



In our fast-paced world you need an adventurer's curiosity to turn the ordinary into the extraordinary. Succeeding demands innovation, resourcefulness and passion – characteristics of successful explorers! The people in your organization might not see themselves as Everyday Explorers, but Carol Patterson's keynote will show them how to learn from explorers to improve your business through a three-part process:

- Dare to share
- Address it fresh
- Use the absurd to leap ahead of the herd

Being first to a destination means planning for the worst, hoping for the best, and adapting quickly to reality. Successful explorer's see with 'fresh' eyes. They move past limited thinking and create innovative solutions with resources on hand.

Sharing her adventures as a professional accountant turned travel writer, speaker, consultant and everyday explorer, Carol will help you think like an everyday explorer to reinvent your organization, deliver results, and ignite the untapped passions within.

You will leave Carol's keynote presentation:

- Seeing things as you've never seen them before and understanding the value of what you already have
- Knowing how to use what you have around you to generate new opportunities
- Prepared to weather adversity when you step off the beaten path
- Inspired to let your passion lead to new success!



Carol Patterson Inspiring Everyday Explorers

www.carolpatterson.ca T. 403.290.0805

Like us on Facebook: Carol Patterson Nature Travel Gal

Twitter: @Reinventure

INSPIRING REINVENTURE®

Suitable for evening or meal presentations

Ever wonder what it takes to create a world-class adventure destination or what it is like to explore them? This presentation offers a visual journey to some of the world's special places through the eyes of a travel insider. Carol will share her observations on what distinguishes the best from their competition, and how your organization can apply these lessons.



THINK LIKE AN EXPLORER TO ASSESS YOUR OPPORTUNITY POTENTIAL

Suitable for interactive workshops

Explorers bring fresh eyes to a situation and identify quickly the challenges and opportunities in an environment. Learn to think like an explorer to see your community as you've never seen it before. You may be surprised at what customers pay for, but identifying what they value and how to meet their needs will add to your bottom line. Find out how to inventory your area's assets with new eyes, discover unconventional partners and create unique products and revenues.

What People Are Saying about Carol's Keynotes and Workshops

"You really lit up the room with your humor and relaxed sense of speaking"

Colin Weir, Alberta Birds of Prey Centre

"I was very impressed with Carol's presentation. She is a light-hearted speaker who engages the audience. Carol is entertaining - a storyteller! She regaled us with her tourism travels and her changing career"

Aileen Rycroft, RBC Wealth Management

"Our participants and I came away from Carol's presentations with new knowledge and information on programs that work"

Thomas A. Tabor, Nebraska Tourism Commission

"Carol is skilled at tailoring a presentation to meet people's needs. She uses up-to-date, relevant information plus a variety of public speaking techniques to really involve her audience."

Paul Langevin, Parks Canada

Carol Patterson Inspiring Everyday Explorers

www.carolpatterson.ca T. 403.290.0805

Like us on Facebook: Carol Patterson Nature Travel Gal

Twitter: @Reinventure