



## Speaker Introduction

# JOHN AMATT

A longtime resident of the Canadian Rocky Mountains, John Amatt is President of **One Step Beyond WorldWide**, an innovative educational and motivational company, whose mission is to encourage people to push beyond their self-imposed limitations, to be more personally accountable for the results of their own actions, and to embrace effective teamwork by valuing the contribution of others.

He is the **Founder of the Banff Mountain Film Festival**, a world-renowned annual event in the Canadian Rockies which *OUTSIDE* magazine calls “*North America’s premiere showcase of adventure documentaries*”, and has been called “**The World’s Best Adventure Speaker**” by International Celebrity Management of Australia. In a 20-year speaking career, he has delivered more than **1,500 keynote presentations and seminars** to corporate and professional audiences involving more than **750,000 people in 35 countries worldwide**.

John is renowned in the international mountaineering community for making the first ever climb of Europe's highest and steepest mountain face - the **5000 foot "Vertical Mile" Troll Wall** in Norway. In 1981, he was leader of the 1st Canadian climbing expedition to Western China, which used camels to approach a 24,757-foot mountain before skiing to the summit, this being perhaps **the highest peak in the world to have been ascended and descended entirely on skis**. And more recently, he was the principal organizer and a leader of Canada's first successful expedition to reach the top of the world - the **29,035 foot summit of Mount Everest** – a climb that was televised live throughout Canada and on ABC Nightline in the United States.

John’s adventures are related in his autobiography, **Straight to the Top and Beyond**, in which he uses the metaphor of his own adventures to develop a nine-step approach for scaling the heights in today’s rapidly changing, unpredictable global business environments.