



# EDWIN BERNBAUM

## THE HEIGHTS OF LEADERSHIP AND TEAMWORK

Pursuing a life-long interest in the inspirational value of mountains, Ed Bernbaum has climbed and done research in mountain ranges throughout the world. Author of the award-winning Sacred Mountains of the World, he designed and now co-leads leadership seminar treks in the Himalayas and the United States for the Executive MBA and Executive Education Programs of the Wharton School.



Innovative, dynamic leadership — developing a vision, articulating it, and inspiring others to achieve it — calls for a mastery of metaphor. As expeditions to Mount Everest show, mountains and mountain climbing provide our most powerful metaphors for overcoming challenges and achieving personal and organizational goals.

But there is more to climbing a mountain or succeeding in business than getting to the top. They can also be ways of building teams and establishing core values that allow an organization to survive and thrive.

In dramatic presentations illustrated with spectacular photography, Ed explores the many different ways that mountains around the world can inspire us to reach the heights of leadership and teamwork. Many of his talks include the riveting account of an avalanche he was caught in on Annapurna, one of the highest and most sacred peaks in the Himalayas.

### THE PRESENTATIONS:

#### PEAK PARADIGMS

Dramatic stories and striking images of celebrated mountains provide inspiring models for developing key aspects of leadership and teamwork needed to complete short-term projects and build enduring organizations:

- MOUNT EVEREST—Setting and attaining motivational goals
- MOUNT SINAI—Calling, service, and transformation
- HUA SHAN—Resolving conflicts, empowering others
- MOUNT FUJI —Building teamwork, identity, and stability
- MOUNT KAILAS —Establishing core values, ideas, and competencies
- SIERRA NEVADA —Finding renewal and inspiration
- MOUNTAIN JOURNEY —Dealing with downtimes, leading for the long term
- BEYOND THE SUMMIT —Bringing home the lessons of success and failure

#### LESSONS FROM THE WHARTON LEADERSHIP TREKS TO EVEREST

Each year graduates of Wharton School programs trek to Mount Everest in a seminar designed to continue their leadership and teamwork development. The presentation shows how the experiences these executives have can bond people together and make each of us more effective leaders.

#### THE HEIGHTS OF INSPIRATION:

Evocative images and stories reveal the many ways that leaders, artists, poets, and climbers have drawn inspiration from mountains. This fascinating exploration of the most uplifting places on earth helps us to tap similar sources of inspiration in our work and personal lives.



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## REACHING THE HEIGHTS OF LEADERSHIP AND TEAMWORK

### BACKGROUND & ACCOMPLISHMENTS

- Director, Sacred Mountains Program, The Mountain Institute, working with National Parks, such as Yosemite and Mount Rainier, to develop interpretive materials on the inspirational meaning of mountains.
- Associate and co-organizer of programs for Wharton Leadership Ventures.
- Expeditions to mountains in Alaska, the Himalayas, and the Andes, such as Mount St. Elias and Annapurna South.
- Photographic exhibit on sacred mountains at the Smithsonian Institution.
- B.A. in mathematics, Harvard University; Ph.D. in Asian Studies, University of California, Berkeley.



### CLIENT COMMENTS

"Both your program and your personal leadership style energized the AppHost team at USi. I believe the team-building and aspiration-building engendered through your seminar has had everything to do with our business success."  
Daniel Neal, Vice President, USInternetworking, Inc.

"I highly recommend this presentation to businessmen who are looking for creative ways to take their companies into the future."  
Chris Lubensky, President, Grupo Microsistemas, Quito, Ecuador

"The leadership session and mountain climb were the highlights of the Executive MBA conference!"  
Anita B. Craig, Director of Conferences, AACSB  
The International Association for Management Education



### PUBLICATIONS

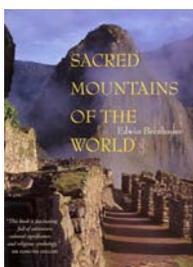
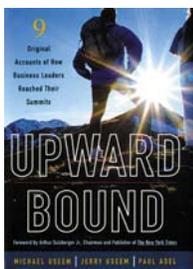
*Sacred Mountains of the World*, University of California Press, winner of Commonwealth Club's Gold Medal for best work of non-fiction.

*The Way to Shambhala*, Anchor Doubleday, study of Tibetan myths of hidden valleys resembling the fictional Shangri-La of Lost Horizon.

"Lessons from the Top: Mount Fuji, Mount Sinai and Other Peak Paradigms," in *Upward Bound: Nine Original Accounts of How Leaders Reached Their Summits*, Crown Business/Random House.

"Mountains of Inspiration," in *Extreme Landscapes: The Lure of Mountain Spaces*, National Geographic Adventure Press.

Numerous photographs and articles.



### SPEAKING ENGAGEMENTS

Sprint

Gene Logic, Inc.

Grupo Microsistemas, Ecuador

USInternetworking, Inc.

AACSB (International Association for Management Education)

National Geographic Society

UNESCO

World Forum on Mountains, hosted by French Government

Metropolitan Museum of Art

Smithsonian Institution

Banff Mountain Book and Film Festival

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