

«To me, something inconceivable does not mean it is impossible.»



Thomas Ulrich has trodden many paths. Thomas Ulrich mesmerizes. Thomas Ulrich motivates. He often hears people say; I envy you, I would like to live a life like yours.

This is why Thomas Ulrich stands out from others; he not only dreams, he lives his dreams. For him, there is no such thing as: «I would like to..., I should..., one day I want to...» Subjunctives do not exist in Thomas Ulrich's life. Time is not wasted, whatever he wants to do, he does.

The power, the ambition, the passion and the humor of the adventurer are a gift to each and every listener. Thomas Ulrich is a well-known lecturer in Switzerland and increasingly in Germany and Austria, giving his diverse and thrilling talks about his expeditions and his life as an explorer at public or corporate

events. The quality and the content of his presentations are unique: Ulrich is not only an adventurer; he is also one of the best outdoor photographers and cameramen of the world. He has previously worked as a cameraman for the motion picture Nordwand, documented an Everest climb on behalf of Swiss television and has been frequently published in the American edition of National Geographic Magazine – which in the world of photography comes close to an Oscar.

Due to his strong climbing skills, his photos can be quite spectacular. His presentations are colored by his unique and individual style of photo and film material. After seeing a presentation by Thomas Ulrich, one gets the feeling that where there's a will there's a way.

How Thomas Ulrich can render great service to your company.

Be creative. Think innovatively. Find solutions. Respond to a crisis appropriately. Build a team. Fight for success. Never give up.

These are inevitable qualities of a business and its management.

Exactly these qualities are also inevitable for Thomas Ulrich. He is familiar with both sides of the coin: a successful entrepreneur but at the same time always setting off for another forbidding place on earth, places that only a few ever dare to go to. Survival there means months, sometimes even years of preparation. The skilled mountain guide is meticulous when it comes to his preparations. He knows why: once on the go, minor mistakes and negligence can lead to a catastrophe, not only to failure but to death.

While Thomas Ulrich talks about his experiences, the audience catches fire. His actions are led by an untamable desire to explore new land. A goal once targeted is pursued with passion, determination and tenacity; right up to the starting date. Russian authorities, inaccessible islands since decades, secret services and much more – none of the above can stop Thomas Ulrich when he wants to set out.

However, in spite of his passion, Ulrich is not a gambler. Dealing with and minimizing risk accordingly, taking chances but still being equipped with everything – this is the biggest part of Ulrich's preparation of his projects. When it comes down to the right equipment, he shows a huge amount of innovative strength: he has not only contrived numerous pieces of his equipment but also constructed them, either by himself or in collaboration with development departments of various companies. His guideline is as always: I want only the best.

The challenges that Thomas Ulrich faces out in the nature are perfectly transferrable to management needs, these including:

- Having and implementing visions,
- passion in leadership: building a team and staying together,
- the ability to focus on a goal,
- the right risk management,
- mental strength,
- discovering new paths and realizing through failure
- that most of the time we set our own limits.

Whether for 20 minutes or 1 and ½ hours, if for an audience of 5 or 500 – Thomas Ulrich puts together presentations for a wide variety of events. Only one thing stays the same: his mesmerizing personality



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