

ATLAS DRIVE 2025 – DAY ONE HIGHLIGHTS

STRATEGIC VISION & BRAND STRENGTH

- Atlas is the industry leader in **quality**, **innovation**, and **brand trust**
- The agent network is a competitive advantage—**collaboration** and **alignment** are essential



The Atlas Pathways plan is designed to **future-proof** the organization through innovation and **strategic growth**



TECHNOLOGY & INNOVATION FOR GROWTH



Streamlines lead management and **improves** customer journeys



Delivers **faster**, more **accurate** virtual surveys and quotes



Seamless back-end operations for agents

LEADERSHIP IN ACTION: BRYAN RIDDELL

"Don't wait for powerful moments—make them."

CEO, Team Rubicon Canada & Former Canadian Special Forces Officer



Key Lessons from the Field

- 1 Trust but verify** – Effective leadership starts with trust, backed by accountability
- 2 OODA Loop** – A framework for making fast, informed decisions: Observe, Orient, Decide, Act
- 3 Late-Night FM DJ Voice** – Use calm, slowed speech to de-escalate and lead with control



- 4 Box Breathing** – Inhale 4 seconds, hold 4, exhale 4, hold 4 – a method for managing stress and staying sharp
- 5 LEAD Framework** – Look & Listen, Engage & Adapt, Align & Inspire, Develop & Deliver
- 6 Culture wins** – High-performing teams are built on shared purpose, trust, and recognition

DAY ONE HIGHLIGHTS - CONTINUED

NEW SERVICE LAUNCH: ORBIT CUSTOM BROKERS



Provides **in-house** customs brokerage and **freight clearance**



Integrated with **Connect Logistics** for seamless international support



A new revenue **opportunity** and value-add for **agents and clients**



FIRESIDE CHAT HIGHLIGHTS

Atlas continues to lead in **quality**, brand visibility, and innovation

Technology and automation are critical for **growth** and operational efficiency

Cross-border capabilities are **expanding** with Orbit Brokers and Connect Logistics

Sustainability, workforce development, and **agent collaboration** are key focus areas



“Let’s make it easy for everyone to do business with Atlas.”