

**We innovate live-worthy  
Tomorrows  
One Brain at the time!**

**How to – discipline HOPE  
and sustainable fighting  
stamina**

**- THE EVEREST WAY -**

To learn from history - is to learn to resist



man Blüg. D. Barker. 1408 Chap-

# MEN WANTED

for hazardous journey, small wages,  
bitter cold, long months of complete  
darkness, constant danger, safe re-  
turn doubtful, honor and recognition  
in case of success.

Ernest Shackleton 4 Burlington st.

MEN—Near-appearing  
pleasing persons young men

# "TO THE SUMMIT – AND SAFE RETURN"



A photograph of two mountaineers standing on a rocky, snow-dusted terrain. The person on the left is wearing a red and black jacket, a white balaclava, and a tan helmet. The person on the right is wearing an orange jacket and sunglasses. A black text box with white text is overlaid on the image.


The will to suffer



**RESULTS ARE THE PRODUCT OF THOUGHTS**

If we strive for  
extraordinary results –  
we need to **innovate**  
**ourselves**

**HUMAN INNOVATION**

A group of mountaineers in colorful gear (red, black, pink, yellow) are climbing a snowy mountain peak under a clear blue sky. The climbers are wearing heavy jackets and helmets, and are using ropes and ice axes. The scene is set on a steep, snow-covered slope.

**BOLD GPS WAYPOINTS**  
**DECENCY LEADERSHIP**  
**HUMAN INNOVATION**

A black and white close-up portrait of Nelson Mandela, showing his face with wrinkles and a slight smile. The background is dark.

“  
IT ALWAYS SEEMS  
**IMPOSSIBLE**  
UNTIL IT'S DONE.

*-NELSON MANDELA*

