

Deb Krier

Strategic Advisor for Executives Facing Cancer

Founder, [tryingnottodie.LIVE](https://www.tryingnottodie.live) & [yourcancercoach.LIVE](https://www.yourcancercoach.live)

Leading the conversation on leadership through serious illness



A three-time cancer survivor, Deb has lived through the chaos, the chemo, and the clichés—and she’s not here for any of them. Her message? Cancer may knock you down, but it doesn’t get to dictate how you rise.

She helps people stay steady, make sound decisions, and protect what matters most—personally and professionally.

Deb doesn’t just talk about surviving—she talks about living with purpose, humor, and a fire in your soul. She’s built her signature platform, **tryingnottodie.LIVE**, around the radical idea that connection, empowerment, and community are as critical to healing as any prescription. With a blend of straight talk, strategic savvy, and an occasional (okay, frequent) eye-roll at toxic positivity, Deb inspires her audiences to stop settling, start speaking up, and reclaim their power—one bold choice at a time.

Her presentations and conversations are more than motivational—they’re a call to action to live louder, love harder, and never, ever let cancer have the last word.

You can’t control the diagnosis—but you can take charge of what happens next.

Why Book Deb

Deb brings a rare combination of lived experience, executive insight, and strategic clarity to every stage and conversation. She doesn’t just inspire—she equips.

- **A leading voice on leadership** through cancer and serious illness
- **Practical, actionable insights**—not just motivation
- **Executive-level perspective** backed by 20+ years in strategy and communications
- **Authenticity that resonates**, as a three-time cancer survivor
- **Timely relevance**, including her Executive Continuity During Cancer Study™

www.tryingnottodie.live • [www.yourcancercoach.LIVE](https://www.yourcancercoach.live)

Popular Podcast Topics

- The “I’m fine” syndrome.
- Living is the only cure for cancer!
- Five questions to ask your doctor.
- Finding humor during your cancer journey.
- Don’t die until you’re dead.
- Build your Tribe! Don’t go it alone.
- The unseen struggles of a cancer Warrior.
- Our unsung heroes during this journey.

Signature Presentations

I’m NOT Fine – And that’s Perfectly Fine

The courageous steps to take if you have cancer but want to make sure cancer never has you – ever.

Leading Through Cancer: What No One Prepares You For

What happens when a leader faces cancer—and how to stay clear, steady, and in control when nothing feels certain.

Businesses Don’t Get Cancer...Do They?

Running a business is already a challenge, but how do you protect your organization during a health crisis.

Your Bedside Manner Matters!

Making sure empathy, listening, compassion, and respect are part of every interaction with a patient.

About Deb

Deb Krier is a **Strategic Advisor for Executives Facing Cancer** and the founder of TryingNotToDie.LIVE and YourCancerCoach.LIVE. She helps people navigate cancer with clarity, confidence, and a plan—whether they’re running a business, leading a team, or simply trying to hold life together.

With more than 20 years in communications and strategy—and her own experience with multiple cancer diagnoses—Deb combines real-world expertise with lived understanding. As a certified **Integrative Cancer Coach**, she offers practical, no-nonsense guidance for those who need more than encouragement—they need direction and support.

Because cancer may change the path, but it doesn’t get to decide how the story unfolds.



YourCancerCoach.LIVE



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