

Bruce Whitfield.

Insightful. Inspiring.
Motivational.



Bruce Whitfield is a master storyteller who delivers invigorating keynotes that leave a lasting impact.


Bruce Whitfield is a sought-after keynote speaker backed up by impeccable credentials as an award-winning journalist and best-selling author. He is a master storyteller who interprets the noise at the murky intersection of global business, politics, and society for international audiences.

Bruce has spent more than two decades analysing South Africa's fraught political economy, and draws on critical lessons from remarkable people who have built global businesses in one of the planet's most challenging environments. With these, he inspires and captivates organisations and teams – regardless of industry, market, or location.

Bruce understands the power of grit, tenacity, and genius - and conveys this message with passion, humour, and purpose to activate teams and organisations looking to thrive on the edge of today's chaotic world.

"If you are looking for a speaker who your delegates are going to quote around dinner tables for weeks after your event, Bruce is your man. Original, insightful and thought provoking"

– Richard Phillips, Director, Thundermark



Talks

How to Get Lucky, Where Strategy, Opportunism and Grit Collide

Financial journalist, author and broadcaster Bruce Whitfield has been studying companies and those that lead them for nearly 25 years.

Great leaders position their businesses ahead of rivals to capitalize on opportunities that emerge in times of stress and disruption. That enables them to seize opportunities, often hidden in plain sight.

Building any kind of enterprise in an increasingly digital, AI driven, fiercely competitive environment is hard, and success is never guaranteed.

You will often hear: "they were just in the right place at the right time", or that their timing was "lucky" or they got a "lucky break" or that they were "just born lucky." Luck is not a single, random event. It can and must be cultivated and exploited.

Bruce's new keynote, How to Get Lucky: Where Strategy, Opportunism and Grit Collide, is drawn from the most critical lessons he has distilled through analysing successful global businesses for more than two decades.

It is the perfect antidote to the prevailing negative sentiment afflicting many economies around the world as fears of recession and stagflation undermine leaders' ability to shape their growth strategies for the future.

This talk is useful to all organisations looking to align their teams for growth.

Other topics include:

Leadership

Managing uncertainty

Inspiration & motivation

Solutionist thinking

Optimism & opportunism in business



Bruce is as comfortable on a stage as he is on camera or behind the microphone. He is insatiably curious and constantly builds his understanding of the world in a way that helps him help audiences make sense of it too.

His extensive knowledge and connectedness inform a unique perspective. He tells compelling stories about the political economy in a creative, engaging way that connects with the audience at a meaningful level. Adept at reading a room, his wit and honesty allow for spirited conversations around sometimes difficult topics.

He is a master moderator and facilitator who asks the right questions to cut to the crux of the matter and synthesises the key insights from multiple speakers and discussions to make sense of complex issues.

Bruce has the extraordinary ability to bring clarity and transform how we see the world. This fresh perspective shines a light on how we can fix the future. Today.



"Bruce is able to take some very serious complex themes and make it relatable and digestible to our audience, he uses language we understand to position some global issues. Bruce is a great messenger, he is credible and very, very funny. A definite name on my dream dinner party guest list."

- Kate Mollett, Regional Director, Commvault

"Knowledgeable, entertaining, positive, professional. Bruce is thoroughly prepared, with the ability to apply his profile, journalism skills and natural inquisitiveness to the client event – the result is an MC and facilitator who has always lifted the quality of our events with his personality and excellence."

- Hylton Kalner, CEO Discovery Bank

www.brucewhitfield.com

