

One Step  Beyond
Meeting the Challenge of Change
WorldWide



Achievement is the constant process
of going 'one step beyond'
your previous experience."

**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


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

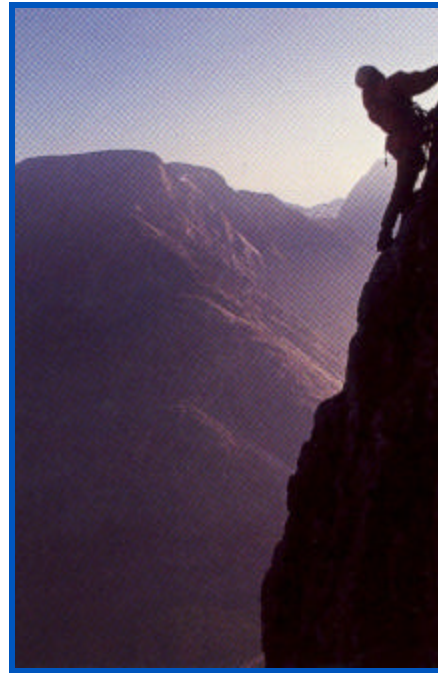
with obstacles that seem as big as any mountain. In listening to John you'll feel the thrill of life as seen through the eyes of a man who has learned to take risks, has continually strived to go beyond his "comfort zone," pushed himself to maximum levels, and found an awareness - his "real potential."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


"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

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.*

Call now, Toll-free: 1-800-661-9400



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.

"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

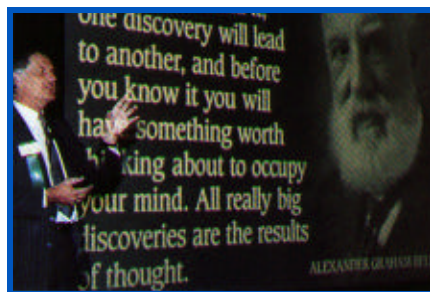
Drawing from his own experiences as a Leader and Climber on Canada's first successful Mount Everest expedition, and building on his lifetime of adventure and entrepreneurship, John Amatt uses the adventure metaphor to inspire and motivate your audience. Each presentation is adaptable and applicable to 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
Financial Advisors**

"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.

Visit our site on the internet - www.osbworldwide.com



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 "Meeting the Challenge of Change" in corporate and professional life. Designed as an in-house program,

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:

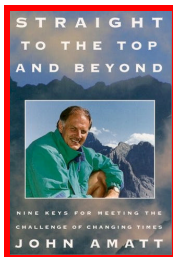
"The point that most impressed me was that you, as team leader, did not personally reach the summit. You addressed this in a very matter-of-fact manner as you proceed with details of the ordeals of the climb ... the "Aha" that I received was very important in that simple fact as it applies to managers. 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.*



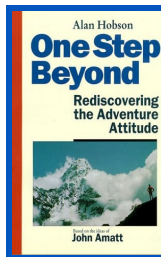
Straight to the Top and Beyond

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.

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**

"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


Visit our site on the internet - www.osbworldwide.com



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 more than 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:

One Step  Beyond
WorldWide

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