### Unarmed to the South pole - a strategy to reach the seemingly unattainable

Cato Zahl Pedersen, Adventurer Norway

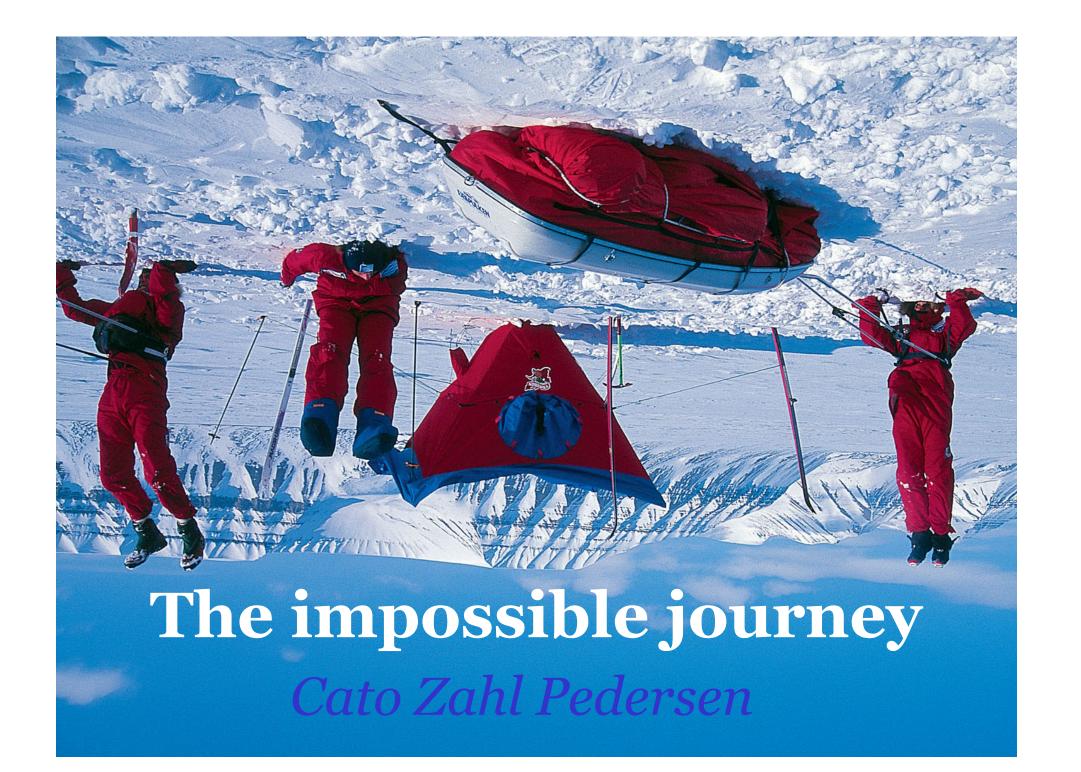






The 5th Concept Symposium on Project Governance Valuing the Future - Public Investments and Social Return 20. – 21. September 2012

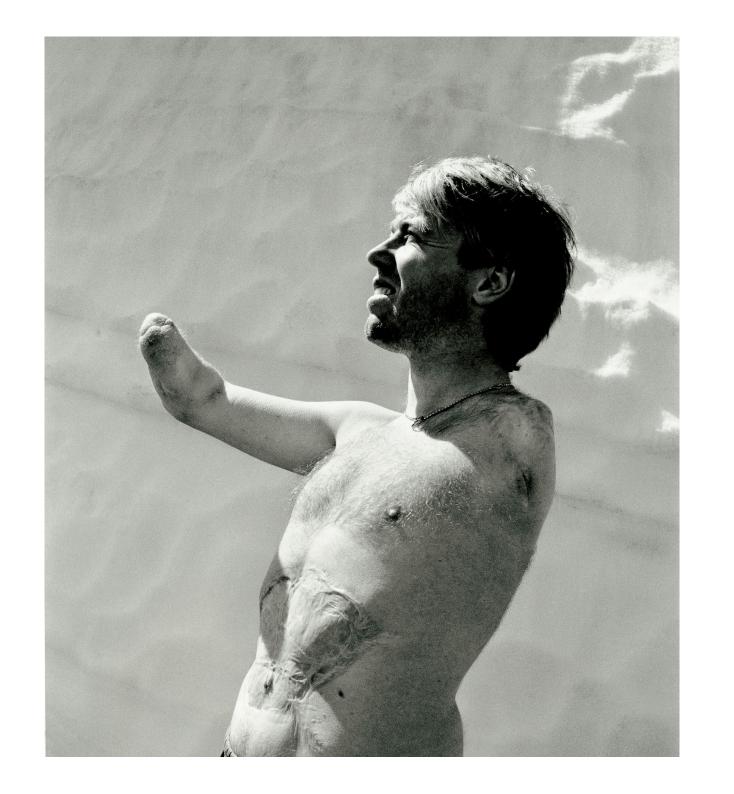
Symposium web-site: <a href="http://www.conceptsymposium.no/">http://www.conceptsymposium.no/</a> Concept Research Programme: <a href="http://www.concept.ntnu.no/english/">http://www.concept.ntnu.no/english/</a>

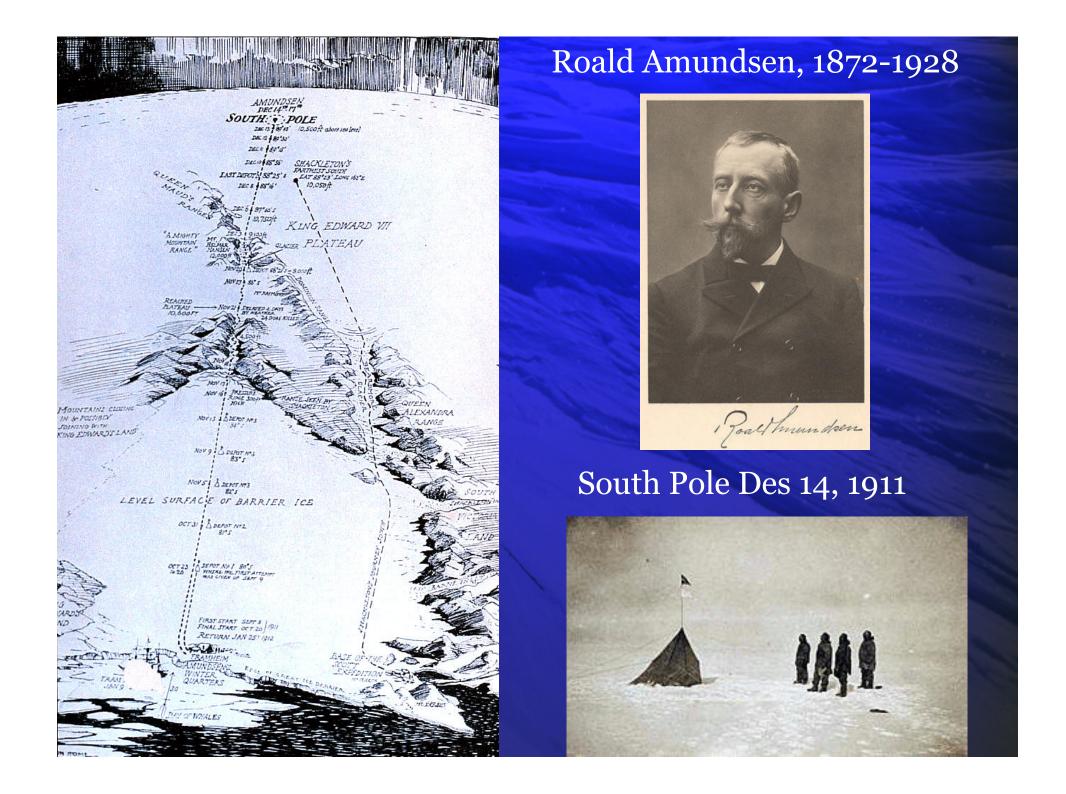






## I can't always control what happens, but I can choose how to cope with it.





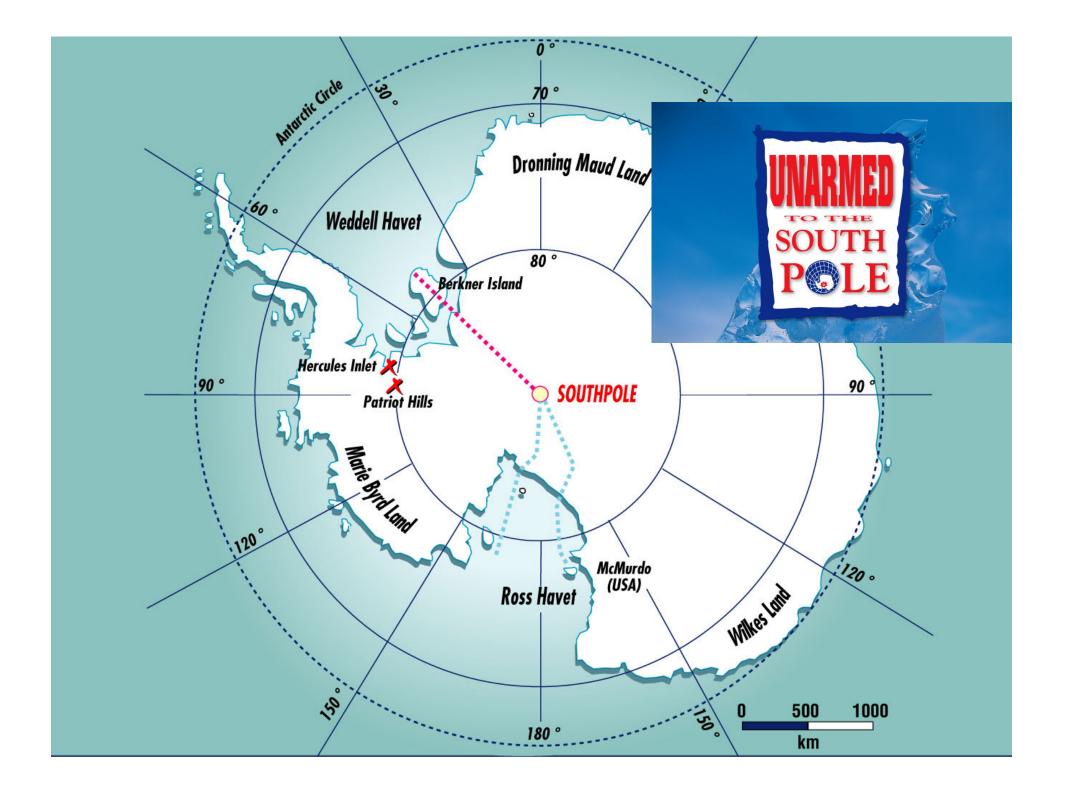
#### Terms for Performance

- Intention Mission
- Talent from birth
- Qualities to achieve
- Criticism criteria, expectation
- Respect look after and once more
- Crisis focus on intention what to do

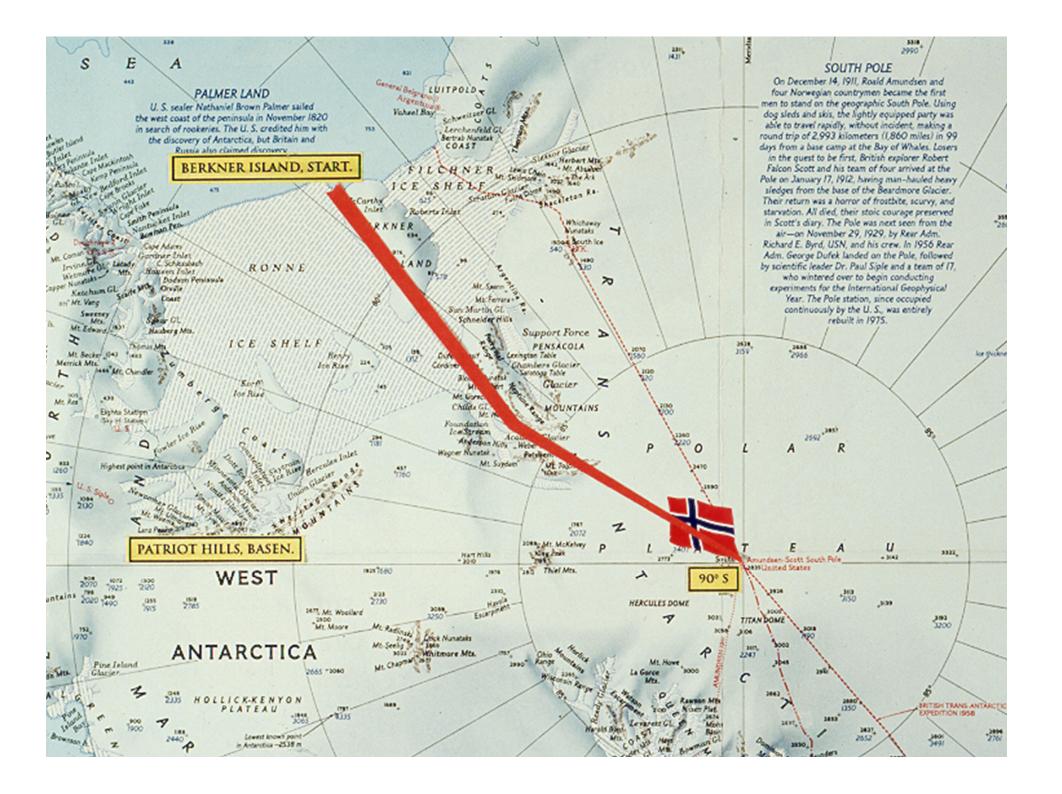


#### Mission

To fight for functionality in lives, in a context where one joins with others to change the social and political realities of living



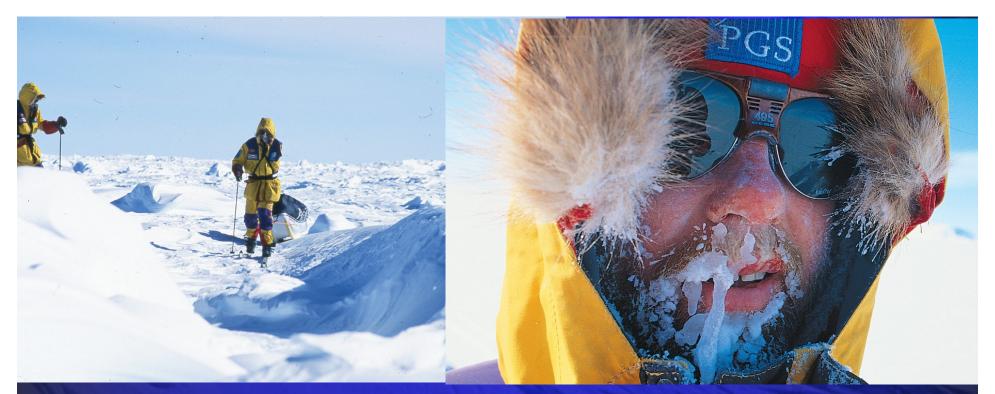
### This is a challenge for me, and I intend to master it.





### Awareness is focusing on what you need to do,

then - do it.



Distance: 1.400 km (870 miles)

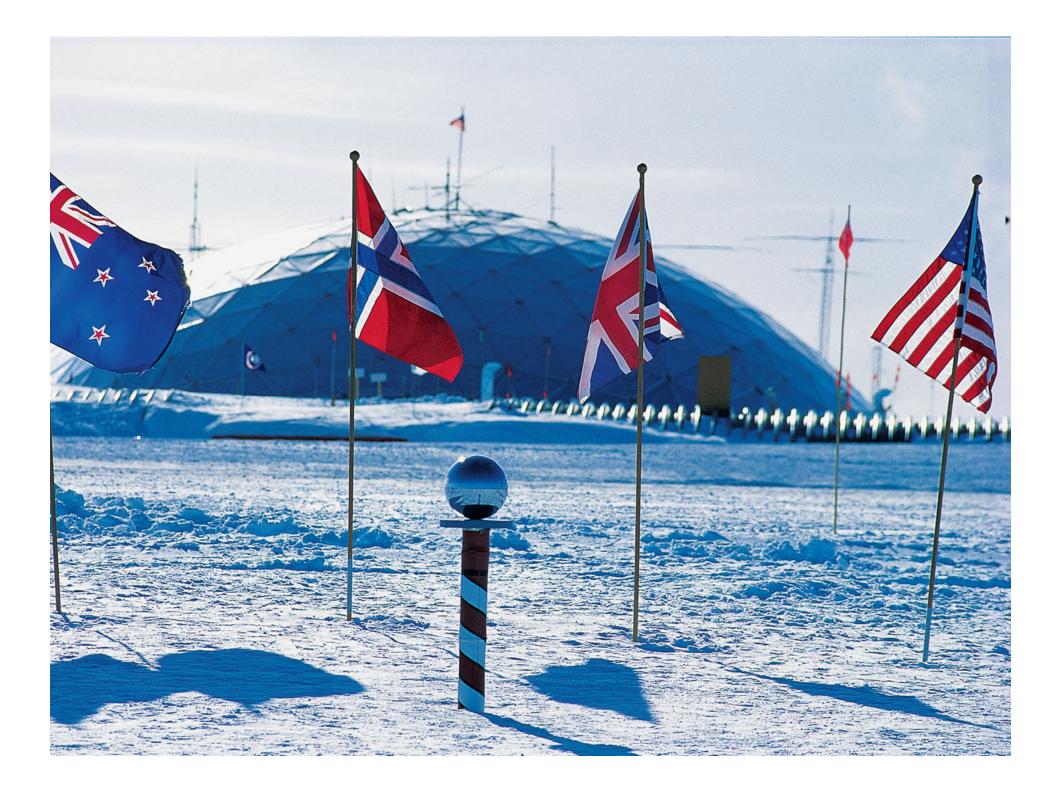
Elevation: 3.000 meters (9.900 ft)

Duration: 56 days (80.640 minutes)

Degrees: From -30°C (-22.0°F) to -75°C (-103.0°F)

Sledge: 120 kg (265 lbs)

Nutrion: 7.000 kcal a day Weightloss 20 kg (44 lbs)



# Focus on what you have, rather than what you lack







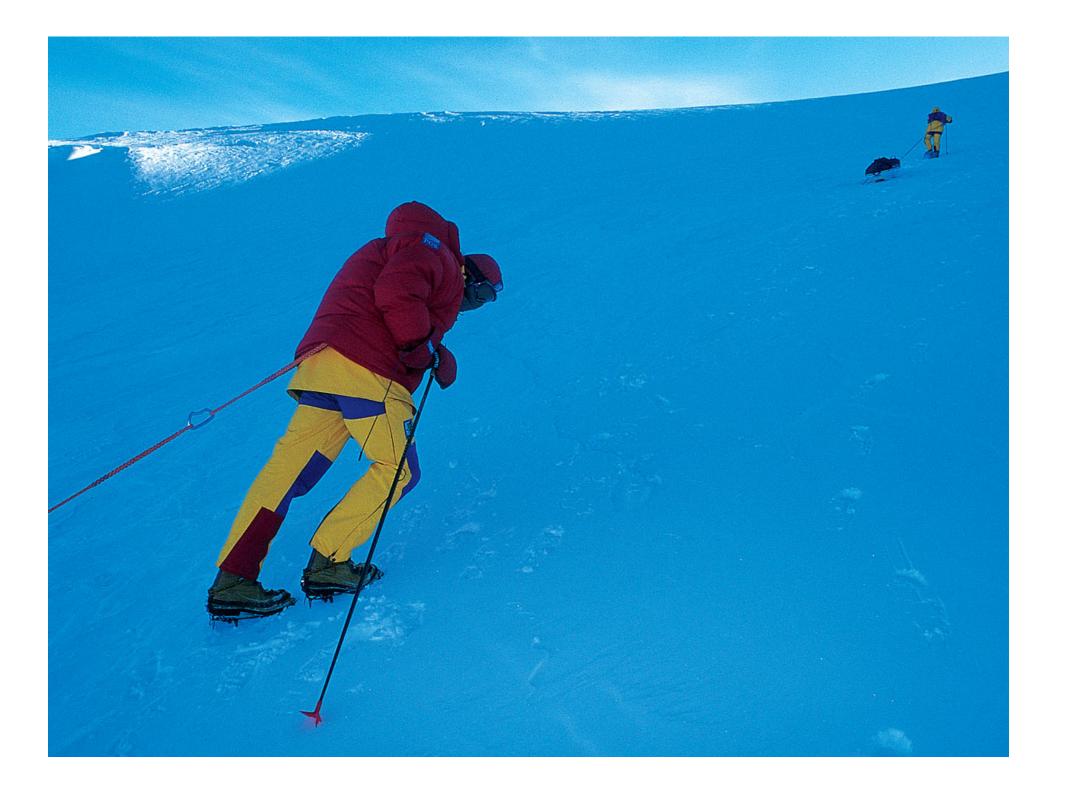






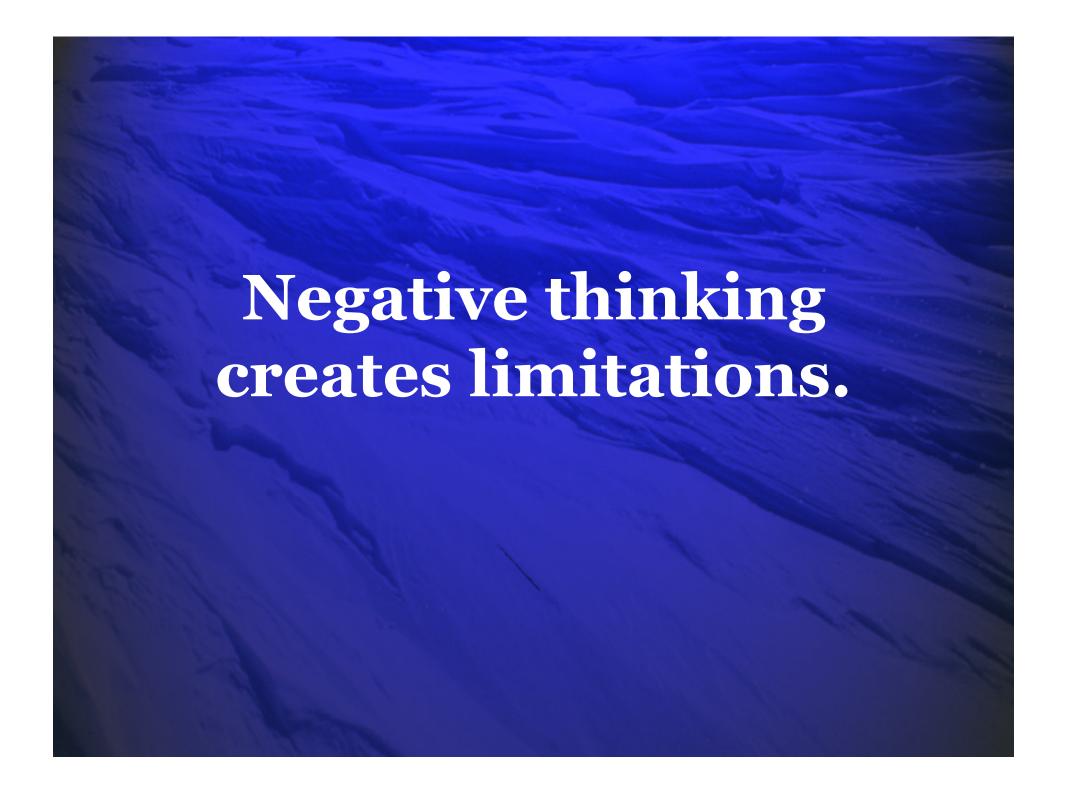
# Take one step at a time. Think it - and do it.











## Positive thinking open doors to new opportunities.















