



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

*“One veteran senior executive described
your presentation as the best he had ever heard.”*

American Express

WHY BOOK JOHN AMATT?

John Amatt is unusual amongst “Adventure Speakers” in that he did not reach the summit of Mt. 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. I was totally fulfilled the day we reached the top and I would never go back to Everest, because I was proud to have played a crucial role in the achievement”.*

This is a key business message in today’s challenging corporate environment.

- **A veteran professional speaker** – one of the world’s most experienced Everest speakers, having delivered over *1,750 keynote presentations and seminars* to corporate and professional audiences in 44 countries on 6 continents since 1982.
- **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 your team to overcome the irrational fear of the unknown*** that limits our ability to move forward in the post 9-11-2001 environment.
- ***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. In September 2003, 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. And in 2004, he addressed business audiences in Chile, South Africa, Egypt, Kenya, Mauritius and Morocco, as well as in Canada and the United States.
- 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 predict 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 your 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 your aware, you’re paying attention. The real danger is in allowing yourself to become complacent, because that’s when mistakes occur.”*
- **Positive Dissatisfaction** – *“You must always remain “ positively dissatisfied” with your performance – dissatisfied, but in a positive way, always looking for improvement.”*

STRATEGIC CHALLENGES:

In more than *1,750 keynotes presentations and seminars in 44 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.
- **Meeting Themes** – Corporate events themed around the *mountain metaphor*. Examples include: *“Reaching New Heights”*; *“Straight to the Top and Beyond”*; *“Mountains of Change”*, and *“Achieving Peak Performance”*.

“We would like to attest that John Amatt made a presentation to the Casablanca 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 present turbulent business environment was of great value and he is a very gifted storyteller. We strongly recommend him as a keynote speaker.”