

**Pat Johns**  
**Speaker and Corporate Trainer**  
**PFJ Communications**  
**PO Box 702102 Dallas, TX 75370**  
**214.695.0028**  
[www.pat-johns.com](http://www.pat-johns.com)

**Pat Johns** will take your organization to the top! An expert motivator, Pat works with organizations that want to fast forward their performance, productivity and profits. An expert athlete, Pat has competed in over 60 ultra marathons and marathons worldwide. His sport: "endurance trail running." Upon completing the 2005 Himalayan 100, Pat is the only one to finish the high-altitude 100 mile running race on the India-Nepal borders four times. **However, Pat's story is not just about running, it's about how we change when we embrace any challenging events!** Pat's story also includes his work and adventure in Africa, which is the topic of his second book:



***"Echoes Through the Great Rift Valley - The Winding Road to Livingstonia"***

In addition to being a business leader, Pat is an author, photographer, keynote presenter, corporate trainer and leadership expert. In addition to being a contributing editor for *Best Practices Magazine*, his photos and articles are published internationally in an array of magazines, including: *Runner's World*, *Ultra Running*, *Health & Fitness*, *Life and Style*, and *WE*. Pat is a frequent TV and talk-radio guest and has produced programming for NPR affiliate KERA. He was recently featured on Fox News as an authority on perseverance.

Exploring the motivation and mindset of the few elite endurance athletes who run the grueling Himalayan 100 has yielded Pat's unique understanding of the common-core values of these diverse competitors from around the world. This perspective has formulated and shaped his dynamic **Power of the Five Footprints - The Five C's Pentagon of Change** presentation. As an award-winning corporate leader, he translates his exceptional message to business and life!

Pat Johns inspires, enlightens, energizes and entertains audiences by magically weaving his incredible photographs and stories with powerful insightful beliefs delivering a call to action to step out of the COMFORT ZONE to discover genuine fulfillment professionally and personally.

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## **Pat's Most Requested Programs**

### *Footprints in the Shadow of Giants* *The Power of the 5C's*

**"We are all explorers on life's incredible trail"**

Journey with Pat Johns to the "Shadow of Giants," Mt Everest and four of the five world's tallest peaks. He reveals secrets learned from the world's top endurance athletes: those who participate in the grueling Himalayan 100 Mile Running Race.

Pat's investigation into the psychology and motivation of this small group of elite athletes has yielded a unique understanding of the common core values of these diverse competitors from around the world. He translates this experience to business and life through the 5C's with the Result: taking your organization over the top in profits, performance and productivity!

*It's not about running - it's about living - It's about how we change when we do difficult things!*

**Exploring your potential with the power of the Five C's:**

#### **THE PENTAGON OF CHANGE**

- **Comfort Zone**
- **Commitment**
- **Connections**
- **Common Sense**
- **Compassion**

## ***ACCESS***

***"How does Pat Johns manage to get his incredible pictures with the local indigenous people in far away lands?" It's about Access.***

We are all indigenous to our own culture. See how utilizing the same techniques that Pat employs to gain trust with the amazing people he photographs, translates in an entertaining, powerful and extraordinarily colorful way to better business practices.

- Pat Johns will demonstrate how you too, can gain ACCESS to win in staff-management relations, customer relations and other relationships critical to success.
- It is about **Trust, Sincerity and Compassion** and you can't fake it.
- It is all about how we feel in our heart that defines how we relate to those around us.

## ***Personality Style Awareness....The clear path to find The Balance Point!***

This **humorous** presentation looks at the basics of personality style and how harnessing a working awareness of personality style will literally change everything! There is no escaping our personality so we might as well make the most of it. In this program we focus on one key word **VERSATILITY**, which is described as "being what the other person needs us to be to more efficiently accomplish our goals." Set in the backdrop of Pat's extreme travel and photography, this program is a must!

**Book:**           ***Footprints in the Shadow of Giants***  
                          The race to the center within

This beautiful 48 page full color 8.5 X 11 glossy book is the perfect gift and would be an excellent addition to any table. "**FOOTPRINTS**" is great food for the soul. "It's not about running...it's about choosing to change!" Enjoy Pat's colorful stories along with a wide selection of his incredible photography.

**Note: Pat Johns and PFJ Communications can provides all of these programs as breakout sessions and also regularly offers full day leadership and team building programs.**

# Testimonials for Pat Johns

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## **Testimonials:**

*"Mr. Johns' messages are heartfelt and clear; most important, he has earned the credibility to provide a heavy dose of empowerment to the audience. His presentations are well-managed processes that produce visible changes and meet the approval of diverse participants. They are based in a deep and penetrating belief in people's ability to improve and this, in my opinion, raises them above the presentations of his peers. In addition, Mr. Johns is an excellent photo journalist and able writer who can effortlessly tell a story. This ability comes from matching words and deeds and from the use of new technologies used to project his fascinating pictures."*

**Carole M.P. Neves, Ph.D. Director, Smithsonian Institution Washington DC**

*"Everyone was moved by how Pat had related the challenges of the Himalayan 100 and the Five Cs to how the American Red Cross staff had to go above and beyond duty during the recent hurricanes. I'm in investment sales and I've heard many inspirational and motivational speakers, but Pat has a genuine quality where he speaks at a level which reaches every man and woman. He makes you realize that you can do it too. You just have to follow the principles of the 5 Cs, and you will get there."*

**Hank Bashore , Chairman of The Board of Directors  
American Red Cross / Smith Barney**

*"As a local president and a long standing member of ATPE, over the last 20 years I have heard many programs at our conventions. After hearing Pat Johns present his program to the 1200 ATPE members as the opening of the general assembly this year, I was so inspired that I tracked him down and shared with him my comments. I told Pat and his staff that his presentation just might have been **the best I have heard yet in 20 years!***

*It is with total confidence that I would recommend Pat Johns' presentation to any group. He certainly took the time to learn about the challenges that face educators, and I have no doubt that he would do the same for any group who has the privilege to hear him."*

**Gina Moore Local ATPE President** (Association of Texas Professional Educators)

Recently I had the privilege of introducing Mr. Pat Johns at the HR Southwest Conference. What an exciting and interesting speaker!  
Pat's unique life endeavors kept the audience transfixed on his global adventures that remind us all that we are one world with the same personal and global needs. His humor, trust building and honesty engage the audience to vicariously experience his adventures and glean the messages he shares.  
**I urge you to consider gifting the attendees your next event or conference with a chance to hear and embrace the message of Mr. Pat Johns!**  
Jani A. Rogers Senior Director HR/Training and Development HealthMarkets

*"In public education, our challenges oftentimes appear to be impossible tasks. Pat's program reminds us that we can accomplish those high expectations ... My hope is that teachers and school administrators everywhere will have the opportunity to hear him."* **K. Lyle Froese, Ed.D,**  
**Director Curriculum/Instruction, Region 10 Texas**

*"I was so pleased that I had a part on the committee in recommending Pat Johns' Presentation as the keynote for this year's QSC Event in Palm Springs. Pat's program very much exceeded my best expectations. He did a fantastic job at relating his experiences in a way that truly connected with the audience of tradesmen. He hit the mark! I strongly recommend Pat's program for any event. He made me proud!"* **Sonny Friedman , Founder, Former Board Member QSC - Texas PHCC Past President 2008 Quality Service Contractor's National Power Meeting XXVIII, Palm Springs, CA**

*"Having heard Pat Johns speak as the principle Keynote Speaker for the Association Executives Annual event I was extremely impressed with his entire program. In addition to Mr. Johns offering a fantastic and meaningful presentation, I was equally as grateful for the amount of time and effort that he obviously had spent in preparation for this event. Pat was involved from start to finish with our entire group and jumped in as an active member of the team to do his part to help insure that our Association Day was a big success. It is not often that we see speakers go so far beyond the call of duty and we value this very much. What a nice human being.... We need many more like Pat Johns in our lives."* **Laura McKinney, CAE Director, Membership & Chapter Relations, IAEE - International Association of Exhibitions and Events**

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