

# ARACELI SEGARRA

- Alpinist & Climber
- Speaker
- TV Host
- Writer and Children's book illustrator
- Brand Ambassador



On her motivational talks, Araceli Segarra use her experience during the 1996 **EVEREST** climb while filming an IMAX documentary.

That year took place the worst tragedy of the history of that mountain where a total of **14 people died**, Araceli along with the IMAX crew made a **rescue team**.

In her motivational talks, she describes the insights she gained into various aspects of human nature, and particularly, when humans are pushed to the limits.

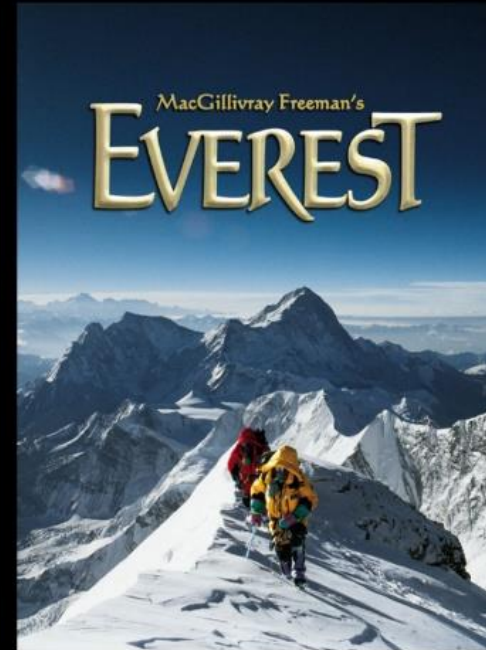
She compares the physically, mentally, and emotionally strenuous and complicated ascent of a big mountain, and the analogously strenuous and complicated world of business life





Recently Hollywood premiere a fiction movie based on this story titled [EVEREST](#).  
(Same name that 1996 IMAX documentary)

The images that Araceli will show on her talk,  
are the **original ones**, from the 1996 climb and the rescue.



Average speech duration: 40-60 minutes  
Languages: English or Spanish

EVEREST 1996 tragic events had been a **case studio** for prestigious university's like **HARVARD BUSINESS SCHOOL**.

Araceli will analyze and will do the account in first hand.

**HARVARD BUSINESS PUBLISHING** FOR EDUCATORS

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Home

CASES MOST POPULAR

MOUNT EVEREST--1996

DESCRIPTION

Description

Describes the events that transpired during the May 1996, Mount Everest tragedy. Examines the flawed decisions that climbing teams made before and during the ascent.


Learning objective:

To examine why teams make flawed decisions in high-stake situations.

Subjects Covered:

Crisis management; Decision making; Decision theory; Group dynamics; Leadership; Organizational behavior; Psychological safety; Teams



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**Mount Everest—1996**

Incredible achievement and great tragedy unfolded on the treacherous slopes of Mount Everest in the spring of 1996. Ninety-eight men and women climbed successfully to the summit, but sadly, 15 individuals lost their lives. On May 10 alone, 23 people reached the summit, including Rob Hall and Scott Fischer, two of the world's most experienced high-altitude climbers. Unfortunately, Hall, Fischer, and three others died as a storm enveloped the mountain during their descent. Others escaped with their lives after many hours wandering in the dark while braving sub-zero temperatures. Since then, many have sought to understand what happened that day.





## EXPERIENCE

During her 20 years of experiences, Araceli has done more than 300 conferences worldwide

*Araceli helped us communicate to our team that to get through rough times the key word is teamwork. She made a superb presentation that made everybody leave the room with a completely different view of work and life*

**Adolfo del Cueto A.** Bulltick Capital Markets, Managing Partner (USA)

*It was wonderful to hear Araceli's experiences and, for a change, to have a speaker who spoke and answered questions from the heart! Too often we have people who tell us what we want to know in "business speak".*

**David Hill** SPIRENT Vice President EMEA (UK)

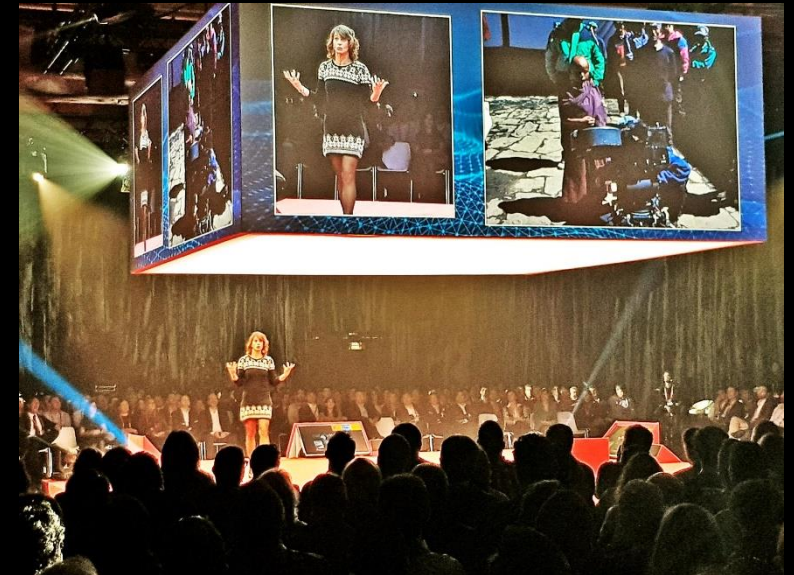
*Araceli has shown us that behind any successful climb or well done work, there is a highly motivated team with a positive attitude.*

**Jordi Constants** DANONE General Manager (SPAIN)

## TOPICS

According to the event Araceli adapts her talk to the different topics needs, using the diverse climbing situations as a parallelism to emphasize the concept.

- |                      |                       |                      |                     |
|----------------------|-----------------------|----------------------|---------------------|
| ✓ team work          | ✓ communication       | ✓ change management  | ✓ crisis management |
| ✓ adversity          | ✓ objectives focusing | ✓ innovation         | ✓ leadership        |
| ✓ overcoming fears   | ✓ proactivity         | ✓ paradigms breaking | ✓ uncertainty       |
| ✓ stress management. | ✓ motivation          | ✓ resilience         | ✓ Purpose           |





## VIDEO LINKS

[BOOKTRAILER Araceli's Not That High and Not That Difficult](#)

[TED Araceli Segarra](#)

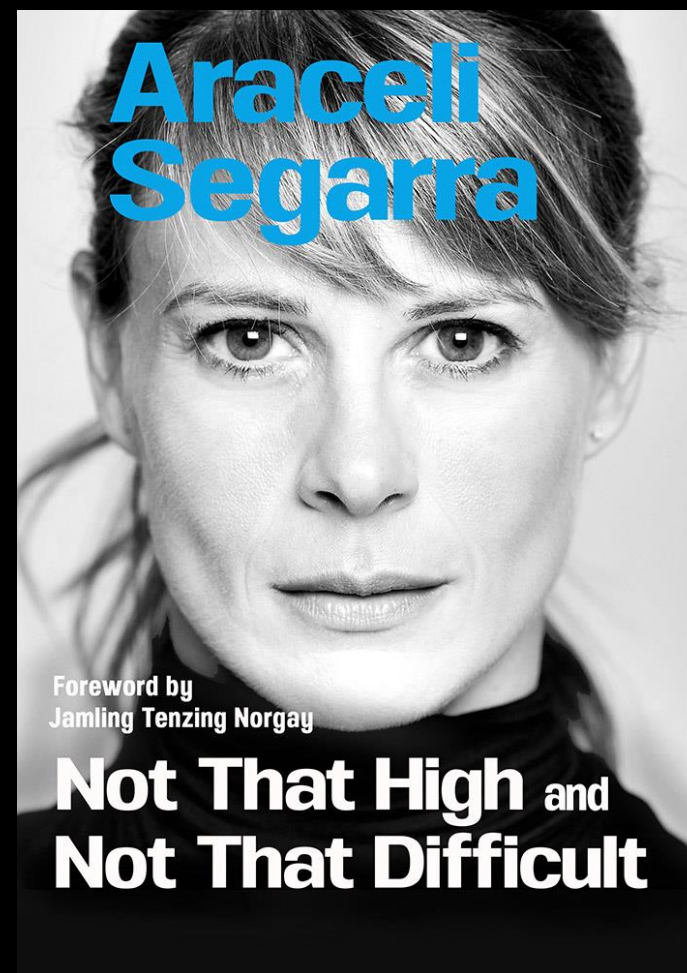
[Araceli's BANFF Centre interview](#)

## SHORT CURRICULUM

First Spanish woman to reach the summit of **Everest**.  
She has done more than 30 expeditions around the world.  
She has climbed alpine Amadablam (Himalaya 6.812m) alone.  
She has rock climbed el Cap in Yosemite (1.000m verticals),  
Ice climbed the Pomme d'Or in Canada (400m verticals).  
And has opened new routes in big walls in Oman,  
Iran or Mali, besides many other ascents.

Author of the book ["NOT THAT HIGH and NOT THAT DIFFICULT"](#)  
A book where she reviews the different topics of her talk, a book for  
those who search for goals.

**English** paperback [Print on Demand on Amazon](#).  
Also, Spanish, Catalan and Italian.







She has work for some publicity brands and model for cover magazines.

She has also written and illustrated a series of Children's book: [Tina's Journey](#), Recently translated to **CHINESE**

***"With the character Tina, Araceli imagines that kids never stop dreaming, that they hold on to their fearless attitude, being afraid of nothing, that trips will always inspire them, and that these trips can be valuable learning tools, woven together with a love of outdoor sports."***

Contributor for Radio, Magazines, TV shows and documentaries like Discovery Channel or National Geographic.



Luck is what happens when  
preparation meets opportunity.  
-Coach Darrel Royal

