




ADVENTURE IS A WAY OF BEING

THE WORK & PHILOSOPHY OF MATT WALKER



A small silhouette of a hiker with a backpack is positioned on a dark, sloping hill in the lower-left portion of the image. The background is a gradient of dark blue, and a large, rounded rectangular frame is visible on the right side.

**"MODERN LIVING IMPRISONS
THE SOUL; ADVENTURE OFFERS
THE KEY."**

- Matt Walker



ABOUT ME

I'm an International Mountain Guide, Psychologist, and Author who leads both lifestyle adventurers and the adventure-curious on transformational journeys that allow them to disconnect in order to reconnect to their sense of self. My greatest passion is helping people expand their self-awareness and vitality by learning lessons from the Five Elements of Adventure, and integrate those lessons back home to become fully engaged in their daily lives - to create an opportunity for adventure to become a way of being.

ADVENTURE IS FOR **EVERYONE**

I believe adventure should be accessible to everyone. The most significant aspects of our lives are defined by uncertainty, challenge, commitment, and stepping into the unknown - adventure.

The experiences we have in the outdoors—whether camping with our families, a hike after work, our first summit or trekking through the Himalaya—serve us by enriching our relationship to nature, creating indelible memories, and offering valuable lessons to transfer back into our daily lives.

Adventure is not reserved for elite athletes - it is available to all. Adventure is a way of being in the world.

Adventure is the key to full-engagement living.





FIVE ELEMENTS OF ADVENTURE

Adventure demands our full presence – the Five Elements shift our engagement in the world from passive participants to active engagement.

All my content and teachings are grounded in the Five Elements of Adventure:

- ☐ High Endeavor
- ☐ Uncertain Outcome
- ☐ Total Commitment
- ☐ Tolerance for Adversity
- ☐ Great Companionship

MY APPROACH TO BRAND PARTNERSHIPS

I approach each brand partnership as a collaboration to bring the spirit of adventure to as many burgeoning explorers as possible. My content creation and curated experiences focus on outdoors as wellness and the pathway to physical, emotional, spiritual, and community health. Adventure is the catalyst - full engagement living is the result.

Possibilities include:

- Social media and blog content, including macro and micro product placement
- On-brand how-to videos that simultaneously educate customers about your product and provide them with real-world outdoor adventure knowledge / skills.
- Episodic written and video series focused on the outdoors as an opportunity for human connection, personal challenge, non-digital living, and nature-inspired experience.
- Executive retreats, leadership training and development, and brand consultancy

SOCIAL CONTENT

Social media is our greatest resource for connecting and engaging with people across the globe. My social content, including social media and blog posts, draw upon my experience as a father, explorer, psychologist and leadership coach, and global citizen and serve to lower the entry threshold to outdoor adventure, and showcase adventure as an accessible way of life.

My unique perspective lay in my ability to hold both: a veteran perspective and expertise while holding a space for beginner's mind and the awe and power of the natural world.





VIDEO CONTENT

Social video generates 1200% more shares than text and image content and 68% of consumers want to develop trust and relationship with brands.

Short and long-form video content is created to showcase product in action and highlight an adventure lifestyle in an honest, trustable, and authentic way.

How-to and product video are shot in a variety of landscapes and technical and non-technical settings - emphasizing functionality and lifestyle. Video may include me, my children, and colleagues of diverse backgrounds and skill set.



VIRTUAL TALKS

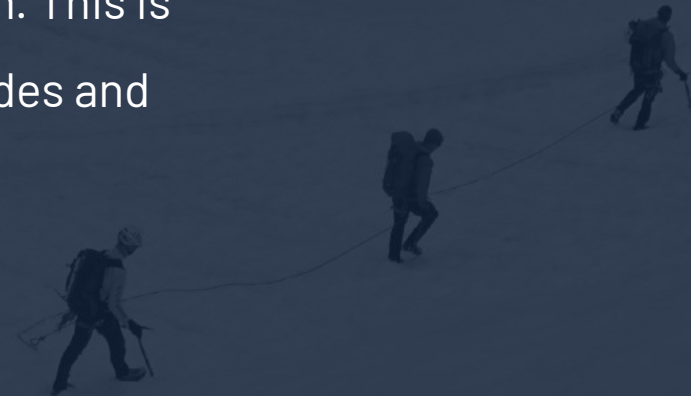
My virtual talks focus on lowering the barrier to entry and highlighting human connection in the outdoor space. I welcome viewers to embrace the opportunity for healing, new ways of engaging in self and other, and understanding through the lens of adventure, expand accessibility of the outdoors to excluded communities, and promote diversity and equality in our global community of pioneers. Episodes include the expected opportunity for gear-focused and dramatic environmental content, but open and engaging dialogue is the keystone.

*Full-length pilot episode available upon request.



LEADERSHIP TRAINING & BRAND CONSULTATION

My consultation services, guided excursions, and keynotes offer a unique opportunity to expand your team's leadership potential and unite around common goals and values. Allow me to take your executives on an off-site leadership journey through the mountains, help your teams align values and actions, or refocus your organization's direction and vision. This is real-world learning. All experiences led by AMGA-certified guides and permitted on public lands.



CONSULTANCY & CONTENT CREATION CLIENTS

Eddie Bauer

 MY MEDIC™



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THANK YOU

mattwalkeradventure.com
matt@mattwalkeradventure.com
520-360-1465
[@mattwalkeradventure](#)