



John Amatt

Everest Expedition Leader, Author, &
Professional Keynote Speaker



*“I’ve heard a lot of Everest speakers over the years
and your talk today was definitely the best.”*

IBM

THE PERFECT SPEAKER FOR CHALLENGING TIMES.

John Amatt is unusual amongst “Adventure Speakers” in that he did not reach the summit of Mount Everest on his celebrated expedition. Instead, *he was a leader of a dedicated team that suffered four tragic deaths in two unpredictable accidents before placing six climbers on the peak.*

John’s mission in going to Everest was to place the first Canadian on top of the world’s highest peak. In his own words ... *“It didn’t matter who reached the summit, because we believed when one person stood on the highest point, the whole team had climbed the mountain.”* This is a key business message in today’s challenging environment.

- **A veteran professional speaker** – one of the world’s most experienced Everest speakers, having delivered over *2,000 keynote presentations and seminars* to corporate and professional audiences on in 48 countries on 6 continents.
- **A superb storyteller** - who uses the *metaphor of adventure* to articulate the innovative business strategies required for achieving success in uncertain times.
- **Internationally recognized** - called *“The World’s Best Adventure Speaker”* by International Celebrity Management of Australia.

RELEVANCE:

- John's Everest story is the perfect metaphor for *motivating people to overcome the irrational fear of the unknown* that limits our ability to move forward in unpredictable times.
- *Everest is an international symbol of success* and John's stories resonate equally with audiences around the world. He is a popular speaker at professional conferences, company sales events, and worldwide meetings of multinational corporations ... and recently he spoke at a gathering of VIPs in Doha, Qatar, where the audience included members of Emir Sheikh Hamad Bin Khalifa Al-thani's ruling family.
- John uses his leadership experiences on Everest (and during his first ever climb of Norway's 5,000 foot "Vertical Mile" Troll Wall) as a vehicle to articulate the *Adventure Attitude© philosophy* required for success in today's rapidly changing world.

KEY THEMES (quoted from John's talks):

- **Motivation** – *“Success in this generation will belong to those who are **visionary** enough to anticipate the future and prepare for it – and **adventurous** enough to explore new ways of doing old things.”*
- **Teamwork** – *“You don't have to reach the summit to know you have climbed the mountain. Having done your job at lower elevations, you can take pride in being a key member of the team.”*
- **Trust** – *“No team can perform effectively unless you trust others in the team. And trust only exists in teams who have struggled through difficult times together.”*
- **Change** – *“Change is the one constant you should expect in life. Embrace change! Seek out change by always questioning the ‘status quo’ of the past.”*
- **Commitment** – *“The roots of our commitment to goals lies in our core values and basic beliefs, both individually and corporately.”*

- **Complacency & Risk** – *“The real danger in life is not in taking risks, because when you’re taking risks, you’re aware, you’re paying attention. The real danger is in allowing yourself to become complacent ...operating by habit ... because that’s when mistakes can occur.”*
- **Positive Dissatisfaction** – *“We must always remain “**positively dissatisfied**” with our performance – dissatisfied, but in a positive way, always looking for improvement.”*

STRATEGIC CHALLENGES:

In more than *2,000 keynotes presentations and seminars in 48 countries*, John has worked with clients who were addressing strategic challenges such as:

- **Mergers** - Building a common corporate culture from two or more companies who have merged into one.
- **Meeting Sales Quotas** – Challenging corporate sales personnel to attain higher quotas that may seem unattainable based upon their previous sales achievements.
- **Teamwork** – Creating the understanding that you do not have to be the leading sales achiever to take pride in the overall achievement of the corporate team.
- **Globalization** – Expanding corporate vision and objectives to embrace the new opportunities of an increasingly global business world.

*“We would like to attest that John Amatt made a presentation to the Casablanca, Morocco YPO Chapter. **On a scale of 1 to 10, we would rate it 9.8.** How his own experience as an adventurer can be applied to the turbulent business environment was of great value and he is a very gifted storyteller. **We strongly recommend him as a keynote speaker.**”*

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