



LEWIS PUGH

INSPIRING | THRILLING | EXCEPTIONAL



## What makes Lewis Pugh an outstanding inspirational speaker?

### UN PATRON OF THE OCEANS

Lewis Pugh pioneers swims in the most vulnerable ecosystems on Earth to campaign for their protection.

He was the first person to swim across the **North Pole**, and the first to swim the **length of the English Channel**. He was also the first to complete a long distance swim in **every ocean of the world**.

Lewis has been instrumental in protecting over **2 million km<sup>2</sup>** of vulnerable ocean - an area **larger than Western Europe**. His dream is to fully protect 30% of the world's oceans by 2030.

### CAPTIVATING ENERGY

Lewis knows how to hold a room - whether negotiating the protection of UK waters, walking alone into the **Kremlin**, or inspiring a **corporate audience**.

With **vivid storytelling**, Lewis takes his audiences through the highs and lows of pioneer swimming, reliving the close calls, spectacular wildlife encounters and the passion that fuels him to take action and help change the world.

Lewis's speech at the **Business Innovation Forum** in Rhode Island was voted one of the **7 Most Inspiring Videos on the Web**.

### MEDIA PULL

Over 5 million people have viewed Lewis's **TED Talks**, and countless others have followed him on the **BBC, CNN**, BBC Radio 2's Breakfast Show, HBO, France 2, **Good Morning America**, Radio 4's The Today Programme, **National Geographic**, Al Jazeera, and many more.

Lewis has appeared with **Jon Stewart** and **Jay Leno**. His editorials have been published in **The New York Times** and **The Daily Telegraph**, among others.

**Sky News** has made **three documentaries** about his work.



*The perfect TED talk: a little bit of action, some thinking outside the box, and humbling words on the need to respect nature. A Hollywood scriptwriter could not have structured it better.*

**THE FINANCIAL TIMES**



## HARD-LEARNED LESSONS

As an **ocean advocate** and a **pioneer swimmer**, Lewis puts his hard-learned lessons into the context of a corporate environment.

He shares the **commitment** that enabled him to undertake the first swim across the sub-zero waters of The **North Pole**. He shares the **radical tactical shift** that he used to complete the first swim across a glacial lake on **Mt Everest**. And he describes the **teamwork** and the **resilience** required during the 49 consecutive days it took for him to become the first person to swim the **length of the English Channel**.

Most importantly he inspires people to **dig deep**, define their goals and **achieve their own 'impossible'**.

*The dreams, the hardships, and the sheer heart behind Lewis's expeditions will inspire you to rethink your own 'impossible'.*

**JACK CANFIELD**

CO-AUTHOR | CHICKEN SOUP FOR THE SOUL





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## FIND YOUR PASSION

“It’s much easier to achieve big dreams than it is small ones. Big dreams require passion. And when you’ve got passion it’s easier to inspire others to come along and help you.”

*Lewis’s speeches are riveting and passionate. He’s stunning!*

**ARCHBISHOP DESMOND TUTU**  
NOBEL PEACE LAUREATE

## PUBLICATIONS, AWARDS AND ACCOLADES

Lewis has received numerous awards for his work. In 2009 he was awarded South Africa's highest honour, the **Order of Ikhamanga (Gold Class)**. The **World Economic Forum** named him a **Young Global Leader** and in 2013 the **United Nations** appointed him as the **UN Patron of the Oceans**.

He has been inducted into both the **International Marathon Swimming Hall of Fame** and the **Ice Swimming Hall of Fame**. He was named a **National Geographic Adventurer of the Year** and awarded **Sports Adventurer of the Year** by the French Sports Academy. Most recently he was awarded the **Mungo Park Medal** from the Royal Scottish Geographical Society.

Lewis's two books, *Achieving the Impossible* and *21 Yaks and a Speedo*, were both bestsellers.

*Lewis is a totally enchanting speaker and provides valuable lessons to apply to business and to life.*

**GUY KAWASAKI**  
CHIEF EVANGELIST | CANVA



## SPEAKING HIGHLIGHTS

Lewis's gift as a speaker is to transform his experience into lessons that every person can apply to their own work and lives.

When **Unilever** decided to double their business and halve their environmental footprint, they chose Lewis to motivate their management team. On their 125th anniversary, **Coca-Cola** asked Lewis to address their worldwide leadership team. And when **AIA**, one of the largest life insurers in the Asia Pacific region, turned 100, it was Lewis they chose to help them visualise their future in an increasingly unpredictable world.

He regularly addresses political and business leaders at large international conferences including the **World Economic Forum** and the **COP Climate Change Summits**.

In 2018, Lewis co-hosted the **Wildscreen Panda Awards**, the world's most prestigious wildlife and environmental film and TV awards.

The following year, HM The Queen invited Lewis to give the principal reflection on the **70th anniversary of The Commonwealth** at Westminster Abbey.

*His impact is always the same - life changing!*

**MARGARET NIENABER**  
CHIEF EXECUTIVE, WEALTH | STANDARD BANK



## SPEAKING TOPICS

- Achieving the Impossible
- Vision
- Leading Diverse Teams
- Motivation
- Creating a Culture of Excellence
- Managing Change
- Overcoming Obstacles
- Resilience
- Embracing Risk
- Building a Sustainable Business



*You won't find a more captivating storyteller. Lewis stole the show at the World Economic Forum in Davos.*

**ADAM GRANT**

PROFESSOR | WHARTON BUSINESS SCHOOL

*His passion and extraordinary determination create a uniquely personal connection with audiences.*

**ALWYN DAWKINS**

EXECUTIVE VICE PRESIDENT | GARTNER

## ORGANISATIONS LEWIS HAS SPOKEN TO

TBWA, Airbus, Cathay Pacific, Deloitte, EY, KPMG, PWC, Accenture, Boston Consulting Group, McKinsey & Company, BMW, Ford, Mercedes, Toyota, Volvo, Coca-Cola, Johnnie Walker, Pernod Ricard, SABMiller, Talisker, BASF, TEDGlobal, Swiss Economic Forum, Unilever, Reckitt Benckiser Group, Royal Mail, Avon, Estée Lauder, BAE Systems, Harvard University, University of Cambridge, Eton College, Ecolint School, Singapore Institute of Management, Wharton Business School, Discovery Channel, National Geographic, Pew Charitable Trusts, SANCCOB, Surfers Against Sewage, World Green Economy Summit, WWF, Virgin Active, LG, Allianz Global Investors, Barclays, Central Bank of Malaysia, Deutsche, Asset Management, Deutsche Bank, Goldman Sachs, HSBC, Investec, JP Morgan, LGIM, Maybank, Morgan Stanley, Pictet, Santander, Standard Bank, Standard Chartered, UBS, Visa, Kraft Heinz, Nestle, Herbalife, AIA, Allianz, Ergo Group, Liberty, Lloyds Insurance, MetLife, Old Mutual, Prudential, Reinsurance Group of America, Swiss Re, Zurich, Colgate, Covidien, Desmond Tutu Health Foundation, Medical Defence Union, Apax Partners, Baker McKenzie, DLA Piper, Linklaters LLP, White & Case LLP, World Law Group, Beyond Sport Foundation, British Chamber of Commerce, British Army, The Commonwealth, DEFRA, Entrepreneurs' Organization, Foreign Commonwealth & Development Office, International Olympic Committee, Royal Geographical Society, Royal Navy, Royal Scottish Geographical Society, United Nations, UNEP, US State Department, Wilson Center, World Economic Forum, YPO, Naspers, Guinness World Records, Anglo American, Barloworld, Bidvest, Mondi, Mallowstreet, Boehringer Ingelheim, GSK, Hoffmann-La Roche, Pfizer, Roche, Teva Pharmaceutical Industries, RE/MAX, Jones Lang LaSalle, Tesco, Walmart, World Retail Conference, Nike, Speedo, Springbok Rugby Team, The Royal & Ancient Club of St Andrews, Cisco, Enablon, Gartner, HP, IBM, IFS, Microsoft, SAP, Siemens, SUSE, Airtel, AT&T, BT, Deutsche Telekom, MTN, PCCW, Samsung, Vodafone, &Beyond, Hurtigruten, Relais & Châteaux, Shangri-La.



