

JIMMY BATES

CULTURAL SYSTEMS ARCHITECT &
LEADERSHIP DEVELOPMENT
CONSULTANT



Jimmy Bates is a born and raised Alaskan, a **26**-year U.S. Army Airborne Infantry combat veteran, and certified leadership coach. He is the founder of **AZIMUTH 180°**, LLC, a leadership and culture development company. **AZIMUTH 180°** specializes in helping individuals, teams, and organizations transform internal chaos into clarity, peace, and purposeful leadership.

As a Cultural Architect and Leadership Strategist, Jimmy Bates helps individuals and organizations build intentional cultures where people and purpose thrive in alignment. Drawing on decades of military leadership, executive coaching, and human development experience, he specializes in both designing cultures from the ground up and transforming those that have lost their way.

Through a blend of diagnostics, assessments, and deeply human conversation, Jimmy uncovers the hidden dynamics shaping behavior, trust, and performance. He then helps leaders and teams replace dysfunction with clarity, communication, and cohesion — creating environments where peace and productivity coexist.

At every level of leadership — from self to team to organization — Jimmy develops leaders who know themselves, lead with integrity, and multiply healthy culture. His work extends beyond coaching into culture-building systems, leadership academies, and transformative retreats that align people with purpose, values, and mission.

CONTACT

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The Peace Index

*Everyone has a number over their heads.
Wouldn't you like to find out yours?*

Overview

Learn the secret of maturity - the ability to develop inner peace when there is no external peace. Find out which area of life is pulling your peace levels down and create a plan to counter the negativity. Learn how to keep the peace with a daily regimen designed to manage your emotions so that others don't have to manage your emotions. Learn how to help others increase their peace at work or at home. And so much more...

Jimmy takes a complex idea and breaks it down to make it actionable. This is the perfect remedy for the times we are living in.

This keynote serves leaders and teams who are:

- Aspiring for increased internal health
- Increased emotional intelligence
- Seeking the antidote to chaos

The audience will leave with:

- A personal peace plan
- Intentional process for authentic empathy
- Engagement-boosting strategies

Ask Jimmy to speak on the Peace Index via video call to your team. You will get Jimmy live via video to walk your team through the Peace Index process.



The Communication Code

*Unlock alignment and foster connection with
the code words of effective communication*

Overview

Every transmission of communication has an expectation behind it. Every expectation has a code word that, if solved, will unlock the communication and lead to alignment. Most teams, organizations (and even families) do not know or use the 5 Code

Jimmy uses powerful stories with a mix of humor and visual tools to unleash teams and leaves organizations with practical next steps that can be used at work or at home.

This keynote serves leaders and teams who are:

- Seeking enhanced communication dynamics
- Wishing to unlock relationship potential
- Committed to continuous improvement

The audience will leave with:

- A deep understanding of communication expectations
- Practical tools for daily communication
- Inspiration and motivation for change

Ask Jimmy to speak on The Communication Code via video call to your team. You will get Jimmy live via video to walk your team through The Communication Code.



The 5 Gears

*Break the cycle of over-productivity,
learn the 5 Gears sign language for
balanced success.*

Overview

Most people have fallen into the habit of being over productive and underpresent. Over time, they actually lose productivity because their workaholicism causes them to undermine relationships at home and at work. That drama creates sideways energy, which takes away from their work. It doesn't have to be like that.

In this interactive keynote, Jimmy teaches a sign language The 5 Gears to help people create a balanced system for productivity that encompasses their entire life.

The audience will walk away having learned a sign language that will change the communication patterns in their lives as well as receive time management hacks and ways to maximize productivity without hurting relationships.

This keynote serves leaders and teams who are:

- Struggling with over-productivity
- Recognizing the impact on relationships
- Seeking sustainable productivity

The audience will leave with:

- A practical sign language for balance
- Improved communication patterns
- Time management productivity hacks

Ask Jimmy to speak on The 5 Gears via video call to your team. You will get Jimmy live via video to walk your team through The 5 Gears.