

VENTURE

ALBERTA'S OPPORTUNITY MAGAZINE

*Approach the
21st century with a
sense of adventure,
says Everest Climber*

150 motivational keynote speeches each year to corporate high climbers from coast to coast.

Amatt's presentations, "Climbing Your Own Everest: What it Takes to Get to the Top" and "The Adventure of Change: A Challenge and An Opportunity," have inspired everyone from insurance salesmen and financiers to boy scouts and cosmeticians with the invitation to use Mt. Everest as a metaphor for the challenges in their lives and the changes coming with the next millennium.

MAKING A MOUNTAIN OUT OF A MILLENIUM

John Amatt has scaled the heights of Everest and brought back a message for us as we approach the next millennium: "Anything is possible. The only limiting factor to our achievements in life or business is our own ignorance and fear."

Amatt, a management consultant and qualified professional mountain guide, was business manager for the first successful Canadian assault on Mt. Everest. A year after his return from the top of the world in 1982, he formed One Step Beyond, a consulting firm "dedicated to the adventure of business and the business of adventure."



John Amatt: "We must let go of the comfort we have developed today and challenge ourselves."

The Canmore, Alberta - based company offers keynote presentations, wilderness-based team-building seminars, and audio-visual materials to help corporate clients develop innovative strategies to "meet the challenges of change represented by the 1990s and the 21st century." Amatt and colleague Sharon Wood, the first North American woman to scale Mt. Everest, deliver more than

Major focus of the organization over the next few years will be what Amatt calls the "Footsteps Expeditions" commemorating the 200th anniversary of the Sir Alexander Mackenzie expeditions across Canada and the 500th of Christopher Columbus's discovery of the Americas.

In the Canada Sea-to-Sea project, university students re-enact the explorations of Mackenzie, who was the first man to cross North America linking the Atlantic with the Arctic and Pacific oceans.

"Canadians tend to lose track of the adventurous spirit which brought us to the point where we are today," Amatt says. "I want people to realize that we can follow in Mackenzie's footsteps in our own lives."

"My fear is that as we become successful, we tend to become complacent and stagnate. We must let go of the comfort we have developed today and challenge ourselves."

Regarding the Columbus celebrations, Amatt says: "The year 1992 will be very important for Canadians. Columbus discovered a new world - the world in which we now live. I see that as a metaphor for the idea that we must discover our own new worlds, both personally and in terms of new business opportunities, as we move forward into the 21st century.

"There are great changes taking place in the world today. We are all suffering millennium shock. We have to look back to where we came from, get in touch with the values that built this country and use them to move ahead into the next millennium."

- Marylu Walters