

A full-page photograph of Jimmy Bates, a man with a long, grey beard and a shaved head, wearing a dark blue suit jacket over a white button-down shirt. He is gesturing with his hands while speaking, with a small lapel microphone clipped to his shirt. The background is dark and out of focus, showing some blue light and the silhouettes of an audience.

Jimmy **Bates**

Building leaders
worth following
and cultures that
people want to
belong to.

**Certified Guide
Consultant
Keynote Speaker
Experiential Facilitator**

Intro

Our speaker today has spent his life studying leadership—not only in classrooms, but in the places where trust, communication, and decision-making carry real consequences.

Jimmy Bates is a retired U.S. Army senior leader and Airborne Infantry combat veteran with 26 years of service. Throughout his career, he led and developed people through demanding environments, organizational change, and moments when leadership mattered most.

Today, Jimmy is the founder of AZiMUTH 180°, a leadership development and cultural health consultancy dedicated to building leaders worth following and cultures worth belonging to.

As a Certified GiANT Worldwide Guide, leadership coach, facilitator, and speaker, he helps individuals, teams, and organizations better understand where they are, clarify where they want to go, and move forward with greater intention. Jimmy brings more than leadership theory.

He brings hard-earned experience, authentic storytelling, practical tools, and a belief that self-awareness tied to action creates meaningful growth.

Please join me in welcoming Jimmy Bates.

Jimmy
Bates



Signature Topics

Every topic can be delivered as an engaging keynote or expanded into an interactive workshop. Keynotes create awareness, introduce practical language, and invite meaningful action. Workshops provide additional time for discussion, practice, personal reflection, and application to the audience's real environment.

The Peace Index

Develop inner peace when external circumstances are anything but peaceful.

Peace is not the absence of difficulty. It is the ability to remain grounded, healthy, and intentional while navigating it. The Peace Index helps participants examine the areas of life affecting their internal health, recognize where imbalance is creating pressure, and develop a practical plan for moving forward.

Key insights:

- Identify which areas of life are strengthening or depleting personal peace.
- Understand how internal health affects leadership, relationships, and decision-making.
- Create an intentional plan for restoring and sustaining greater peace.

The Communication Code

Understand what people need from a conversation before communication breaks down.

Every meaningful conversation carries an expectation—but that expectation is rarely communicated clearly. The Communication Code gives people a shared language for identifying what they need from one another, reducing misunderstanding, and approaching conversations with greater clarity and intention.

Key insights:

- Recognize the unspoken expectations beneath everyday communication.
- Ask for the kind of conversation or response that is actually needed.
- Reduce avoidable conflict and strengthen trust through shared language.

Power Tools for Leadership

Put practical tools in the hands of people carrying real responsibility.

Leadership rarely breaks down because people lack another theory. It breaks down when leaders do not have a practical way to address what is happening in the moment. Power Tools for Leadership introduces memorable frameworks that help people navigate communication, relationships, priorities, conflict, and personal leadership more intentionally.

Key insights:

- Diagnose leadership and relational challenges more accurately.
- Select practical tools for the situation rather than relying on instinct alone.
- Turn self-awareness into intentional, repeatable action.



Every audience is different. Every engagement begins with discovery.
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Signature Topics Continued

Available as a keynote, interactive workshop, or customized team experience.

The 5 Gears

Be fully present for the work—and the people—that matter most.

Many people have become overproductive and underpresent. The 5 Gears provides a practical framework for shifting intentionally between focused work, everyday responsibilities, meaningful connection, rest, and renewal. Participants learn that sustainable productivity is not about remaining in high gear; it is about knowing which gear the moment requires.

Key insights:

- Recognize when the wrong level of energy or attention is being applied.
- Improve transitions between work, relationships, connection, and rest.
- Pursue sustainable productivity without sacrificing important relationships.
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Unleash Your Voice

Discover how your leadership voice contributes—and what may keep it from being heard.

Every person brings a distinct perspective and contribution, but not every voice is heard, valued, or used effectively. Unleash Your Voice helps participants understand how they naturally communicate and influence others while examining the habits, assumptions, and environments that may be limiting their contribution.

Key insights:

- Recognize the value and potential contribution of different leadership voices.
- Identify what causes people to withhold, overuse, or misuse their voice.
- Communicate with greater confidence, self-awareness, and consideration for others.

The 100X Leader

Become the kind of leader who multiplies the capacity of others.

The measure of leadership is not simply what a leader can accomplish personally—it is what becomes possible in the people they lead. The 100X Leader explores the balance of support and challenge required to develop others, build healthy accountability, and create leaders rather than dependent followers.

Key insights:

- Understand the relationship between support, challenge, and healthy growth.
- Identify tendencies toward controlling, protecting, rescuing, or disengaging.
- Create an environment where people can take ownership and expand their capacity.



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Keynotes

Keynote Experiences

Jimmy's keynotes combine authentic storytelling, practical leadership frameworks, humor, and honest reflection. Each experience is designed to engage the audience without leaving them with inspiration alone.

Participants gain shared language, memorable tools, and a clear invitation to apply what they have learned in their leadership, relationships, and work.

Keynotes can be shaped for leadership conferences, organizational gatherings, professional associations, retreats, community events, and team meetings.

Typical length: 45–90 minutes

Available: In person

Every keynote can be expanded into an interactive workshop.

Workshops



Interactive Workshops

Workshops take the same ideas beyond awareness and into application.

Through guided discussion, individual reflection, practical exercises, and facilitated conversation, participants examine how the topic is showing up in their actual work and relationships. They have time to practice the tools, learn from one another, and identify meaningful next steps.

Every workshop begins with an understanding of the audience, the organization, and the desired outcome. The experience is then shaped around the people in the room rather than delivered as a predetermined lecture.

Available formats: 90 minutes, half-day, full-day, or customized series

Ideal for: Leadership teams, departments, cohorts, retreats, and professional groups

Available: In person

Beyond the Stage

When I step away from my work, there are a few things I genuinely enjoy — and most of them involve my wife, the outdoors, or both.

First, I love spending time with my wife, Sha-
raya. She is an Army officer currently
pursuing her doctorate in counseling
psychology, with the goal of serving military
personnel, first responders, and their
families. She is also a talented photographer,
which gives us another reason to travel,
explore new places, and occasionally stop far
longer than expected when she finds the
right view.

As an Alaskan, I feel most at home outdoors.
I enjoy hunting, competitive shooting,
supporting my local hockey team(s),
traveling, and exploring the mountains,
rivers, and remote places that make Alaska
unlike anywhere else. I have also discovered
that I am perfectly willing to trade the
mountains for a beach when Sha-
raya is choosing the destination.



Some of my most meaningful work happens
through The Peace Retreat, where I partner
with horses to help people step away from
the demands of everyday life, reconnect
with themselves and others, and pursue
greater internal peace.

Whether I am working with an organization,
exploring Alaska, traveling with my wife, or
sitting around a fire with people I care
about, I am drawn to the same things:
honest conversation, meaningful
relationships, and experiences that remind
us what matters most.

It's been great showing you around my
world. Look forward to connecting with you
soon.

Jimmy
Bates