



LEWIS PUGH

ENDURANCE SWIMMER
AND OCEAN ADVOCATE

*His stories and hard-learned
lessons put into the context of a
corporate environment;
relevant, inspirational
and actionable*

LEWIS PUGH

his story

Lewis goes to extremes

He's been to the world's most inaccessible places. He's put his body through unimaginably difficult conditions. He's learned how to harness the energy that comes from overcoming extraordinary odds. And he knows how to inspire audiences to rise to their own internal challenges. His talks make a difference, to individuals, and to organizations.

As an endurance swimmer and ocean advocate, Lewis puts his hard-learned lessons into the context of a corporate environment. He shares the visualization that enabled him to undertake the first swim across the sub-zero waters of the North Pole. Lewis is the only person to have completed a long distance swim in every ocean of the world and in each of the Seven Seas: the Mediterranean, Adriatic, Aegean, Black, Red, Arabian and North Sea.



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'Speedo Diplomacy'

He has 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.

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.

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".

In 2010 the World Economic Forum named him a **Young Global Leader**. In 2013 the United Nations appointed him as the **UN Patron of the Oceans**. And last year he was chosen as one of **National Geographic's Adventurers of the Year**.



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His books

ACHIEVING THE IMPOSSIBLE

Lewis's best-selling autobiography is a 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.

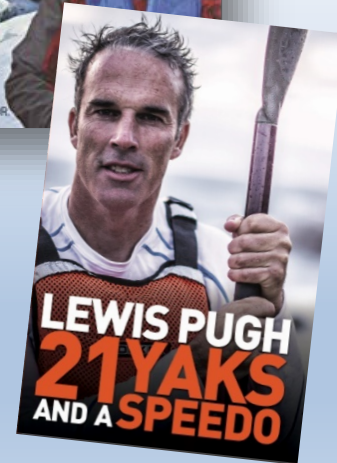
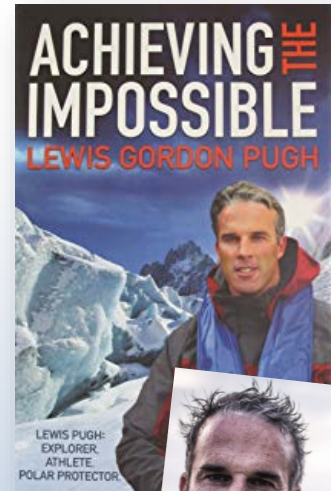
There wasn't an ocean or a sea that he didn't want to swim, nor a mountain he didn't want to climb and it was no surprise when he quit his well-paid lawyer's job in the City of London for a life more interesting.

Driven by nothing more than a deep belief, he has achieved things most would regard as impossible. He doesn't tell us what we must do, but shows what can be done.

21 YAKS AND A SPEEDO

A collection of beautifully told short stories about how to achieve your own impossible. The '21 Yaks' collected here are the key lessons Lewis took home from his expeditions. These were not just feats of physical stamina and endurance, but about overcoming the psychological obstacles to success. Which is why his strategies are as applicable to business and personal development as they are to extreme sports.

In 21 Yaks and a Speedo Lewis shares his ability to dream big dreams, build crack teams, and get the job done. You'll be inspired by his devotion to excellence, his loyalty to his crew, and his belief in never giving up. The principles are simple, but effective. Stick by them, he says, and they'll see you through.



LEWIS PUGH

key facts

Currently ...

- Author and Professional **Speaker** on **Leadership and Performance**
- **United Nations** Patron of the Oceans – ambassador for the environment.
- **Endurance Swimmer**.

Formerly ...

- UK **Special Air Service (SAS)** Reservist.
- **Maritime Lawyer** in London.
- Studied politics at the **University of Cape Town**, and studied law at **Cambridge University**.

Flies from **London**

Speaks to audiences around the world, addressing international conferences, client forums and leadership off-site meetings

Achieving the Impossible | Vision | Goal setting | Planning and preparation | Motivation and inspiration | Leadership | Teamwork | Power of the mind | Self belief | Overcoming obstacles and setbacks | Risk | Protecting the environment | Change | Excellence



Sample speaking topics:

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 he used this thinking to complete the first 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.

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what people say

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 a totally 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**

inspiring ▪ compelling ▪ engaging



Useful links for Lewis Pugh:

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