



JOHN AMATT

SALES TALKING POINTS

BACKGROUND

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 before placing six climbers on the summit.

John’s mission in going to Everest was to place the first Canadian on top of the world’s highest peak. In his words ... *“It didn’t matter who reached the summit, because 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 my expectation had been fully met”*. This is a key business message in today’s challenging corporate environment.

- *A veteran professional speaker* - 25 years platform experience.
- *A superb storyteller* - creates adventure metaphors to articulate the innovative business approaches required for meeting the challenges of uncertain times.
- Called *“The World’s Best Adventure Speaker”*.

KEY BUSINESS THEMES

- *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 of people who have struggled together through difficult times.”
- **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 core values and basic beliefs, both individually and corporately.”
- **Complacency & Risk** – “The real danger is not in taking risks; the real danger is in allowing yourself to become complacent, because that’s when mistakes occur.”
- **Positive Dissatisfaction** – “You must remain positively dissatisfied with your performance – dissatisfied, but in a positive way, always looking for improvement.”

CORPORATE STRATEGIC CHALLENGES

In more than *1,800 keynotes presentations and seminars in 45 countries*, John has worked with clients who were addressing the following strategic challenges:

- **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: “Reaching The Top”; “Expedition Ascent”; “Straight to the Top and Beyond”; “Mountains of Change”.



KEY INDUSTRY GROUPS

In the past 20 years, the majority of John Amatt's corporate clients have come from the following industries:

- *Information Technology*
- *Communications*
- *Healthcare*
- *Insurance & Finance*
- *Pharmaceuticals*

However, John's message is sufficiently generic that his client list includes the *Ipswich Town Football Club* in England's Premier Soccer League, *Chart House Restaurants*, *Coors Brewing Company*, *Universal Studios*, *Starwood Hotels & Resorts*, *UPS*, and the *Coca Cola Company*.

BUREAU-FRIENDLY WEB SITE

For complete information, visit: www.johnamatt.com