



JESSE DUFTON

CLIMBING BLIND



Jesse Dufton

How to achieve the seemingly impossible with the resources you have.

Imagine the impact on your outcomes if your entire organisation met every challenge with a mindset focused on solutions, resilience and positivity.

Biography

Currently, many individuals and organisations fail to achieve their objectives and reach their potential, their mindset limits their ability to thrive through change and define their own path. Failure to urgently identify and rectify this leads to unmet targets, unfulfilled potential, missed opportunities and lost growth. Gallup calculates that this disengagement costs the global economy \$8.8trillion, with the cost to UK businesses alone being £340bn annually.

Organisations face the additional challenge that expectations are higher, and the world is moving faster than ever before. Leaders and teams are being asked to achieve the impossible, but with no additional resources. We can't keep on trying to apply our old approach as there is a mountain to climb, in this changed world everyone is climbing blind. Jesse Dufton is the world's most accomplished blind rock climber, his genetics took his eyesight, but not his vision.

Awarded a Guinness World Record for being the first blind person to lead-climb The Old Man of Hoy, he has systematically dismantled the word "impossible", excelling in one of the world's most difficult and dangerous activities without the faculty widely considered to be essential. He has repeatedly set the global benchmark for the standard of his climbing. Establishing first ascents in some of the world's most brutal environments, from the frozen peaks of Arctic Greenland to the remote mountain ranges of Morocco. His exceptional mindset lets him consistently excel through adversity.

Aside from his climbing, he has completed a doctorate without being able to read or write in the literal sense, before rising to work at the cutting edge of clean energy technology.

From over 30 years of climbing and 15 years of corporate experience, Jesse has developed a unique mental approach and set of practices, codified as The Crux Paradigm. Jesse's keynotes equip attendees with this 3-part framework, empowering delegates to build resilience by enabling teams to remain committed through times of change and when stakes are at their highest. Catalysing them to set their own path and achieve the seemingly impossible with existing resources, meeting targets and maximising return on investment.

Jesse's keynotes enable audiences to:

- Learn how resilience is built with a roadmap to enhance their own
- Understand how to pivot from what has been lost to the new strengths gained through struggle
- Apply the empowering nature of active decision making

"His talk was captivating and inspirational. We received lots of enthusiastic praise from our members for booking Jesse."

U.S. Steel

"Our audience was captivated by his amazing story, I could not recommend him enough."

British Telecoms

"Jesse was a joy to work with and delivered an emotional, enlightening and focused keynote speech which challenged our people in the way that they lead."

Ministry of Justice