



Dr. Joe MacInnis

Deep Leadership

Exploring the limits of human performance in outer space and the abyssal ocean is generating new forms of leadership for our workplace and our uncertain future on this planet. Join Dr. Joe MacInnis, the first person to dive to film under the North Pole and a pioneer on the edges of human physical tolerance, as he brings a lifetime of insight into what it takes to discover.

A physician, philosopher, and the first person to dive and film under the North pole, Dr. MacInnis has led or participated in more major undersea expeditions and logged more time in the Arctic Ocean than any other scientist to date. As a physician, he has spent twenty years studying human performance in high-risk environments. His work has earned him a number of distinctions, including his country's highest honor, the Order of Canada.

In the 1960s, Dr. MacInnis was the medical director of the American Man-In-Sea program and worked in the Navy's Sea Lab project. In the 1970s and 80s, he led the teams that made the first scientific dives under the North Pole and discovered the world's northernmost known shipwreck- H.M.S. Breadalbane - under the ice of the Northwest Passage. Dr. MacInnis was an advisor to the Titanic discovery team and co-leader of a \$5-million expedition to film Titanic in the giant-screen IMAX format. It was this expedition that inspired James Cameron's Academy Award winning movie. In 2005, Dr. MacInnis participated in a "Live-from-the-Titanic" television special with Cameron for the Discovery Channel. The expedition involved the world's biggest research ship, 130 people, two \$2 million subs, and five mini-robots. The companion book to the special, *Exploring the Titanic at the Speed of Light*, was released in the fall of that year.

Dr. MacInnis has written articles for *Scientific American*, *National Geographic*, and *Wired*. He has written ten books, including *Aliens of the Deep* and *Breathing Underwater: the Quest to Live in the Sea*.

Since 1985, Dr. MacInnis has made more than 500 presentations to Fortune 500 companies, including IBM, GM, and Microsoft. In his speeches, he shares the values of courage, communication, and teamwork that enhance performance under the ocean and in the corporate world. Drawing on compelling examples and dramatic video clips, he provides an inspirational framework on how to deal with the challenge of sudden change. Using a combination of humor and scientific acumen, he tailors his insights to the theme of your meeting, making him a relevant and indispensable resource for your audience.

PRESENTATIONS:

- Risk Management Lessons from the Titanic and Other Deep-Sea Challenges
- Success: When Your Life Depends On It
- Swimming with the Sharks and Other Environmental Success Stories
- Falling in Love with the Earth
- Deep Green Leadership
- Lessons of the Gulf Oil Spill