

Yossi Ghinsberg – Speaking Topic

BRINGING AMAZON SURVIVAL SKILLS TO BUSINESS

Yossi's 'Amazon Survival Skills for Business' is a mesmerizing storytelling session that will keep audiences riveted to the edge of their seats. However, this total absorption also facilitates a deep learning experience. Yossi's counter-intuitive insights will expand horizons, open new dimensions and facilitates new possibilities.

What can be learned from a man who survived against all the odds in the Amazon Jungle?

Yossi Ghinsberg is a master storyteller with an epic story to share. Lost alone amid the Amazon rainforest for three weeks, he not only survived, but he also found new meaning for his life and work. The author of the international bestseller 'Jungle,' now a major motion picture starring Daniel Radcliffe, Yossi was recently rated as one of the top ten speakers in the business.

His survival skills for business are designed to shift your attendees' perspective and inspire them to always assume responsibility, taking their game to the next level. His energy is contagious – his insights mind-bending and counter-intuitive.

Key Takeaways:

- Survival is not a negative. Survival is a desired state for the workplace, driving everyone to their peak performance.
- Survival should be part of the work culture since survival is an intense competition where everybody wins, and no one loses.
- Survival equals peak performance – peak performance of all faculties – physical, mental, emotional and spiritual – all are at the top of their game and consolidated on one single purpose.
- Survival is extremely efficient. The 'secret sauce' of survival is the realization that competition is a waste of energy and inefficient, hence a poor survival strategy. A better, more efficient strategy is investing the energy in innovation, creating a Niche Monopoly™.
- Niche Monopoly™ is nature's secret weapon in generating greater yields with less effort. In niche monopolies you have no competition; no energy is wasted. The free energy can be invested in rewarding the team, giving back to society and investing in further innovation to maintain the edge of the Niche Monopoly™.