

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 Thrive on the Edge of Chaos

As the world goes from an extended period of abundance to one of increased scarcity, it may feel like we are teetering on a precipice. But Bruce's 45-minute keynote inspired by his latest book, *Genius. How to Take Smart Ideas Global*, examines what it takes to not only cope in times like these, but to thrive.

This keynote draws on fascinating, truth-defying, and inspiring case studies of people and businesses that succeed against the odds. *How to Thrive on the Edge of Chaos* challenges the prevailing, oppressively negative outlook and inspires your audience to act and succeed, regardless of the circumstances.

The Upside of Down

Bruce's talk, *The Upside of Down*, demonstrates how important it is to have a growth mindset in a profoundly complex environment, where fear and indecision often paralyse us into inaction.

Using practical examples uncovered while researching his best-selling book of the same name, Bruce shows how current times are not the most challenging in history. Rather, using his signature brand of optimistic realism, Bruce inspires his audiences to understand that we live in a time of incredible opportunity.

You cannot make good long-term decisions if you are overwhelmed by fear. This deeply empowering, fact-rich, multi-layered talk challenges our in-built biases and encourages us to confront widespread but often inaccurate beliefs.

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