

## Lewis Pugh

**Endurance Swimmer & Ocean Advocate**  
UNEP Patron of the Oceans

Speaker on Leadership & Performance



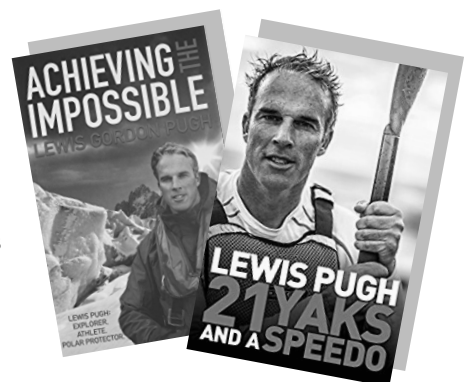
**He brings his hard-learned lessons into the context of a corporate environment; sharing his 'radical-tactical-shift' to inspire others to achieve their own 'impossible.'**

### Professional experience

- Lewis Pugh frequently swum across vulnerable ecosystems to draw attention to their plight. He is the only person to have completed a long-distance swim in every ocean of the world, and has pioneered more swims around famous landmarks than any other swimmer in history.
- In 2007, he undertook a long-distance swim across an open patch of sea at the North Pole, equipped just in a Speedo swimming costume, to highlight the melting of the Arctic sea ice. He followed this up with a swim across a glacial lake on Mt Everest to draw attention to the melting glaciers in the Himalayas.
- In 2016, he helped negotiate the creation of the largest protected area in the world, in the Ross Sea off Antarctica. The negotiations required consensus among 24 countries, a number of which had long standing disputes with one another. The media dubbed his efforts, shuttling between the nations to secure the agreement, as "Speedo diplomacy".
- Awards: He was awarded the Order of Ikhamanga (Gold) by the President of South Africa in 2009, the World Economic Forum named him a Young Global Leader in 2010, and he was chosen as one of National Geographic's Adventurers of the Year in 2016.
- Most significantly, in 2013 the United Nations Environment Programme (UNEP) appointed him as the UN Patron of the Oceans.

### His Books

- Author of "*Achieving the Impossible*", (2010 – Simon & Schuster) a best-selling autobiography of his remarkable story, and an extraordinary testimony to one man's belief in life. Lewis wants to help protect the most wonderful places on the planet, and he wants us to reverse the damage we have done to our environment.
- Author of "*21 Yaks and a Speedo*" (2013) in which Lewis shares his ability to dream big dreams, build crack teams, and get the job done.



### Sample assignments & presentation topics

- Lewis gives presentations to international conferences, corporate client events and corporate internal leadership development and incentive meetings. He also loves giving speeches to schools, universities, charities, NGOs etc.
- *Achieving the Impossible*: An inspiring presentation that embraces the notions of courage, motivation, overcoming obstacles and challenges, leadership, and personal achievement.
- *Leading with Purpose*: A presentation which talks about having a driving purpose, which for Lewis is to protect our oceans.
- *The Radical, Tactical Shift*: how this thinking help him to swim across a glacial lake on Mt Everest.
- *Protecting the Environment*: As a UN Patron of the Oceans, why he believes passionately about campaigning for a sustainable world

## Lewis Pugh – Personal Bio-data

- Professional global speaker – speaking to audiences over 100 times a year.
- United Nations Environment Programme (UNEP) Patron of the Oceans, and ambassadorial role.
- Maritime lawyer – London
- Special Air Services (SAS) reservist, UK
- Studied politics at the University of Cape Town (RSA) and law at Cambridge University (UK)

## Client testimonials

- Lewis Pugh doesn't tell us what to do, he shows us what can be done.

**Bill Clinton**, 42nd President of the United States of America

- Lewis is an enchanting speaker and provides valuable lessons to apply to business and to life.

**Guy Kawasaki** - Chief Evangelist, Canva

- You won't find a more captivating story teller. Lewis stole the show at the World Economic Forum in Davos.

**Adam Grant** – Professor, Wharton Business School

- “Perfect close to a conference centered around achievement and moving to the next level. The story you have to tell is incredibly unique and was delivered in such a professional and entertaining manner. Everyone was inspired by your extraordinary journey.

Colin Grassie, CEO, **Deutsche Bank** UK

- Thank you for such an inspirational and awe-inspiring speech at our 200th Anniversary celebration.

Dr Richard Ward, CEO, **Lloyd's Insurance**

