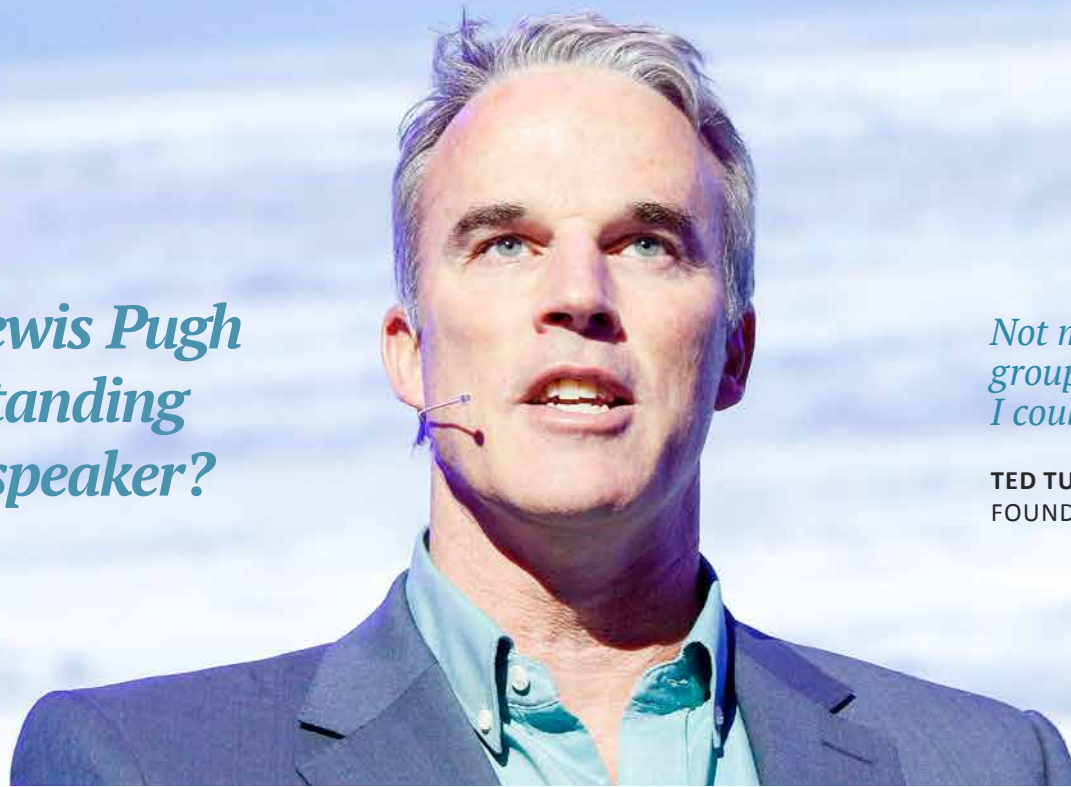




**LEWIS PUGH**  
ACHIEVING THE IMPOSSIBLE

**INSPIRING | THRILLING | EXCEPTIONAL**

## What makes Lewis Pugh such an outstanding inspirational speaker?



*Not many people can speak to a group of world leaders like you did. I could have heard a pin drop.*

**TED TURNER**  
FOUNDER OF CNN

### 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 full **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 the **size of 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 walking alone into the **Kremlin**, negotiating the protection of UK waters in the middle of **Brexit**, 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 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.

Last year, **Sky News** 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 **visualisation** 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 entire **length of the English Channel**.

Most importantly he inspires people to **dig deep**, define their goals and **achieve their own 'impossible'**. Because nothing less will do.

*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





INSPIRING | THRILLING | EXCEPTIONAL

### 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

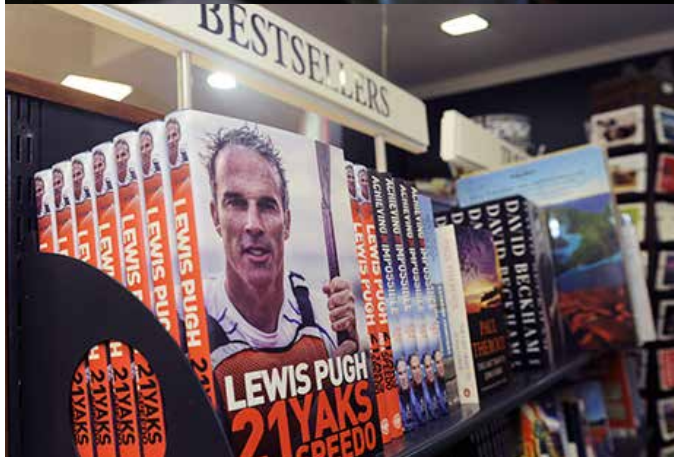
Lewis's two books, *Achieving the Impossible* and *21 Yaks and a Speedo*, were both bestsellers.

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** for his "potential to contribute to shaping the future of the world through inspiring leadership" 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 **National Geographic's Adventurer of the Year** in 2015 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 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 in the audience can take away and apply to their own work and lives.

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

It's not only top companies that call on Lewis to make their key moment memorable. He regularly addresses business and political leaders at the **World Economic Forum**.

In 2019, HM The Queen invited Lewis to be the main speaker 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 Worldwide, Airbus, Cathay Pacific, Deloitte, EY, KPMG, PWC, Accenture, 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, Virgin Active, LG, Barclays, Deutsche Bank, HSBC, Investec, Morgan Stanley, Santander, Standard Chartered, JP Morgan, Visa, UBS, Pictet, Central Bank of Malaysia, Maybank, Deutsche Asset Management, Standard Bank, Kraft Heinz, Nestle, Herbalife, AIA, Allianz, Lloyds Insurance, Liberty, MetLife, Old Mutual, Prudential, Swiss Re, Zurich, Reinsurance Group of America, Ergo Group, Apax Partners, Gartner, HP, IBM, Microsoft, SAP, Siemens, Linklaters LLP, White & Case LLP, World Law Group, DLA Piper, WWF, British Chamber of Commerce, British Army, The Commonwealth, International Olympic Committee, Royal Geographic Society, World Economic Forum, US State Department, UN, Foreign & Commonwealth Office, Royal Navy, Naspers, Anglo American, Barloworld, Bidvest, Mondi, Legal & General Investment Management, GSK, Roche, Pfizer, Teva Pharmaceutical Industries, Boehringer Ingelheim, RE/MAX, Jones Lang LaSalle, Tesco, Walmart, The World Retail Conference, Enablon, IFS, Nike, Springbok Rugby Team, The Royal & Ancient Club of St Andrews, Airtel, Deutsche Telekom, MTN, Samsung, Vodafone, PCCW, Relais & Châteaux, Shangri-La.