



CAMERON ATLAS

TALKS, COACHING & MUSIC THAT *TRANSFORMS LIVES.*

WELCOME

For more than a decade now, companies and membership organizations have utilized Cameron's services to inspire their teams, optimize their performance and challenge what's possible.

This Speaker Kit will guide you in how to maximize your relationship with Cameron, and ensure your audience has an extraordinary experience they'll never forget.

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MY STORY

Born and raised on a farm in outback Australia, I spent my childhood climbing trees, playing football and having singing lessons over the phone because there was no vocal coach within 500 miles of where I lived.

As I've made my way through business & life, the ups and the downs, one thing I've realized is that regardless of where you come from, extraordinary things are possible when you stay focused, disciplined and maintain a strong sense of purpose.

My passion lies in inspiring leaders & organizations to challenge their assumptions about what's possible, and to develop the thinking and habits required in order to turn their big ideas into remarkable results.

As you make your way through my speaker kit, I'd love the opportunity to talk about how we could make your next event something truly extraordinary,

Cameron.



OFFICIAL BIO

Cameron delivers experiential keynotes, blending live music on stage with insights on high performance, leadership, creativity & innovation. His unique approach transforms audiences and empowers them to become more than they ever thought was possible.

With more than 300 songs written about topics including purpose, resilience, courage, and overcoming adversity, Cameron's music has been heard millions of times across 195 countries and is performed live by Cameron on a grand piano and acoustic guitar during his keynotes.

When he's not on stage, Cameron enjoys privately coaching founders, executives & family offices, helping them build high performing teams. He is also a National Geographic Explorer, Speaker Resource for YPO, TEDx Speaker and a proud uncle to 4 remarkable kids.





SPEAKING

Cameron creates extraordinary keynote experiences, inspiring audiences around the world to turn their big ideas into remarkable results.

With more than a decade of experience speaking to organizations on how to achieve optimal performance and writing more than 300 songs over 22 years, Cameron's unique background provides a fresh perspective into peak performance and inventive thinking.

He uses music as a powerful way to connect with, move and transform your audience.

With songs written about purpose, courage, resilience, adapting to change and much much more, Cameron performs live during his keynotes on a grand piano & guitar, and uses music as a compelling metaphor for work and life.

WHAT OTHERS ARE SAYING



“Cameron completely committed himself to being part of the team, part of the programming and finding any way he could to raise the group for the benefit of the audience. His level of commitment and energy to incorporating himself in the most selfless manner was remarkable.

Cameron’s keynote address couldn’t have been a more perfect way to close out our conference.”

JOHN & JENNIFER WOZNIAK
Education Chairs, YPO Southern 7 Winter Meeting



“Through a powerful blend of education and live music on a grand piano, Cameron’s closing talk at our event in Rome was a perfect way to end a remarkable day of ideas worth sharing.”

EMILIA GARITO
Organizer of TEDxRoma



“Cameron delivered the keynote talk at the Rocky Mountain Social Summit this year. The feedback was outstanding.”

STEPHANIE O'BRIEN
CEO, Carmella Consulting



5 BEHAVIORAL TRAITS FOR A BETTER FUTURE

Actionable Takeaways:

- You'll learn the 6 stages to mastery that can be applied right away to improve team performance, sales, innovation and leadership skills
- How to pinpoint the gaps in your team's performance and the tactics you can use to quickly turn that around
- The number one strategy for increasing motivation, even during the most monotonous tasks

KEYNOTE #1

THE METHOD TO MASTERY

BREAKING THROUGH TO NEW LEVELS OF EXCELLENCE

There are 6 primary stages to mastery that when executed effectively, leads to extraordinary levels of growth. But how do you do that in a world that is full of distractions and competing priorities?

Cameron draws on his experience from working with high-performing companies and elite performers for the past decade, and writing more than 300 songs, to share what it really takes to build unwavering discipline, maintain motivation and stay laser focused in order to achieve your next level of excellence.

You'll leave with powerful insights and a highly actionable framework that can be applied immediately to improve team performance, sales, innovation and leadership skills inside your organization.

Watch The Method To Mastery keynote video [here](#).



KEYNOTE #2

A BOLD ENDEAVOR

DARING TO INNOVATE AN EXTRAORDINARY FUTURE

The pressure to innovate has never been more fierce. In order to differentiate and stay competitive in your industry, inventive thinking and the ability to consistently challenge what's possible is an absolute must.

Cameron has spent more than 20 years exploring where ideas come from and what holds people back from achieving their boldest plans.

In this insightful and entertaining talk, you'll learn the precise steps for generating new ideas that spark innovation, and walk away with a clear set of actions for creating remarkable solutions to your greatest challenges.

Actionable Takeaways:

- You'll discover a step-by-step framework for creating remarkable solutions to your greatest challenges
- The top 5 questions you can ask right away to think bigger and generate bold ideas
- The number one reason companies struggle to innovate fast enough and how to overcome that in your own business in order to achieve extraordinary results

KEYNOTE #3

FROM DREAM TO DONE

THE POWER TO CREATE AND COMMITMENT TO EXECUTE

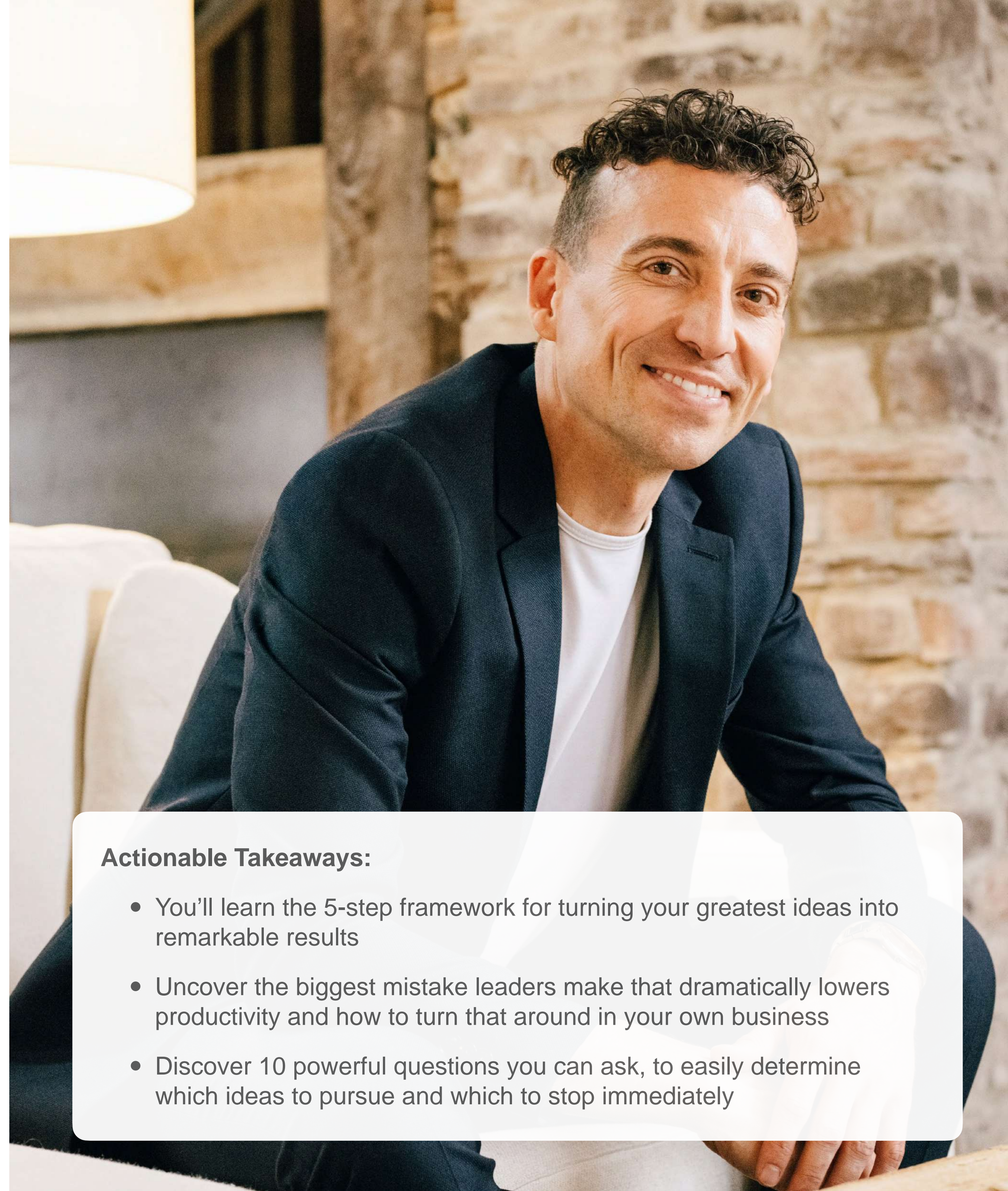
How do you turn your greatest ideas into remarkable results? Without a clear process for implementation, leaders run the risk of wasting time, energy and resources on initiatives that were doomed to fail from the beginning.

With more than a decade of coaching experience, Cameron shares his 5 steps for determining which ideas to pursue and how to make sure your team has the autonomy, competence and accountability in order to do extraordinary work.

Audiences walk away with a step-by-step framework for idea generation and execution that can be implemented inside their organization immediately.

Actionable Takeaways:

- You'll learn the 5-step framework for turning your greatest ideas into remarkable results
- Uncover the biggest mistake leaders make that dramatically lowers productivity and how to turn that around in your own business
- Discover 10 powerful questions you can ask, to easily determine which ideas to pursue and which to stop immediately



KEYNOTE #4

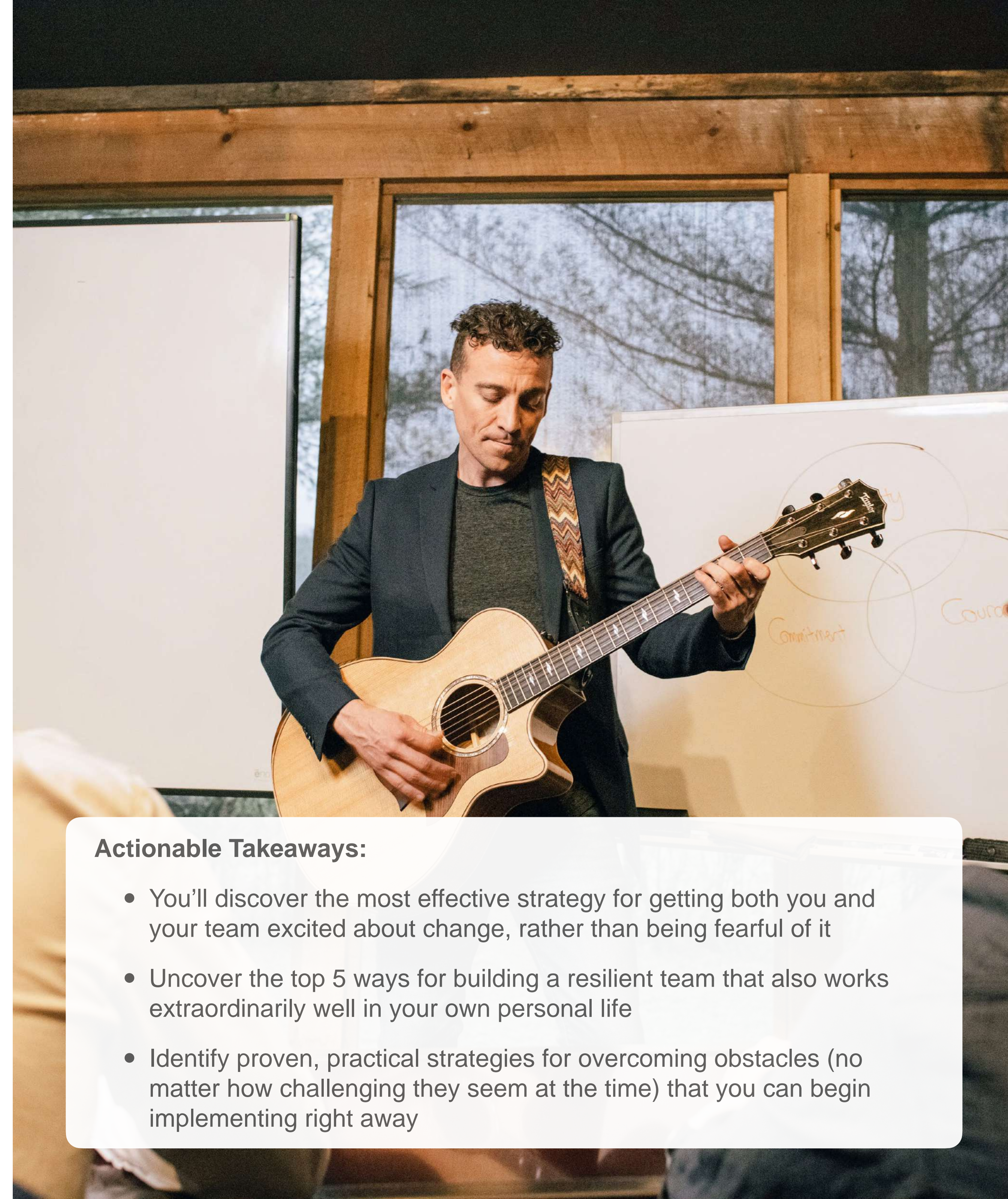
THE FLOW OF CHANGE

EMBRACING THE NEW AND MAXIMIZING ITS POTENTIAL

On the road to success, there are bound to be some curveballs along the way. Your ability to adapt is your ability to stay relevant and competitive in the marketplace.

For more than a decade now, Cameron has helped individuals and organizations break through their limits and maximize the potential that change presents.

In this empowering talk, audiences learn practical strategies for overcoming obstacles, strengthening resilience and magnifying their results.



Actionable Takeaways:

- You'll discover the most effective strategy for getting both you and your team excited about change, rather than being fearful of it
- Uncover the top 5 ways for building a resilient team that also works extraordinarily well in your own personal life
- Identify proven, practical strategies for overcoming obstacles (no matter how challenging they seem at the time) that you can begin implementing right away



CUSTOMIZED **LET'S BUILD TOGETHER**

BRINGING YOUR EVENT VISION TO LIFE

Cameron loves collaborating with meeting planners, working to understand their vision, theme and how he can be of most value in helping bring that vision to life.

With more than 300 songs written about a wide range of topics along with powerful stories that make an impact across work and life, topic ideas include:

- Purpose & Motivation
- Leadership
- Adapting To Change
- Forming Quality Habits
- Overcoming Adversity
- Becoming More Disciplined
- The Power Of Questions
- High Performing Teams
- Developing Laser Focus
- Storytelling

VIRTUAL KEYNOTES

Create An Extraordinary Online Experience

If you're hosting a virtual event, you want to deliver an experience that is more than just a talking head.

What you need is someone who both engages your audience and then takes them on a transformational journey.

Armed with a professional studio that has multiple camera angles, premium sound, a grand piano, guitars, commercial grade microphones and more, Cameron has taken his in person experiential keynotes and turned them into an incredible virtual experience.

Let's just say, there are no boring online meetings here.



7 REASONS TO BOOK CAMERON

1. UNIQUE & INSIGHTFUL

Cameron has spent more than a decade coaching individuals & organizations on how to achieve optimal performance and 20+ years writing more than 300 songs. His unique background provides a fresh perspective into inventive thinking and high performance with real world application.

2. AN UNFORGETTABLE EXPERIENCE

You won't find another talking head here. Cameron uses music as a powerful way to connect with, move and transform your audience. With songs written about purpose, courage, dealing with change and much much more, Cameron performs live on a grand piano & guitar, and uses music as a compelling metaphor for work and life.

3. INCREDIBLE STORIES

When your life spans across multiple continents, the people you meet, experiences you have and lessons you learn along the way make for a fascinating collection of stories that engage, inspire & positively impact. Cameron shares these stories in a relevant and captivating way that will leave your audience spellbound.

4. DOWN TO EARTH & PROFESSIONAL

Cameron grew up on a farm in outback Australia. His moral compass of work hard, do good and be true to who you are lay the foundation for everything he stands for. From the first time you meet to well after your event is over, you'll be interacting with someone that is friendly, personable and committed to ensuring your audience has a remarkable experience.

5. A LIVING, BREATHING EXAMPLE

Cameron doesn't just teach what he's learned, he teaches what he has done and continues to do over and over again. With more than 300 songs written and 10+ years of coaching elite performers, his processes for high performance, creativity and innovation continue to be utilized by others and by Cameron himself. He doesn't just talk about it, he shows how it's done.

6. CUSTOM DESIGNED

Your event is unique. Cameron is known for working with event organizers to customize an experience that is high value, high impact and makes you look very very good. What's more, the music experience is also customizable. Got a grand piano center stage? Epic. Only have room for a guitar? You got it. Want to go big with a full band or string quartet? Thought you'd never ask!

7. HIGH ENERGY & PASSION

Who needs an alarm clock!? Cameron wakes up by 5am every morning. No coffee. No alarm. His energy and passion drives his commitment to becoming better every single day. You'll experience that in full force. It's infectious. Your audience will be inspired to make the most of every moment in their work and personal lives.

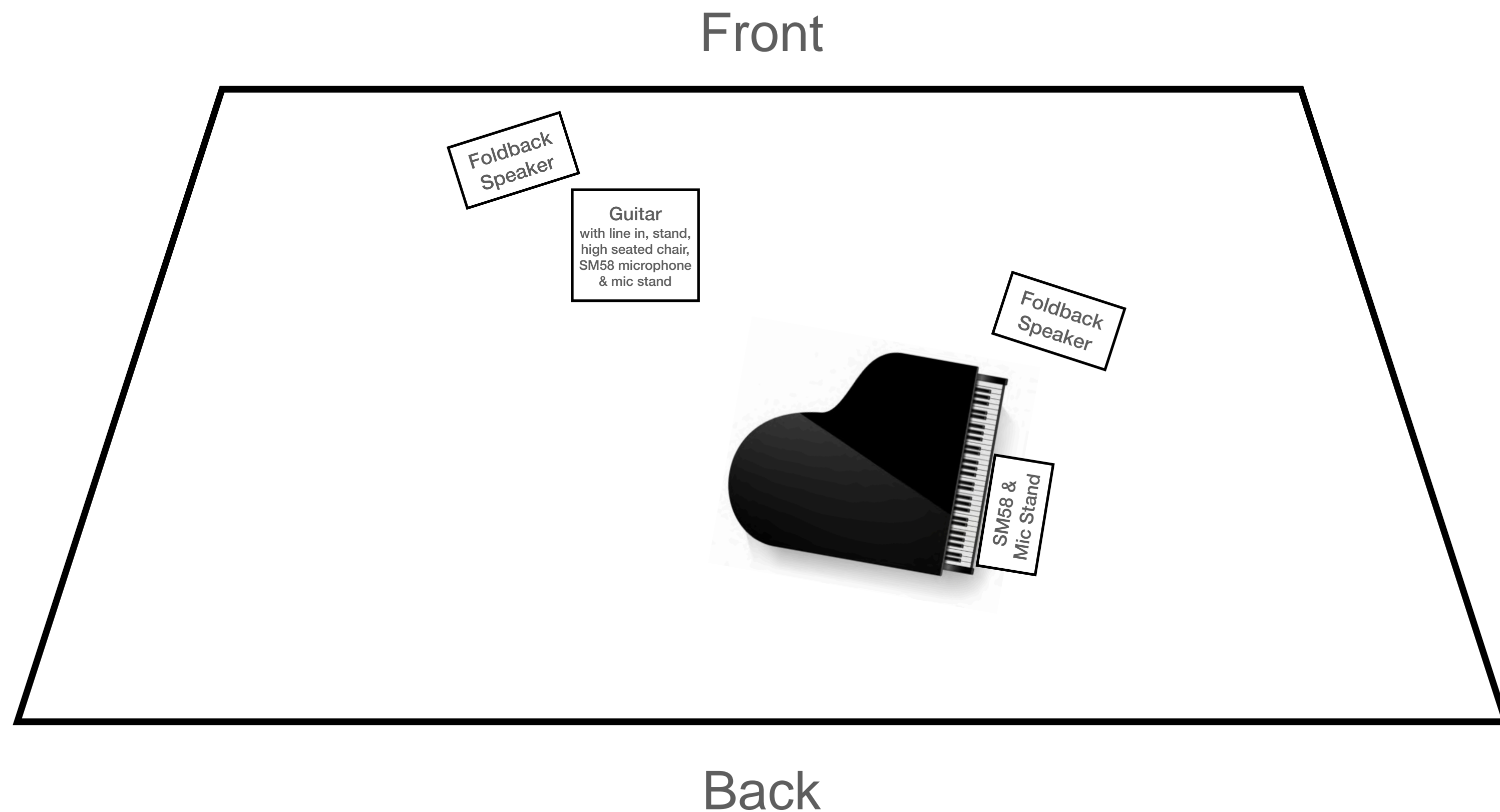
RIDER

1. Yamaha C7X Grand Piano Or Similar
2. Taylor 865 Acoustic Guitar & Stand
3. High Seated Chair
4. 2 x Foldback Speakers
5. 2 x Sure SM58 Microphones
6. 2 x Microphone Stands
7. Lapel Microphone
8. In Ear Monitoring System
(alternative to foldback speakers)

Note: This is a complete set up for one of Cameron's experiential keynotes.

Depending on the size and scope of your event, the layout could be as simple as a microphone, foldback speaker and a place for Cameron to plug in his acoustic guitar.

STAGE LAYOUT



RETREAT FACILITATION

Whether it's your forum or company retreat that you're planning for, Cameron has the skills & experience to not only facilitate your event, but also to make it one you'll never forget.

In addition to being a quality facilitator, education & entertainment sessions can also be built into your programming.

How about Cameron on a grand piano under the stars, maybe even be accompanied by a string quartet?

Or what about a literal fireside chat next to a campfire, with Cameron sharing stories and performing songs on an acoustic guitar.

Your retreat deserves to be memorable. Cameron is here to help you do just that.





EXECUTIVE COACHING

For more than a decade now, Cameron has had the privilege of working with extraordinary leaders around the world, helping them step up to their own next level of excellence and create high performing teams.

Through his two signature programs, Cameron helps leaders get to the core of their current challenges, break through to a new level of thinking and walk away with actionable strategies for continued growth, both personally and professionally.

What's more, in addition to delivering experiential keynotes at corporate events, Cameron also often provides private coaching for a select few audience members as part of the event programming. This has been extremely well received by organizers of previous events.

MUSIC

Cameron loves using music as a powerful way to connect with, move and transform audiences around the world.

Within companies and membership organizations, there are many creative ways to do that.

Whether it be Cameron delivering a keynote with live music on stage, a corporate retreat with an intimate grand piano performance under the stars, or licensing one of his songs to help tell a compelling company story, the opportunities for collaboration really are endless.

With songs written about purpose, courage, resilience, adapting to change and much much more, Cameron loves partnering with organizations and helping them bring their vision to life.





IMPACT

In a world where networking and professional development are often the primary focus of conferences, the inclusion of a philanthropic experience can elevate the event's impact and legacy.

Incorporating a philanthropic experience instills a sense of social responsibility among attendees, creates meaningful connections and can significantly enhance attendee engagement and overall satisfaction.

Partnering with Cameron for this can be a powerful addition to his keynote and includes music in creative and impactful ways.

The result is that your conference leaves a lasting, positive legacy and makes a tangible difference in the world.



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