A person in full ice climbing gear, including a yellow helmet, purple and blue jacket, and harness, is seen from behind, climbing a vertical ice wall. The climber is using ice axes and is positioned in the lower half of the frame. The ice wall is a bright, textured white, contrasting sharply with the dark, almost black background of the surrounding rock or sky. The overall composition is vertical and emphasizes the height and isolation of the climb.

*I am a part of all
that I have met;
Yet all experience
is an arch wherethrough
Gleams that untravelled
world, whose margin fades
Forever and forever
when I move.*

Ulysses by Tennyson

Keynote Presentations

with

**LAURIE
SKRESLET**

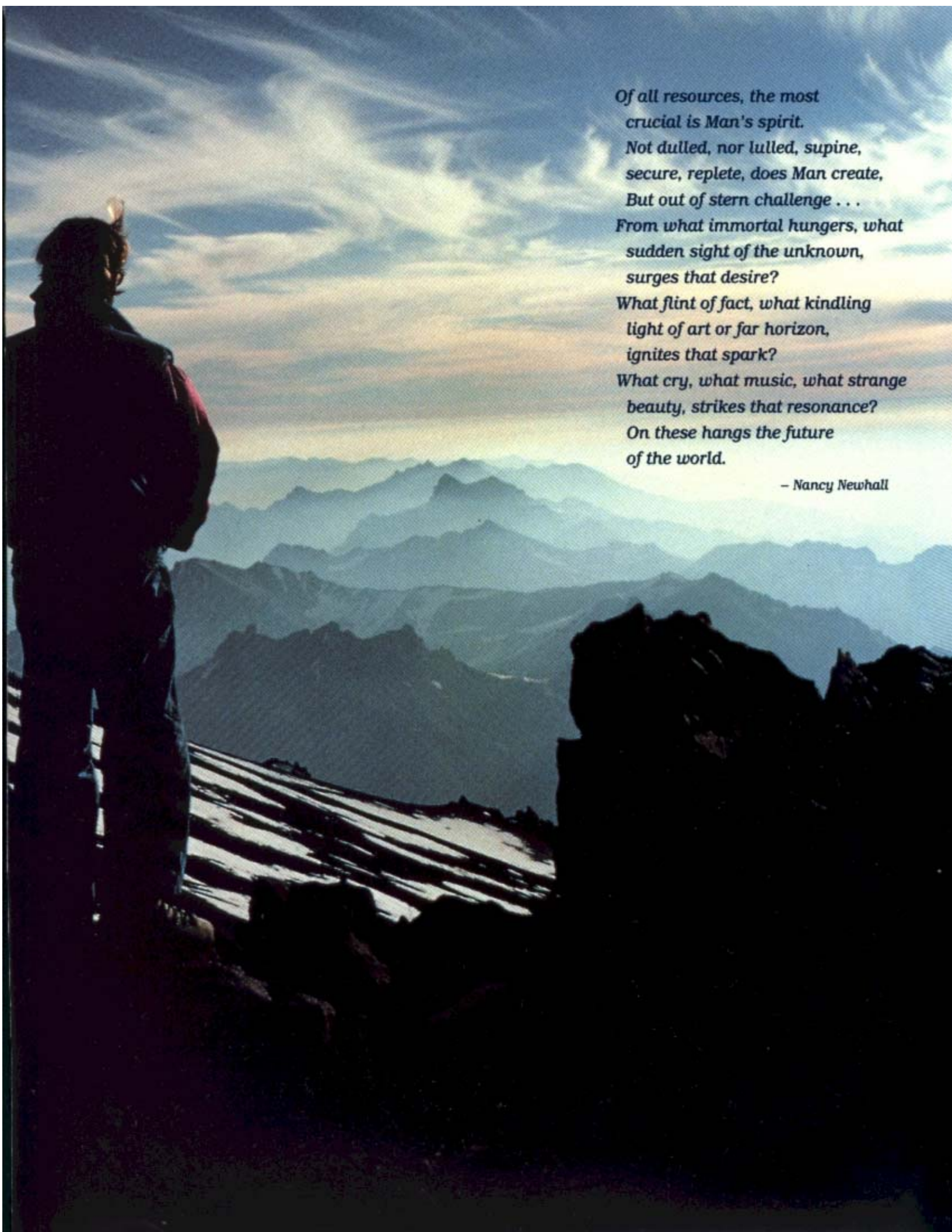


Laurie Skreslet
First Canadian
to Summit
Mount Everest

Over the years since its discovery in the mid-19th century, Mount Everest has become a universal symbol of the **ultimate goal**. A supreme example of mankind's **striving to reach the top**. In a sense, we all have Everests to climb. They may not necessarily be true mountains, but in striving to reach them, their importance can make them Everests in their own right.

In the summer of 1982, 21 Canadian mountaineers set off for the Nepal Himalayas to attempt the highest mountain in the world. The expedition had taken 5 years to plan, \$3,000,000 to fund, and 27 tons of equipment to outfit. Despite numerous setbacks and difficulties, they succeeded in reaching the summit.

On October 5th, 1982 at 9:30 a.m. Laurie Skreslet received the distinction of becoming the first Canadian to ever climb to its summit. As a result, he was given a great deal of attention upon his return to Canada. In the process of sharing the story of the climb with Canadians, he became aware of the relevance it held for members of the business community. Many saw a parallel between the challenges of the mountain, and the **challenges they faced in the modern business world**.



*Of all resources, the most
crucial is Man's spirit.
Not dulled, nor lulled, supine,
secure, replete, does Man create,
But out of stern challenge . . .
From what immortal hungers, what
sudden sight of the unknown,
surges that desire?
What flint of fact, what kindling
light of art or far horizon,
ignites that spark?
What cry, what music, what strange
beauty, strikes that resonance?
On these hangs the future
of the world.*

— Nancy Newhall

His presentation describes the **teamwork** and **organization** that goes into a trip of this magnitude. The **mental preparation** of people facing **difficult times** and **demanding goals**. The value of giving your **personal best**, controlling your **fear of failure**, and understanding that most of the **limits you think you can not go beyond**, are only real in the sense that they are **self imposed**.

One of the barriers to achieving anything difficult, is the **fear of the unknown**, that irritating psychological fear which can limit our activity to spheres of previous experience and knowledge. Because of our perceived need for security, and the fear of leaving behind the structures with which we are so familiar, we can become **captive to the safety that security offers**. We then run the risk of limiting our growth, or failing to reach that rich potential of which we are all capable. In the **positive response to challenge**, we can break those barriers.

At a time when business and industry are searching for a means to improve productivity, it is evident that the motivation of our human resources is critical. His presentation conveys clearly how personal commitment, teamwork, preparation, planning and dedication to excellence, were the keys to success on Mount Everest.

1986 CANADIAN EVEREST LIGHT EXPEDITION

Upon their return from the successful 82 Expedition some members planned to go back to Everest.

They decided to climb Everest by a new route, with less supplies, less funding, less people, and without Sherpa support. This would be Laurie Skreslet's 4th trip to Everest. He would go as a climber and as equipment manager.

The expedition was called Everest Light and would distinguish itself from the 1982 Everest expedition in the following areas:



- It was funded for \$300,000 instead of \$3,000,000
- It took 5 tons of gear instead of 27 tons
- It took 11 climbers instead of 65
- 2 of the members were women
- The route was attempted without Sherpa support
- The route attempted was technically more difficult
- The route had never been successfully climbed before from the Chinese side

It would take 71 days of climbing before they were in a position to make an attempt on the summit.

At 9:00 p.m. on May 21, 1986, Dwayne Congdon and Sharon Wood fought their way to the top. Sharon Wood became the first woman in the Western Hemisphere to stand on the summit, the sixth woman in the world to have climbed it.

SIMILARITY TO BUSINESS

The way in which the "Everest Light" expedition was successfully executed, seems to be the direction in which modern business is also headed: to be able to do more with less, to use available resources more efficiently, to use effective teamwork and strong leadership . . .

In a sense we are all climbers! Perhaps not in struggling up a mountain in cold winds, deprivation, discomfort and pain, but rather climbers of "mountains of endeavor" that require planning, preparation, coordination and cooperation.

The feedback from the dealer's personnel and the attending Hewlett-Packard management was extraordinary. Quotes like "The best talk I've ever heard"; "He's the most exciting speaker I've ever seen"; "A great motivator"; "Absolutely incredible"; "A phenomenon". In the feedback survey I have done, your talk has scored a perfect 10.

Grace Powell
Field Marketing Manager
Personal Computing Products



You were absolutely outstanding at our Managers' Convention. We have had different speakers over the years, who were excellent, but, you were rated the highest.

Thanks ever so much for your exceptional presentation. Very much appreciated by all of us in the McDonald's family.

George A. Cohon
President



Your presentation to our SSB Year Beginning Meeting was nothing less than outstanding!

Many people have gone out of their way to tell me how much they enjoyed hearing your story, including some who have heard you speak before. Apparently, like good wine, your presentation improves with age.

W. J. Hone
Manager, Plans & Programs



The first time I heard you speak, I thought you to be a thoroughly entertaining speaker. But I was wrong, you are far more.

After the second experience, I know you to be a very gifted individual. You have been able to share with these audiences an experience that they will never know first-hand - but that they have all learned from. You have touched all their lives in an extremely personal way.

J. E. Ball
Manager of Advertising
and Sales Promotion



Your performance was breathtaking and the similarities that our salespeople were able to draw from your expedition and associate with our own business environment was very impressive.

You provided the motivational adrenalin that all successful sales meetings hope to close on. Thank you for leaving us all very high and eager to go at it again!

J. P. Ricciuti
Group Sales Manager



"Sound planning and organization . . . Continuous training . . . Goal setting . . . Personal commitment . . . Teamwork . . . Solid support services" - These same attributes which took you to the top of the world are clearly essential to the success of any business organization.

James E. Wright
Vice President
Corporate Real Estate Group

Citibank Canada

The sincerity and enthusiasm of your talk left a significant and lasting impression on all of us including some of our largest customers. I have listened to many motivational type presentations over the years and generally they are canned and overly professional. Your presentation, however, was genuine to the extreme and touched the audience very deeply.

Peter B. Mather
President

**Canadian Gypsum
Company, Limited**

All of the letters from corporations, included in your brochure, rated your presentation as 'the best'. On behalf of a central Alberta Government agency, we join with our private sector colleagues in rating your presentation at the top of the scale.

M. D. Faulkner
Director, Administration



Our recent National Conference in Lake Louise has been described by many of our veteran sales and Head Office personnel as "the best yet" and "an experience of a lifetime".

Laurie, you can take full credit for the success of this event - since it was your talk and subsequent activity program that transformed this meeting into a moving experience.

R. G. Storey
Vice President Field Sales.

Seagram Distillers Limited



Victor Rempel, Vice-President of Sun Ice and Laurie Skreslet

A few of our satisfied clients:

Alcan Aluminum Ltd., Alexis Nihon Corporation, Avis-Rent-A-Car, Beatrice Foods Inc., Bell Canada, Black & Decker Canada Ltd., Black Photo Corporation, Block Brothers Realty Ltd., BMW Canada, Boehringer Ingelheim, Bombardier Inc., BP Canada Inc., Canada Post Corporation, Canadian Pacific Limited, Cantel Inc., Chartered Accountants of Ontario, Chevron Canada Resources, C.I.B.C., Computerland, Control Data Canada Ltd., Digital Equipment of Canada Ltd., Dow Consumer Products Canada Inc., Du Pont Canada Inc., Ellis Don Construction Ltd., Employment & Immigration Canada, Encor Energy Inc., Esso Chemical/Esso Petroleum, Exxon Chemical International Inc., Financial Stationers Assoc., Fischer Scientific, FMC Corporation, General Electric Canada Inc., General Motors of Canada Ltd., Good Host Foods, Health & Welfare Canada, Honeywell Ltd., ITT Commercial Finance, Kimberley-Clark Corporation, Kraft-General Foods, Labatt Brewing Company Ltd., MMMarvellous MMMuffins, National Grocers Co. Ltd., National Trust, Nestle Enterprises Ltd., Newell Industries Canada Inc., Nike Canada Ltd., NRS Real Estate Ltd., Ontario Hydro, Packaging Association of Canada, Paper Mate Canada, Peat Marwick, Pitney Bowes, Proctor & Gamble Inc., Purolator Courier Ltd., Radio Shack, Royal LePage Real Estate, Royal Trust, Sasktel, Scholl Plough Canada Inc., Second Cup, Shell Canada, Shoppers Drug Mart, Stroehmann Bakeries, Sun Life of Canada, Surgikos Canada Inc., Thrifty Car Rental, Touche Ross & Company, Trans Canada Pipelines, Young Presidents Organization, Wellington Insurance Company, Westinghouse Canada Inc., Weston Foods Ltd.

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