



Above: On the summit ridge of the Ogre - everything was about to change!

SUCCEEDING WITH CHANGE

- **Crisis management**
- **Dealing with obstacles**
- **Creating positive reactions to change**

The successful climber does not fight his environment. He or she must become attuned to it; interpreting the signs and taking appropriate action. He needs to adapt his strategies to the changing realities of the elements, the terrain and the capabilities of the other team members.

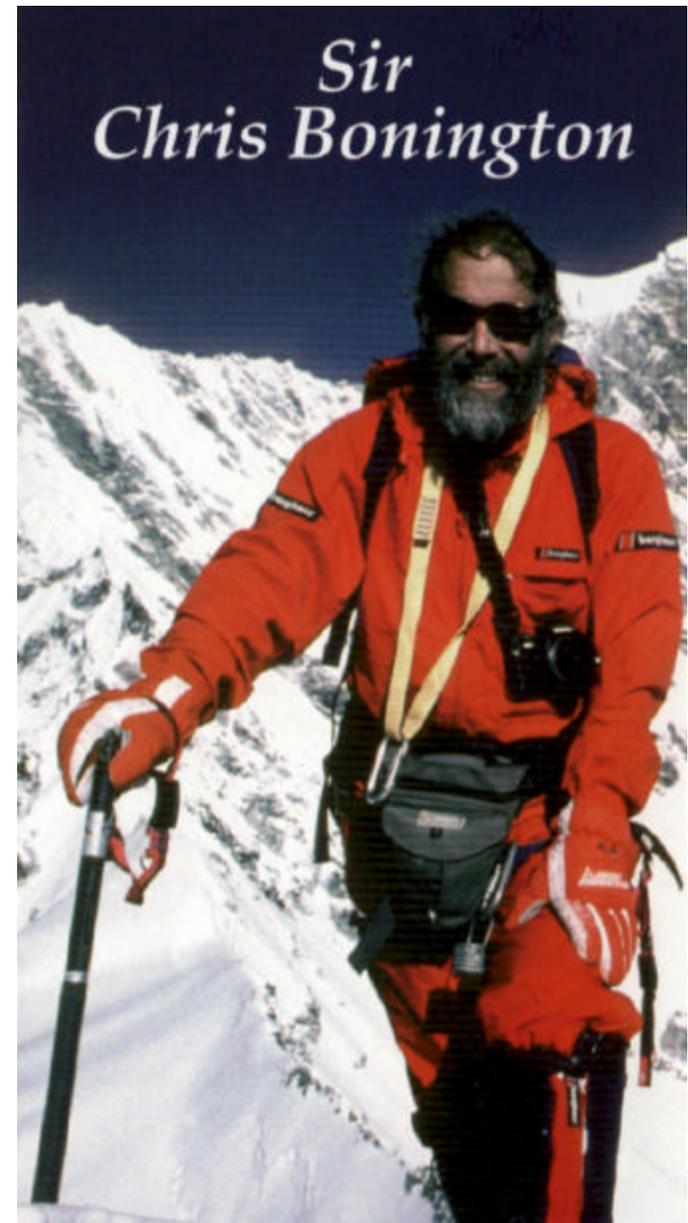
Indeed climbing provides a strong metaphor for the many, at times traumatic changes that today are taking place throughout the work place. Chris



Bonington tells a series of dramatic stories to underline the lessons to be learned and to help build a strategy for life - not just to survive - but to succeed and prosper.

He uses many powerful images including the story of his epic descent of the Ogre with Doug Scott, who broke both legs just below the summit. They were engulfed by storm and went without food for five days. Bonington also fell, broke his ribs and caught pneumonia, but through using all their skills and working positively they not only survived the experience but gained from it.

Left: Doug Scott crawling down the Ogre after breaking both legs.



*Sir
Chris Bonington*

**PRESENTATIONS
FOR
BUSINESS**

EVEREST PEAK OF ACHIEVEMENT

A program illustrating
Bonington's management style

- **Visionary Leadership**
- **Empowerment**
- **Synergy in Teamwork**
- **Planning and Organization**
- **Determination and Perseverance**

Reaching the highest point on earth requires teamwork of the highest level. Chris Bonington describes his own personal success in at last reaching the summit of Everest in 1985 at the age of 50, as a member of the Norwegian Everest Expedition. The expedition placed eighteen climbers and Sherpas on the summit in three separate ascents, a record for a single expedition. This was possible because of superb planning and organization, but most of all, because of the quality of teamwork amongst expedition members.

The leader was Arne Næss, a millionaire ship owner, and Bonington acted as his chief of staff looking after the logistics and advising on strategy. He studies Næss's approach to leadership and explores the dynamics of decision making within the team.

Bonington was stretched to the limit in his own bid for the summit and describes how he was helped by the men around him. He also shares his thoughts as he exhilaration of the climb. Yet he constantly draws parallels between the effort on the mountain and their realities in the business and management world.



Chris Bonington and Sherpa Ang Lhapka atop Everest

"Without doubt and by the common consent of all the delegates, your talk was one of the most inspirational and thought provoking that any of us have ever attended"

— The Hon John Sinclair, Chief Exec., Granfel Holdings Limited

"I really don't recall receiving such a positive feedback from an audience following a speech. You made a very great impression on our people and managed to reinforce in a quite enthralling manner the points made throughout the day about vision, leadership and teamwork."

— A.F. Morrison, Chairman, Morrison Construction Group

"The parallels between the mountaineering process and the business management process are vividly clear and the relevance of your experience to our business was very much appreciated by all my colleagues"

—David Setchell, Managing Director, Gulf Oil (UK)

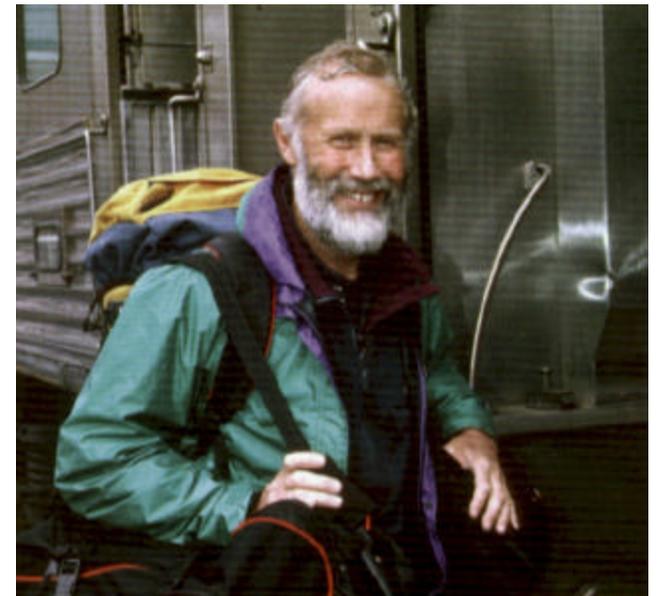
"Your multimedia case study on Everest gave our senior approached the summit. He takes the audience step by management more insight into empowering leadership step up Everest in such a vivid way that they share in the than all the books on the topic put together"

—Dr. Susan Vinnicombe, Director of Graduate Research
Cranfield School of Management

Chris Bonington is one of the most successful expedition leaders in the history of mountaineering. In 1970 he led the expedition that climbed the South Face of Annapurna and in 1975 achieved success on Everest — the Hard Way, up its huge South West Face. He reached the summit of Everest in 1985 but the challenges that now attract him are the few exciting unclimbed peaks that are left in the World's further ranges.

He has established a reputation as an outstanding motivational speaker and is a visiting lecturer at Cranfield School of Management. He has been honoured with a Knighthood in 1996, the CBE in 1976 and the Founder's Medal of the Royal Geographical Society. He is president of The Alpine Club, the Council for National Parks, the British Orienteering Federation and LEPRO (The British Leprosy Charity).

Chris has presented many television programs including the award winning Everest Years, Lakeland Rock, and The Climbers and has written fourteen much acclaimed books, all of which have been bestsellers.



For more information or bookings, please contact:

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