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## MEET DOUGLAS

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When you want your organisation to thrive, when you want your brand to become iconic, when you insist on owning your industry, there is no alternative: Douglas Kruger helps you to position yourself so that the business comes to you.

Douglas Kruger is a leading professional keynote speaker on the business circuit, and author of multiple business books published by Penguin Random House SA. His most recent title is: **'They're Your Rules, Break Them! 50 Ways to Smash Silos, Bust Bureaucracy, and Create a High-Performance Culture.'**

He is the only person ever to have won the Southern African Championships for Public Speaking, hosted by Toastmasters International, a record five times.

In 2016, in honour of excellence in his craft, he was inducted into the Speakers Hall of Fame, by the Professional Speakers Association of Southern Africa.

Douglas speaks on disruptive innovation, and expert positioning. He specializes in helping businesses and brands to become more memorable than their competitors.

**Douglas's** past clients include senior management at a range of leading brands.

His articles and interviews have been featured in Forbes magazine, Classic fm, Espresso, Business Day, Entrepreneur magazine and more.

For true breakthrough thinking and outstanding insights into the levers behind real business innovation, choose one of South Africa's premiere professional speakers.

DOUGLAS

## WHAT DOUGLAS DOES

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Douglas answers this important question: 'What is the difference between businesses that blend into the background, and brands that **'own'** their industry?'

When CEO's of leading brands want guidance and advice on business innovation, and when progressive organisations see the need for cultural change, Douglas helps them to unpack how Elon Musk outperforms NASA, how 10x organisations exponentially out-earn industry dinosaurs, and why remaining **'relentlessly'** relevant to a market does not depend on past legacy, but current-day innovation.

Every presentation is delivered with tailored care and outstanding stagecraft. So successful were his national roadshows with clients like Stanlib and MultiChoice that, in each case, he was booked again the following year over any other thought-leader - an anomaly in the speaking circuit.

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## DOUGLAS'S TOPICS

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### **Relentlessly Relevant! How to Innovate**

Disruptive change, competitive advantage, thinking differently to out-pace your competitors. What does Elon Musk know that the old dinosaurs **don't**? How can you use innovation to become a dominant industry force?


### **Own Your Industry! How to Position Yourself as an Expert**

When you are the Branson of business, the Clarkson of cars, the Nigella of food, the business comes to you. Are you a **'category of 1'**? When clients spend into your industry, are you the only logical choice. Do you know how to make your brand iconic?

### **They're Your Rules, Break Them! Strategic Rule-Breaking for Innovation**

Do you have the courage to utterly disrupt your industry? Do you know which rules to break to give your brand a decisive strategic advantage? How to see beyond the inherited clutter of **'the way things have always been done?'**

*"Douglas taught Mensa a thing or two."* Rayaan Uys, Chairman, Mensa

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## PUBLICATIONS

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- Own Your Industry: How to Position Yourself as an Expert
- Relentlessly Relevant: 50 Ways to Innovate
- How to Make Your Point Without PowerPoint
- Is Your Thinking Keeping You Poor? 50 Ways the Rich Think Differently; and
- **They're** Your Rules, Break Them! 50 Ways to Smash Silos, Bust Bureaucracy and Create a High Performance Culture

## MEMBERSHIPS

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He is a member of the Global Speakers Federation, and Mensa.

## ACHIEVEMENTS

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- **Douglas's thought**-leadership articles have been published in the likes of Entrepreneur magazine, Business Day and Forbes
- He has been featured on Classic Fm, Expresso and CNBC Africa
- He is the only person ever to have won the Southern African Championships for Public Speaking, hosted by Toastmasters International, a record five times
- In 2016, in honour of excellence in his craft, he was inducted into the Speakers Hall of Fame, by the Professional Speakers Association of Southern Africa

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## CONTACT US



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