Leadership:

"The point that most impressed me was that you, as team leader, did not personally reach the summit. You addressed this in a very matter-of-fact manner as you proceed with details of the ordeals of the climb ... the "Aha" that I received was very important in *that* simple fact as it applies to managers. That point is: As team leader or manager, we have the responsibility to help others succeed in the overall objective. It is not important that we personally have the success, but that *the team* has the success. And the amazing "Aha" of this whole little point was that you, by making it possible for others to succeed, still received the credit for obtaining the objective. My experience with executives from all sorts of different companies is that, in many cases, they have tremendous egos that must be fed. Your example of leadership, self-sacrifice, and humility is a point that needs to be made and expanded to all management groups you address."

**Thomas E. Fowler, CLU**  
Estate & Business Planning

## Two great titles from One Step Beyond

A book from One Step Beyond can reinforce the learning of a keynote presentation/ seminar long after the program is complete, and makes an ideal gift for your meeting participants. *Volume discounts are available.*



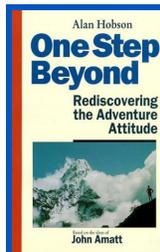
## Straight to the Top and Beyond

by John Amatt

In **Straight to the Top and Beyond**, John Amatt uses the metaphor of adventure - climbing Mount Everest - to articulate an innovative strategy for addressing the challenges of rapidly-changing times.

**Straight to the Top and Beyond** is a call to business men and women to become adventurers; to seek out difficulty and to stretch their potential.

**Canada**     **\$18.95** softcover  
**USA**         **\$13.95** softcover



## One Step Beyond Rediscovering the Adventure Attitude

by Alan Hobson/ John Amatt

**One Step Beyond: Rediscovering the Adventure Attitude** is a book by achievers, about achievers, and for achievers. It is an in-depth examination of how to achieve excellence by examining our attitudes. It is also a book about managing change by applying the spirit of adventure to our daily struggles in a world of increasing uncertainty and unpredictability.

**Canada:**     **\$19.95** softcover  
**USA**         **\$14.95** softcover



# Major Client Organizations

Since 1984, John Amatt has spoken at meetings of over 1,500 corporations and professional associations, representing in excess of 600,000 people from all walks of life in 30 countries worldwide. His message has been universally acclaimed and he is considered one of the leading speakers in his field.

Abbott Laboratories Limited  
Aetna Life & Casualty  
Air Canada  
Alcan Aluminium Limited  
Allstate Insurance  
American Bankers Association  
American Express Financial Advisors  
American Optometric Association  
American Society of Association Executives  
American Veterinary Medical Association  
Anheuser Busch  
Andersen Consulting  
Asian Sources Media Group  
AT&T Global Information Systems  
AT&T Network Systems  
Australian Life & Casualty Limited  
Bankers Trust  
Bayer Corporation  
Blue Cross & Blue Shield Association  
Boehringer Ingelheim Pharmaceuticals Inc.  
Campbell Soup Company Limited  
Canadian Advanced Technology Association  
Canadian Grocery Distributors Association  
Canadian Heart Association  
Canadian Imperial Bank of Commerce  
Canadian Pacific Hotels & Resorts  
Canadian Real Estate Association  
Canadian Wholesale Drug Association  
Century 21 Insurance Services  
Chubb Life America  
Ciba-Geigy Canada Limited  
CNA Insurance Company  
Coca-Cola Company  
Coopers & Lybrand  
Deloitte & Touche  
Digital Equipment Corporation  
Dow Chemical Company  
Dun & Bradstreet  
Du Pont Teflon Worldwide  
Duracell Inc.  
Ernst & Young  
Electronic Data Systems (EDS)  
Farm Bureau Insurance Group  
Ford Motor Company  
General Foods  
General American Life Insurance Company  
General Motors  
Great West Life Assurance Company Limited  
GTE Corporation  
Hallmark Cards  
Hewlett-Packard

Holiday Inn Worldwide  
Hong Kong Bank of Canada  
Hong Kong Sports Development Board  
IBM Corporation  
IBM World Trade Asia Corporation  
Imperial Oil Limited  
Inacom Corporation  
Institute of Canadian Bankers  
ITT Hartford Insurance  
Malaysian Institute of Management  
Manufacturers Life Insurance Company  
Mayflower Transit Inc.  
Mary Kay Cosmetics  
McCaw Cellular Communications Inc.  
Meeting Planners International  
Merrill Lynch  
Million Dollar Round Table  
Monsanto Company  
Morgan Stanley Asia Limited  
Motorola Inc.  
National Association of Life Underwriters  
National School Boards Association  
NCR Malaysia Sdn. Bhd.  
New York Life Insurance Company  
New Zealand Insurance (NZI Life)  
Northern Telecom  
Pacific Coast Gas Association  
Price Waterhouse LLP  
Principal Financial Group  
Prudential Assurance Co. (New Zealand) Limited  
Prudential Insurance Company of America  
Queen's University Executive Program  
Rand McNally  
Regent Hotels International  
Rhone-Poulence Agriculture Company  
Royal Bank of Canada  
Sarawak Economic Development Corporation  
Seagate Technologies Inc.  
Siemens Components  
Sprint Communications  
Sun Microsystems Inc.  
The Molson Companies Limited  
The Proprietary Association  
Timex International  
Toshiba Corporation  
Toronto Dominion Bank  
Trans America Financial Services  
Triton Container International Inc.  
Union Carbide Canada Limited  
Unisys Corporation  
USA Today  
USF&G Insurance  
Vickers Inc.  
Walgreens  
Young Presidents' Organization

**- and several hundred other organizations, including Provincial, State, and Federal Governments, Universities, and numerous professional groups throughout the world.**

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## On Contributing to the Team:

"I particularly appreciated your insight into the important contribution a team member makes towards the accomplishment of a goal. Your enthusiasm and joy for being part of the *process* vs. needing to be the one (or two) who were to climb the final steps, was sincere and contagious . . . a lesson for us all. Sometimes in our personal pursuit of excellence and attainment of individual goals, we lose sight of the 'bigger picture' - that of the common goal. Thanks for reminding us.

John, the demands of your travel must be great, and the compromises many, but you must know that your message *touches lives*. It reaches into places that some choose to ignore or are too hurried to consider. I am convinced that you, too, are touched each time you share it-you and Everest are of one *spirit*. Thank you for giving us a glimpse of it and of ourselves."

**Blue Cross/Blue Shield  
of Kansas City**

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"You were FANTASTIC, POSITIVE, and MOTIVATIONAL. You were everything we expected you to be. The audience loved you and admired you and received you with great pride as evidenced by the thunderous standing ovation."

**Million Dollar Round Table**

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# One Step Beyond WorldWide

## Corporate Profile

One Step  Beyond WorldWide was founded by John Amatt in 1983, following his participation in Canada's first successful expedition to climb Mount Everest, at 29,028 feet, the world's highest mountain. The name of the company evolved from his desire to go *one step beyond* Everest, to take the lessons of Everest and apply them to the challenges of corporate and professional life.

After a decade of full-time operation, the company has evolved into an innovative educational and motivational organization, dedicated to meeting the challenges of change in the increasingly uncertain and unpredictable global business environments of the 1990's and the 21st Century. Working with clients from across North America and Asia Pacific, One Step  Beyond WorldWide has developed an enviable reputation that can broadly be defined as follows:

- a unique focus on the use of the metaphor of adventure as a powerful vehicle for assisting individuals and organizations to develop the attitudes and strategies needed to meet the challenges of change in modern society;
- a credibility drawn from the Everest experience of key personnel and from our worldwide network of Associates, who have themselves achieved significant adventure feats and who effectively articulate their intriguing paradigms for achievement and success in changing times;
- a reputation drawn from over 2,000 successful presentations and seminars to total audiences of more than 750,000 people in 35 countries worldwide.

### Gifts/ Incentives - Add value to your Meeting with:

#### Climbing Your Own Everest Audio & Video Cassettes

John Amatt's most popular presentation on tape, *Climbing Your Own Everest* motivates and inspires while exploring the metaphor of striving to reach for the top of the world.

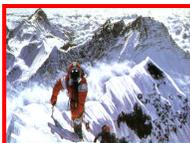
Audio: 60 min., \$14.95 Canada, \$10.95 US  
Video: 60 min., \$49.95 Canada, \$35.95 US



#### Everest Summit Lithograph

This magnificent poster is perfect for framing and makes an ideal gift for meeting participants.

18 x 22 inches, \$9.95 Canada, \$7.95 US



#### The Adventure Attitude Handbook

This pocket-sized booklet is packed with favorite quotes from John Amatt's books and presentations. A perfect audience gift, The Adventure Attitude Handbook serves as a reminder of how to apply the principles of the "Adventure Attitude™".

24 pages, \$3.00 Canada, \$2.00 US



### Audio-Visual Modules: *Everest - the Ultimate Summit*

Developed to complement John Amatt's keynote presentations, "Everest: The Ultimate Summit" provides a thematic framework for business meetings which can be rented as a complete package or individually.

The series, which can be customized with your corporate name and logos, is available in seven parts: Meeting opening module, planning module, teamwork module, awards evening module, meeting closer and candid.

Available in wide screen, nine projector or single screen, three projector format, the modules feature the personal insights of John Amatt and OSB Associates and Everest summiteers, Sharon Wood and Pat Morrow.

### Leadership and Team Development: *teampower! and in practice!*

One Step Beyond in association with the Pacific Center for Leadership offers *teampower!* programs and *in practice!* consulting services designed to encourage individuals to become more effective leaders and team members. Through a carefully planned integration of outdoor activity and discussion, participants develop new insight and enthusiasm for how they can individually contribute in achieving desired results for their own organizations.

Programs are custom-designed to ensure transferability back to participant organizations. Programs range in length from one day to one week, and can be conducted in the Canadian Rockies or at a location of your choice.

For more information and bookings, please contact:

*Your Local  
Speakers Bureau*