



One woman, one suitcase and twenty years of courageous leadership...under the most extreme conditions imaginable.

International humanitarian, leadership expert, author and inspirational speaker, Linda Cruse has worked alongside some of the world's most influential figures – including HH The Dalai Lama, HRH The Prince of Wales, and Sir Richard Branson, and with companies and foundations including GlaxoSmithKline, Nestlé, Cadbury, KPMG, Merrill Lynch, UNHCR, Virgin Unite and the World Bank – to help find solutions to some of the world's most critical social and environmental problems.

Linda's is a life of purpose, passion, adventure and misadventure. She has lost a few of her nine lives on the way including escape from a rebel army, wrongfully arrested, held at gunpoint and survived severe altitude sickness and hypothermia. To save a life Linda has drunk three-day old urine as a diagnostic tool and, in the absence of medical assistance, has sutured her own face. Linda regularly lives with little or no access to clean running water, reliable electricity, dependable food supplies, a comfy bed, a hot shower or safe shelter—things most people take for granted.

Twenty years ago, Linda Cruse was in a job which left her unfulfilled and without purpose. After experiencing temporary loss of sight through stress, Linda was determined to make serious life changes. After two decades as an aid worker assisting with such crises as the Asian tsunami, the Pakistani earthquake, super-

typhoons and the aftermath of the Nepal earthquake, Linda's strategy continues to be to engage the corporate world, drawing on their innovation, creativity, and entrepreneurial skills.

*Imagine engaging the world's brightest business minds, applying their entrepreneurial skills, passion and creativity to sustainably uplift challenged communities – while bringing amazing transformation to their company, their people and their world. **I have. Linda***

Linda inspires businesses and audiences alike by sharing experiences and insights from a life on the frontline. She travels internationally, delivering transformational leadership programs, workshops and keynote speeches enhanced by stunning images, videos and thought-



“Linda Cruse makes the impossible, possible – what an adventure!”

SIR RICHARD BRANSON

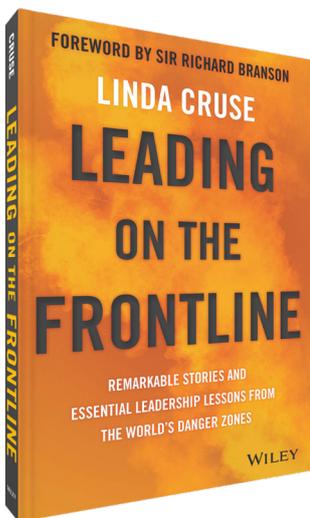




provoking messages. Linda has recently recorded her second **TED-talk** explaining how businesses and individuals can be a force for good: bit.ly/LindaCruseInspirationalSpeaker

In 2005, Linda developed the first of two unique leadership programs, [Be The Change](#), followed in 2016 by [Race4Good](#), a virtual competition for teams to produce a business plan providing economic and social uplift for communities. Watch Linda in action: bit.ly/LindaCruseIWasHere.

Linda is also author of two books: '[Leading on the Frontline](#)', detailing her remarkable stories and essential



“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

leadership lessons from the world’s danger zones; and '[Marmalade and Machine Guns](#)', a compelling autobiography documenting a life lived on the edge.

AWARDS AND DISTINCTIONS

- Senior Fellow in Residence at the University of Canterbury, New Zealand
- Associate Ustinov College, University of Durham, UK
- Member of the Global Core Team, World Dignity University Studies, Switzerland
- Honorary Member of Global Women: Women in Business, Diversity and Inclusion
- Humanitarian Award, WIFTS Foundation, USA
- Lifetime Achievement Award, Redmaids School, UK

LINDA CRUSE PROGRAMS

- Workshops
- Presentations
- Keynote speeches
- Frontline experiences
- Unique corporate leadership programs

Additional program information: lindacruse.com/programmes.html

TESTIMONIALS

“Being the ‘best you can be’ is an important focus for GSK due to the challenging environment we operate in. Linda’s interactive workshop shared powerful tools and techniques to support each of us in developing our own personal resilience plans. Six months on we are still seeing the positive effect of Linda’s sessions.”

– Anna Stove, GlaxoSmithKline

“Linda is the ultimate force for good on this planet. She is a fearless, dedicated leader whose passion and commitment to uplifting the world is not only infectious but intoxicating. Working with her has been one of the highlights of my life as she has impacted me on a professional and personal level; helping me to think and act outside of the box and reinvent myself.”

– Lesley Smith, Be The Change Ambassador

Additional testimonials: lindacruse.com/about-linda.html#what-they-say

LEARN MORE: LindaCruse.com

LINDA CRUSE