

LINDA CRUSE

Linda Cruse is a leadership expert, frontline humanitarian, inspirational speaker and author, dedicated to finding creative and sustainable economic solutions to some of the world's most critical social, environmental and humanitarian problems.

She is unique among her peers by working exclusively with the private sector to bring about real and lasting change, knowing this is where "the best and brightest" operate: CEOs, men and women in business who excel through innovation, intelligence and creativity, and can harnesses their power and passion as a global force for good.



Described as part-pioneer, part-entrepreneur and part-magician, Linda has worked alongside and been mentored by some of the world's most influential figures – including the Dalai Lama, HRH The Prince of Wales and Sir Richard Branson.

▶ Be The Hero Video: <https://www.youtube.com/watch?v=RdNZpzp65XU&t=6s>

She has partnered with organisations such as GlaxoSmithKline, Nestlé, Cadbury, IBLF, KPMG, Merrill Lynch, Virgin Unite, United Nations and the World Bank, and inspired people from presidents and ambassadors to admirals and CEOs to become effective agents of change.

Organisations around the world continue to benefit from Linda's unique skills, gained over two decades of leading and thriving in the most extreme frontline conditions. Linda travels internationally delivering her transformational programmes – *Courageous Leadership*, *Race4Good* and *Be The Change* – as well as presenting inspirational speeches, workshops and innovative presentations.

▶ The Race4Good in Action!: <https://www.youtube.com/watch?v=05KyFU3ZGQw&t=21s>

Her leadership programmes are designed to develop today's top talent and emerging leaders. Participants don't just experience a programme – they experience a personal transformation.

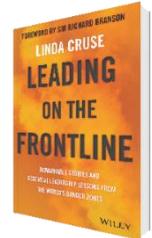
She also records TED-talks that capture her work with the private sector and insights from a life full of adventure, purpose and passion.

▶ TED Talk Business as a Force for Good: www.youtube.com/watch?v=0nkJiCDQT90&t=104s

"Imagine engaging the world's brightest business minds, applying their entrepreneurial skills, passion and creativity to uplift challenged communities; at the same time bringing amazing transformation to their organisation, their people and their world. I have." – Linda Cruse

Linda has worked extensively with Sir Richard Branson, who provided the foreword for her latest book, *Leading on the Frontline*. The book details her remarkable frontline adventures and offers essential leadership lessons from the world's most dangerous places.

“Leading on the Frontline provides invaluable insights for today’s business leaders and is a must-read for anyone who has a genuine desire to be the best leader they can be.” – Sir Richard Branson



Linda has spent more than 20 years as a frontline aid worker, helping to uplift forgotten communities in the aftermath of natural disasters such as the Asian tsunami, Pakistani earthquake, devastating floods, hurricanes and typhoons.

This experience drove her to strategically engage the corporate world, drawing on its innovation, creativity, passion and entrepreneurial skills “to be the change”. Linda continues to collaborate extensively with the private sector in diverse locations including Laos, Vietnam, Uzbekistan, Japan, Taiwan, Thailand, India, Kenya, Nepal, Pakistan, Morocco, Philippines, Bali, USA, Australia and Europe.



Life on the Frontline - 20 years of Humanitarian Service:

https://www.youtube.com/watch?time_continue=14&v=P-JQhWFynXA

Linda, who was a nurse before she became an international humanitarian, eschews worldly possessions, lives out of a suitcase, and has had an amazing run of life-and-death encounters. She has escaped from a rebel army, been held at gunpoint, nearly died of hypothermia, been required to suture her own face, and once drank three-day-old urine to save a life.



She regularly lives with little or no access to clean water, reliable electricity, dependable food supplies, a comfy bed, a hot shower or safe shelter, things most people take for granted. She is also a fourth-generation magician who has performed over 100 frontline magic shows in remote communities.

Among her numerous awards and distinctions, she is:

Senior Fellow & Entrepreneur in Residence at the University of Canterbury, New Zealand; an Associate of Ustinov College at the University of Durham, UK; a member of the Global Core Team, World Dignity University Studies, Switzerland; an honorary member of Global Women: Women in Business, Diversity and Inclusion; and a recipient of the Humanitarian Award from WIFTS Foundation, USA.

For more information about Linda’s work visit www.lindacruse.com