

A hiker with a large backpack is walking on a rocky trail at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The hiker is silhouetted against the bright sky, and the background shows rolling hills and mountains under a cloudy sky.

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Adversity Adventurer
Alex Staniforth

The Adversity Adventurer
Record-breaking adventurer,
Everest avalanche survivor,
author & mental health charity founder

ABOUT ALEX...

Alex Staniforth is a record-breaking adventurer, ultra-endurance athlete, author and charity founder from Cheshire who is no stranger to overcoming challenges.

By 19 years old Alex had already overcome and achieved more than many will in a lifetime. As a teenager he survived the two most significant disasters in Mount Everest history, in two consecutive years.

However, his biggest mountains have been much closer to home: epilepsy, bullying, mental ill health and a stammer since childhood.

Alex never allowed this to become his identity - only his experience. Re-framing adversity as an opportunity has driven him to discover his potential and help others overcome their own 'Everest'.

This is not your typical success story of reaching the summit. Alex takes his audiences on an emotional journey of resilience, courage, failure, teamwork and triumph over adversity. Combining lessons from adventure and ultra-endurance with a relatable vulnerability, he ensures a Return on Inspiration with his Resilience Rucksack toolkit, that anyone can apply to their own goals and challenges.

Despite facing numerous setbacks, Alex has never wavered in his pursuit of challenges and charitable endeavours. Following a failed attempt to climb Mount Everest in 2014 and a harrowing experience during the Nepal earthquake in 2015, he continued to push his limits. Alex has raised over £100,000 for charity, authored two books, and achieved remarkable feats such as becoming the fastest person to conquer all 100 UK county tops and running the National Three Peaks challenge - 452 miles in 9 days 12 hours.

In 2020 he founded Mind Over Mountains, an award-winning charity dedicated to promoting mental well-being through nature.

Trusted by global companies including Rolls-Royce, Samsung and Bank of America, he helps teams, leaders and students build the resilience, motivation and mental fitness to overcome challenges, protect their wellbeing and achieve the extraordinary.



THE ADVERSITY ADVENTURER...

AVAILABLE FOR KEYNOTE TALKS, VIRTUAL & HYBRID EVENTS, CONFERENCES, WORKSHOPS & PANELS

Alex's most popular keynotes include:

- **Mental Resilience**
- **Overcoming Adversity**
- **Mental Health & Well-being**
- **Motivation & Goalsetting**
- **Growth Mindset**
- **Change & Uncertainty**
- **Dealing with Failure**

With humility and an unassuming style, Alex delivers inspirational keynote presentations and workshops in person, virtually and hybrid. Presentations are typically 30-60 minutes with Q&A, but Alex will work meticulously with your brief to understand what a successful experience would look like for your audience.

Resilience through Adversity: how to embrace the unexpected

Challenges and change are inevitable; being defeated is optional. Resilience isn't simply about bouncing back or enduring to breaking point: it's how we recharge, prepare and move forward - even when we can't see the top of the mountain.

Drawing lessons and insight from his extreme adventures and ultra-endurance challenges, Alex will share the tools in his 'Resilience Rucksack' for anyone to adapt and perform in the face of setbacks, failure, uncertainty and pressure - when the whole team depends on it.

Achieving our Everest: why staying at Base Camp kills our potential

We all have our own 'Everest' to climb. However, uncertainty, doubt and fear of failure often prevents us from taking the first step and achieving our full potential - when staying at Base Camp might be the biggest risk of all.

Recalling two near-death experiences on Everest and challenges closer to home, Alex's story will re-define our concept of success and failure, and challenge us to consider what's possible even in the face of adversity.

Adopting an adventure mindset is key to finding opportunities and dealing with inevitable setbacks. Alex will share a relatable insight into resilience, goalsetting, teamwork and motivation so that we can all achieve the extraordinary; one small step at a time. Can you afford to stay at Base Camp?

Mountains in the Mind: how to improve your mental fitness

High performance isn't sustainable without looking after our well-being too. With a refreshing vulnerability, Alex openly shares his own mental health journey as a young man to encourage open conversations and challenge the myths and stigma that costs thousands of lives each year, and costs businesses billions in absenteeism. For leaders, supporting the team often starts by putting our hand up first.

Drawing from his ultra-endurance challenges and lived experiences, Alex shares tools to proactively build our mental fitness so we can protect our mental health, manage stress, spot the warning signs and avoid burnout - one small step at a time.

PREVIOUS CLIENTS...

"What a refreshing delight Alex is! Authentic, funny, passionate and simply genuine in every word of his heartening journey shared. If you're looking for a real example of resilience and winning in the face of adversity - Alex is your man. He'll have you glad to have met him and wishing him every success in all he does - as well as inspiring those in your team in a humble, unassuming way that is extremely powerful".

Marcella Kain, UK Sales Director, Kellanova

"Alex recently joined us at the launch event for our High Potential programme as the keynote speaker. Alex perfectly combined his story and experiences with the theme of Achieving Your Potential. He captured the audience through his ability to authentically articulate his drive and determination, overcoming many challenges in his way, as well as finding beauty and lessons through 'failure'. Alex collaborated with my team in preparing for the event such attention to detail, ensuring his talk would not only resonate but inspire the audience. And that it did! Feedback received from participants was exceptional, so many inspired to push outside of their comfort zone and to see what opportunities lie ahead. Myself included!"

Natalie Prempeh, Head of Talent, Samsung UK

"Alex recently supported a team get together encouraging different ways to approach challenges in or out of work. His ability to quickly grasp the messages specific to the team and our business and then weave this into his delivery was impressive. His authentic and humble articulation enabled there to be something in the messaging for everyone and this was very much appreciated. Thanks again Alex."

Jonathan Ford, Off Trade Director, Heineken UK

"The team were blown away and left feeling incredibly inspired. Thank you for doing what you do. I know for some in my team who are struggling at the moment it would have resonated even more. Keep doing what you're doing and THANK YOU! I also know everyone has left feeling and thinking differently because of you, in a really positive way."

Sue Harries, Digital Director, Screwfix

"Sometimes the approach to mental health within organisations as big and cumbersome as ours can feel a bit of a tick box, superficial exercise, but your sessions felt very different, very real, very humble and very authentic. In my view, you will have made a difference much bigger than you may think or ever know."

Chris Mead, Chief Superintendent, Cambridgeshire Police

"A lot of us had read about your story online, but hearing you tell it yourself yesterday was more inspiring than I would ever have imagined. Your story telling skills are second to none and I believe that you have had an incredible impact on a lot of people who were on the call by being vulnerable, sharing your struggles, and letting us into your world."

Alix Wright, Internet Fusion Group

"Alex delivered a virtual motivational speech via Skype to circa 150 leaders in our business. The event was very well received with many leaders commenting on the relevance of Alex's journey to our challenges and since the event several leaders have linked back to Alex's content - describing their "resilience rucksack" and the question "are you pulling on the rope?" has entered our lexicon. I was particularly impressed with the preparation and tailoring Alex was able to do to make the message even more pertinent to our business - it was a truly inspirational session summed up by one comment - "I can't believe you just paid us to listen to that!"

Robert Neale, GM, Core Manufacture, Rolls-Royce Submarines

"Thanks so much for coming down to talk with the team. You absolutely hit the brief - everyone has been talking about it ever since. It also encouraged one or two people to open up about their own anxieties and stories later in the day. And we had some really healthy conversations."

Paul Kiddle, Contract Manager, National Grid

"Your presentation was riveting, engaging and inspirational. We have received such overwhelming feedback on how your story resonated with the team and how it was what they needed at such an appropriate time."

Seema Hallon, Head of Office Dubai, Deriv.com

