

OWN YOUR INDUSTRY

DOUGLAS KRUGER CSP

Multiple award-winning global speaker and business author

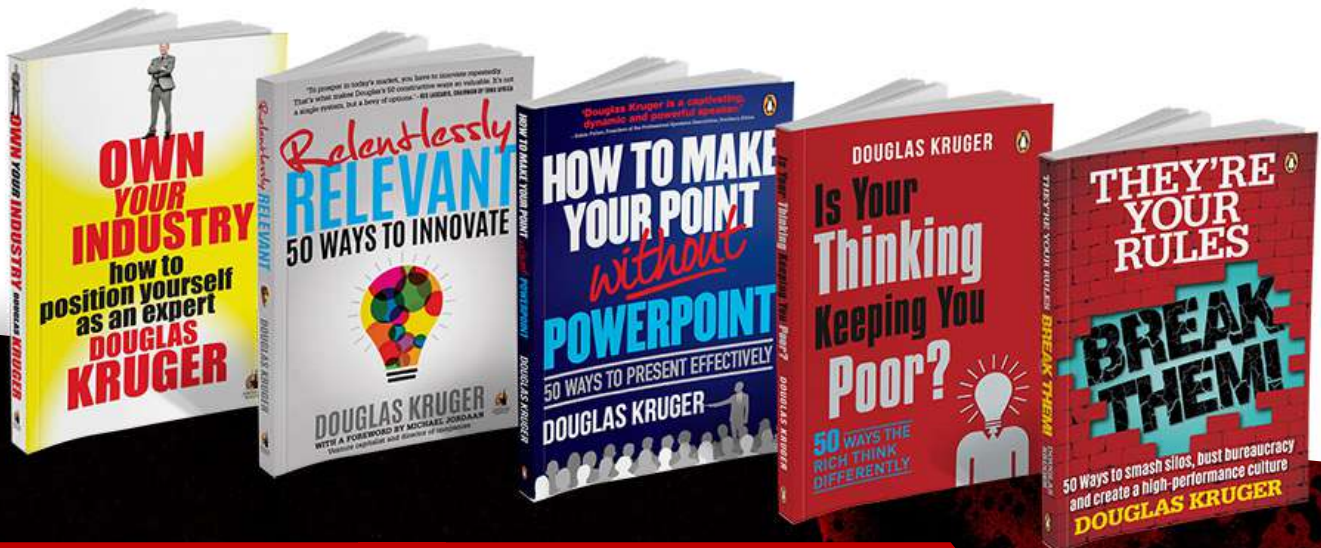
When we first enter an industry, our greatest desire is to 'fit in'. Disruptive rule-breakers understand the immense value of 'standing out'.

They're your rules.
BREAK THEM!

“ When your goal is market dominance, when you insist on 'owning' your industry, there is no alternative. ”
- Douglas Kruger CSP

“ Thank you for delivering beyond our expectations. You have contributed immensely to the culture of Innovation at MultiChoice. We look forward to travelling this road further with you in the future. ”

- Charmaine Smith, GM,
Strategy & Business Development
MultiChoice Africa



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THIS IS DOUGLAS KRUGER CSP

Multiple award-winning global speaker and business author



The author of **five** business books with Penguin (and counting), Douglas has been inducted into the **Speakers' Hall of Fame** for excellence in his craft.

When CEOs 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**.

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.

In addition to his business acumen, Douglas is the only person ever to have won the **Southern African Championships for Public Speaking** a **record five times**. He is a **Certified Speaking Professional**, and an inductee into the Speakers Hall of Fame.

“ Douglas has got all the qualities of a superb speaker: credibility, integrity, and obviously a very good presentation. ”

Clem Sunter
Chairman
Anglo American Chairman's Fund

Douglas is the author of:

Own Your Industry +

Relentlessly Relevant +

How to Make Your Point Without PowerPoint +

Is Your Thinking Keeping You Poor? +

They're Your Rules, Break Them! +

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DOUGLAS KRUGER CSP

BUSINESS TOPICS

Grow your business and people with these presentations and seminars



For true

Break-through thinking

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.

RELENTLESSLY RELEVANT

How to Innovatively Own Your Industry

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?

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

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?'

KEYNOTE
PRESENTATIONS

R35 000

HALF-DAY SEMINARS

R40 000



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