



***Bringing out the best in Business!***

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**Name**

Yossi Ghinsberg

**Topics and Title**

Personal Development & Motivational Speaker

**Background History**

A truly cosmopolitan figure and an eternal nomad Yossi travel the world extensively and unceasingly for work and personal explorations.

He was born and raised in Israel serving three years in the Israeli navy on the Red Sea where he befriended the Bedouins of the Sinai Desert that greatly influenced him with their wholesome philosophy and nomadic lifestyle.

Yossi graduated from Tel Aviv University with Philosophy and Business degrees, followed by a comprehensive study of the 'Kabala' in academic as well as authentic environments.

His book 'Heart of the Amazon' based on his harrowing adventures in South America was first published in 1986 and soon became an international bestseller.

In 1992, Yossi returned to the Amazon to initiate 'The Chalalan Project' demonstrating that the best strategy to conserve pristine rainforest is sustainable development in cooperation with indigenous inhabitants rather than mere conservation. Yossi's contribution to the region won him international acclaim.

In 1995 he was recruited to and appointed Vice President of The Center for Investigation & Treatment of Addiction (CITA). In this capacity, Yossi promoted a new humanitarian approach to treatment of opiate addiction, establishing 12 treatment and research centers around the world from Mexico to China.

In 2001 during the peak of the Palestinian intifada, Yossi was invited to return to Israel to produce a reconciliation festival. Despite the escalation of violence in the region, the festival managed to attract spiritual leaders of Judaism and Islam as well as unprecedented audiences.

**Areas of Expertise**

Yossi has great interest in conflict resolution from personal through organizational and to global levels.

His new book 'Glimpses' is due for publication later in 2004.

The Laws of the Jungle

Jaguars don't read self-help books

## RESPONSIBILITY YIELDS POWER

Change, Fear, challenge, Stress - Adversity is part of personal and professional life; a victim is a matter of choice.

Corporations and organizations worldwide are experiencing the subtle yet effective transformation of attitude that Yossi's messages bring to their people. A naturally born storyteller Yossi empowers through keynotes that become the talk of the event.

Audiences are spellbound gasping for every word; you could hear a needle drop. A riveting storyteller, Yossi's Laws of the Jungle challenges audiences on emotional as well as intellectual grounds. The results are outstanding growth, shift and breakthrough on professional, organizational and personal levels.

Invigorating, inspirational and thought-provoking, Yossi's message leaves no audience indifferent. Rich in content, always entertaining, his keynote motivates people and organizations to:

Take vision to reality through six positive actions that work miracles!

Get inspired by nature to think big, think outside of the box.

Using fear as a guide not a foe; walking towards it never away from it.

Ride on the waves of change for

Appreciate each day of Life.

Yossi speaks from personal experience - in the midst of the uncharted Amazon, after losing his three companions, Yossi was tested to the extreme through three harrowing weeks of sheer survival. He lives to tell the amazing story as well as how the ordeal profoundly affected his understanding of himself and his life purpose.

Author of the international bestseller 'Heart of the Amazon' Yossi is one of the most exciting speakers you are likely to encounter anywhere today.

### **Client Comments:**

'I felt he would be an ideal candidate to inspire and encourage our Sales Team into new heights and to push the boundaries. I am pleased to say that Yossi's presentation did achieve the desired results. Everyone who participated had nothing but glowing references and felt an enormous sense of exhilaration.'

Brendan Nicholls

Director

Olympus - Precision Instruments Division

Yossi is a professional totally committed to the success of your event.

Yossi works diligently before every engagement, studying the organization's needs and the characteristics of his audience to deliver a tailored presentation and meet clients' goals.

'Yossi researched our company and our aims beforehand and delivered a speech that involved stories of his journey in life, it was not a cardboard presentation. His speech made a difference to the audience.'

Susie O'Neill  
General Manager BioScience  
Bayer CropScience

Yossi is passionate about his work and genuinely loves his audiences.

He is very easy to work with, flexible and amicable and totally committed to contributing to the success of the event in any additional way he can, before and after his presentation.

'Thank you for your candor and honesty and for your easy working relationship. I feel like I may have made a new friend.'

Lori Vanston  
Professional Development Manager  
BMW

Yossi was received with great enthusiasm by these clients:

AMP, AXA, Bayer CropScience, BMW, Bristol-Myers Squibb Pharmaceuticals, Centurion Jewelry Show, Commonwealth Bank, Compaq, Fujitsu, IBM, Indola, Lexmark, Lincoln Finance Corporation, Longview Solutions, Mobil Oil, National Insurance Brokers Association, NEC, Nokia Telecommunications, Olympus, OPSM, Pharmacia Upjohn, Phillips, Schwarzkopf Professional, Sealcorp, Sigma Pharmaceuticals, Telstra Telecommunications, Qantas Airways

Yossi's Philosophy:

Six steps will take you from vision to reality

These steps if understood and internalized will become part of one's life and turn an average person into a magician; a person who appears to command the circumstances and control the elements.

#### STEP ONE – BE A FOOL FOR VISION

One of my sayings is “only the naïve can achieve”. Don't be confused by the term and mistake fool for stupid. What is meant by fool is the naïve and innocent child quality that lives in an adult. This faculty is the most essential in acquiring vision, for as adults we tend to be cynical, skeptical, insecure, calculated and afraid of failure, while for the child it is just another adventure and everything is still possible. We need to learn how to use different aspects of ourselves properly. When it's time to garner vision, be the fool, awaken the child and reach for the stars.

#### STEP TWO – MAKE IT YOUR PURPOSE

Once you've summoned a vision, make it your purpose. You will need purpose when discomfort and pain appear on the scene and sacrifice is needed, for not much is achieved in life without sacrifice.

If you don't make your vision one with your purpose, you will uphold another purpose, an underlying purpose you may not even be aware of. The most prevalent purpose is to avoid pain and gain pleasure - the mother of mediocrity and the archenemy of greatness. The only way to escape this purpose is to consciously choose another.

### STEP THREE – MAKE THE NOW YOUR HOME

Don't dwell in the past, don't allow it to be chains around your ankles, acknowledge it and move forward for this is the only movement there is. The present moment is the only asset you own, elusive as it is, it is home. What is now cannot be changed but it is where the work is done. Take your judgment away from the equation: hone the faculty of clarity; it is not good or bad it is what it is. If you think that circumstances are not in your favor, imagine instead that you've invited them yourself to create an appropriate challenge, to optimize your growth. Do not harbor aversion to what is. Remember, the present moment is what it is and from here the future is shaped.

### STEP FOUR - INITIATE IT

Your vision is in place, a sense of purpose kicks in, the present is acknowledged for what it is; now it is time to take action. It is amazing how many people expect things to just happen for them. You must initiate, do something to actually take the vision from the realm of your mind and anchor it in the reality of the world. Jot down your mission statement, write an action plan, arrange the priorities, take initial action, do something to set things in motion. This point seems simple and obvious but most visionaries stop here, they just dream and stick to their comfort zone. Remember; action is where manifestation begins: initiate - take action towards your vision.

### STEP FIVE – RESISTANCE IS PART OF IT

Initiation generates resistance – it's the law for nothing works without resistance, nothing at all. Understanding that resistance is a fundamental and essential part of the process is the most important point of all. Don't confuse resistance with trouble; don't let your judgment interfere. Expect resistance, the so called obstacles along the way, they will come don't doubt that for they are needed and no process will occur without them. Resistance is an organic part of the process itself be ready for it.

Harness the adult to the process as the child tends to crumble when the seas turn rough. Don't blame anyone or anything, don't curse your luck; rather, claim responsibility and maintain your power at all times. Don't say 'it happened to me', say instead 'it happened for me' and everything will change, the entire universe will conspire to help you, no force will be able to stop you if you learn the final move in this magical dance.

### STEP SIX – FLOW WITH THE FORCE

Keep your pace. Maintain your vision, spur yourself, if your sense of purpose is intact any sacrifice along the way will only feel natural. You may need to explore the uncharted, to walk toward your fear. In the process you may discover your power; endurance, persistence, perseverance - this is the stuff winners are made of. Yet remember you are not in control; the force of life is greater than you. Walk with it, not against it, or it will crush you.

When you arrive at your destination, it may not be exactly the place you have envisioned, things have changed in the process; they always do. You are not the

same person that took the first step, you've interacted with living forces and they've left their imprint, respect that and remember the only destination is the journey itself.

A good pair of shoes is what we need

As we walk on the roads of life, one may try to avoid sharp thorns and stones by maintaining vigilance and cautiousness. Another may attempt to carpet the entire world so the surface is smooth and soft. The wise or the simple man will make use of a good pair of shoes.

This parable is old, the message is clear; adversity is part of life, being a victim a matter of choice. It's not about what happens, it is about the way you perceive it.

Generally, most of us believe the source of any problem is found outside of oneself. This attitude inevitably results in grief. If the source of a problem is perceived as external then one immediately employs blame which generates hostility, aggression, fear, envy and other such negative emotions.

What's true for individuals is also true for peoples and nations; a look at this era of the early third millennium clearly shows an age of growing separation and alienation amongst us living on Earth. It is a sad illustration of where this approach of seeing problems as external leads to.

When we eventually become tired of blaming external sources for our troubles then the blame is directed inward, causing sensations of guilt, remorse, desperation and confusion. It is the other side of the same coin; in this age of mass-anxiety and mass-neurosis we have developed most efficient and profitable therapies as millions of us use either prescription drugs or the so-called illicit ones.

Somehow contemporary societies tend to reinforce this notion that something is wrong with us, that we need to be repaired, altered, reinvented or ultimately, reborn.

Since we so often don't find peace within ourselves how can we possibly aspire to make peace with our neighbours? We often feel a need to escape from this unrest; many of us flee to addictions to drugs or compulsive work while others become hooked on religions or ideologies, anything that can help us escape from ourselves.

An awakening is possible. The truth doesn't need to be searched, it is already with you but it's veiled with a judgmental mind.

How precious have tranquillity and peace of mind become?

Who is truly successful in this life?

Isn't it those who exemplify these rare and precious commodities? When these qualities are present, they are generously shared with others without effort.

You can give only what you have.

To give means to have.

Just as one candle-flame lights another candle, the light of the first ignites the other without diminishing that of the first.

By sharing and giving peace of mind and harmonious energy, one does not lose anything; one simply lives in a brighter and better world. Yet we are trained by our societies not to trust true generosity, we are taught that 'there are no free rides and no free lunches', or the other side of this coin 'what's in it for me'?

I have enjoyed so many free rides in my life and was nourished by so many free lunches; in fact I wouldn't be alive if not for other people generosity for some were willing to give their own lives in order to spare mine.

Receive and train yourself to give.

We all depend on each other.

The world is what one perceives it to be – I invite you to join me in perceiving it as a place of abundance, harmony and peace. The concept of lack is an illusion that breeds greed, and greed is the worst type of shoe one can have.