

Lucy Bloom

Author & Creative Leadership Expert

With a career spanning diverse sectors over three decades, Lucy Bloom is a business, leadership, and philanthropy powerhouse whose extraordinary accomplishments have had a tangible global impact.

Lucy's professional journey is a testament to her exceptional leadership, entrepreneurial acumen, and strategic expertise. Over two decades, she steered a boutique advertising agency to prominence, gaining a reputation for innovative thinking and a fearless approach to complex challenges.

Then, as the inaugural CEO and director of a groundbreaking women's health charity, Lucy orchestrated a remarkable fundraising campaign raising \$7 million in under three years for a network of hospitals and a midwifery school in Ethiopia. Her hands-on leadership and appetite for innovation were instrumental in advancing healthcare in Ethiopia for generations.

Lucy later took the helm of a Cambodian children's charity, transforming it into a fundraising powerhouse within a year and transitioning from a traditional orphanage to a community development model.

She's the founder of a successful world-first education start-up, the author of three books, the host of her podcast show and a contributor to CEO Magazine.

Lucy's impact extends beyond her professional achievements. She is the first and only Australian to be recognised among the world's top 30 #socialceos, and she has been honoured with a Kindness Award from the Wake-Up Project. Moreover, Lucy's outstanding contributions have earned her both speaking and leadership awards, including being a two-time finalist in the Telstra Business Woman of the Year Awards.

Lucy's exceptional leadership, entrepreneurial acumen, and strategic expertise have been hard-won over three decades of innovation, creativity, and an unwavering commitment to kindness.

And what's with the radical hair? Lucy Bloom has rocked a pink mohawk since 2014 because she can.



Lucy Bloom Talks About

Doing Business Differently

This up to 60 minute speech is all killer, no filler. Laughs per minute: high

This is Lucy's most booked speech topic of all time. This presentation is adapted to your audience profile and includes universally relatable themes with the neuroscience and real-life examples to back it all up.

From prison officers to senior executives, nurses to mortgage brokers, employees and business owners: this topic hits hard in all the right places and Lucy is the keynote speaker to deliver it.

If you want your delegates feeling motivated, inspired and ready to conquer, with a speaker who has the business acumen and life experience to bring it all home, this is the topic and the keynote speaker for you.

Key Takeaways:

- Discover how your thoughts can be your biggest health problem and how to wrangle them for success
- Learn how chasing squirrels delivers valuable skillsets, life-changing joy and career highlights
- Gain access to courage in the same way that the military takes a new recruit afraid of heights and turns them into a paratrooper
- Consider resilience not as a rare talent but as a key decision you make when set-backs change your life story
- See how kindness to others extends your life expectancy and boosts productivity
- Learn how and why change should be something you should seek daily rather than avoid
- Understand why fun is not a luxury but one of the most important keys to team work and longevity

Best for motivational speech, inspirational life story speech, business awards night speech, industry event speech, team offsite speech, wellness and mindset session.

Futurist Innovation Thinking

This up to 60 minute speech is all killer, no filler. Ah-ha moments: many

She's the founder of a world-first education start-up, led a creative agency for two decades, disrupted the not-for-profit sector and consulted in China-Australia innovation. If new ideas fuel your engine and the future is where you're headed, this is the conference speaker and the topic for you.

Discover what's in store as the world adopts and adapts to technologies that are radically changing the way we plan and innovate. In this speech you'll learn how to lead in order to create and inspire innovation with the mindset and tools of a futurist even within frameworks of structure

and bureaucracy.

Key Takeaways:

- Learn how to take an idea from irritation to innovation with the mindset of a futurist
- Identify unexpected existing energy, motivations and momentum to ideate and propel new ideas
- Discover how to propel innovation with an understanding of the three types of Artificial intelligence (AI) already available to you in the systems you run
- See how systematic resistance to change is the single biggest innovation killer and learn how to side-step it, even within major bureaucracies
- Discover how connection and informality foster innovation better than big data and policy ever can
- Consider how courage and radical diversity will feed the innovation labs of the future

Best for leadership and innovation conferencing in any industry, associations and chambers of commerce, business awards night speech, creative industry events, CPD days.

Why AI? And other queries

This 40 minute speech blasts the roof off assumptions and fear of Artificial Intelligence and applies to any industry. THIS is the most engaging and relatable speech you will hear on AI.

As a business builder, start-up innovator and the successful leader of several companies, Lucy Bloom puts the turbo into harnessing new technologies for success. You might know where you are headed, but have you considered all three types of AI? This speech shows you how to map where you've been and comprehend where to next with resolve, energy, focus and fun, with AI in your arsenal.

This speech will have your delegates reconsidering their business planning for success, picturing their specific industry with new eyes and tools, busting to put it all into practice.

Key Takeaways:

- Understand all three kinds of Artificial Intelligence (AI) and how you can wrangle them for profit and efficiency
- Discover why forecasts are out and patterns are in
- Learn to spot a software sales pitch over a must-have AI solution for your business
- Learn how to focus your best resources: you, your team and the business as a whole, like The Terminator
- Learn from business cases how human error is never quite as catastrophic as machine error
- Discover why inclusivity is a commercial necessity of the future rather than a luxury of big business and why AI fails at this

Best for conferencing in any industry, associations and chambers of commerce, business upskilling, CPD days, educators and leaders keen to govern the AI journey for their organisations

with confidence.

Client testimonials

“ There’s no other speaker like Lucy Bloom: fast, funny and so relatable with business experience in spades. Lucy handles virtual events with energy and fun, leaving the audience right where we want them: motivated, inspired and ready for radical change.

- **7 Eleven**

“ Lucy is fantastic to deal with in all aspects. She is really personable, and we had good laughs behind the scenes. She gives a lot of energy and is so relatable. Our audience loved every minute with Lucy, giving her 9.7 out of 10 on our evaluation forms.

- **Dairy Women's Network, NZ**

“ Lucy's energy and enthusiasm are infectious, creating an atmosphere of inspiration and motivation.

- **Kalgoorlie-Boulder Chamber of Commerce and Industry**

“ According to one of our longest-standing members, Lucy Bloom is the best keynote speaker we have ever had a state conference - and that member has attended all 30 of them.

- **CWA NSW**

“ Lucy’s speech on trust at the Y Convention in Atlanta was brilliant. She delivers authentic energy and storytelling genius from a foundation of innovation and commercial reality. You’ll never forget her.

- **YMCA**

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