

# DOUGLAS KRUGER

## Professional Speaker, Author and Trainer

Southern African Champion of Public Speaking 2001 / 2004 / 2005 / 2007 / 2009  
2nd Place World Champion 2004

### Why get Douglas Kruger to speak to your team?

Douglas is the only speaker in Africa to have won the **Southern African Championships for Public Speaking** a record five times. He is also Africa's only 2nd place World Champion! Competing in Reno, Nevada in 2004, he achieved the highest ranking Africa has ever attained at this prestigious contest. Douglas will bring world-class platform skills to your conference, because not only is he a master at connecting with audiences, but his content is of an international standard.

He is the author of '**50 Ways to Become a Better Speaker**,' published in South Africa and Nigeria, '**50 Ways to Position Yourself as an Expert**,' and co-author of '**So You're in Charge. Now What? 52 Ways to Become a Better Leader**.'

**And experience?** In Africa, he has spoken and trained for organizations like: BMW, Vodacom, ABSA, Old Mutual, Caltex, Nedcor, FNB, Revlon, Alexander Forbes, Standard Bank, the JCCI, Clarins, and many more. In 2009, he produced, choreographed and co-presented a nationwide Customer Service road show for Caltex. He has also spoken as far afield as **Hong Kong** and the **USA**. He has personally coached: The Executive Director of Fairbairn Capital, the Chief Financial Officer of Barnard, Jacobs and Mellet, the Managing Director of Clarins South Africa, the CEO of PWC South Africa, and the executive management team of BMW South Africa.

Douglas has been a talk-show host on SAfm and Talk Radio 702, and writes regular thought-leadership columns for Entrepreneur, Sales Guru and Career Success magazines. In 2010, he was made the **Face of Ford**, starring in a series of TV ads.

Doug's style is easy and entertaining. He is quick-witted, humorous and always at the forefront of industry knowledge. He is experienced at working with conference conveners and knows how to assist you in meeting your goals. Expect an engaging, content-rich presentation from a presenter who knows how to make it come alive. ...And has the credentials to prove it!



Member: National Speakers Association & Toastmasters International  
See Douglas in action at: [www.douglaskruger.co.za](http://www.douglaskruger.co.za)



SELECTION

## Seminars & Presentations

### **How to Position Yourself as an Industry Expert**

Based on Douglas's book, '50 Ways to Position Yourself as an Expert,' this business talk looks at practical, proactive steps you can take to gain visibility and become known as the thought-leader in your industry. Don't be the Pie-Man, selling his wares one by one. Be the guru, and they will come to you.

### **The Hamster in the Machine:**

How the mindsets of corporate hamsters gum up the works in big organizations, and how you can get everyone to see The Big Picture. Learn about the hamsters that may have infected your hierarchy, from Hamsters in the Forecourt, to Hamsters at the Helm. This presentation assists with ensuring that everyone is fighting for the same goal.

### **The Big Bum Theory**

"Do these jeans make my bum look big?" "No, honey. It's your big bum that's doing it." This humorous keynote pokes fun at the culture of blame and victimhood, and shows how, by inverting it, we can set goals, strive for achievements, and move away from excuses. This presentation is designed to assist delegates with taking ownership of their lives and careers.

### **Escape the Hamster Wheel**

Learn about The Rules of Hamster Thinking and how they impair our effectiveness. Hamsters make up rules that work against them, do things the way they've always been done, and do what all other hamsters would do. Discover how to think more industriously and develop your personal initiative. This motivational presentation is designed to teach your delegates to become greater 'go-getters.'



### **How to Strategically Position your Bum Above the Butter**

A humorous and insightful keynote on career growth for those who want to make all the right moves. This presentation points out clever career moves, encourages initiative, and gives ideas for growth within an organization.

### **8 Epiphanies Every Entrepreneur Must Have (Sooner Rather than Later)**

This is a Sales talk and more. It is a look at the principles behind the scenes; the deeper level understandings you need to have in addition to the nuts 'n bolts, how-to stuff. Do you know how to please the Real Economic Buyer? Do you understand how positioning determines your payscale? Do you know why you should be selling Mythology, and not just a great product? These are just a few of the Epiphanies every entrepreneur must have, sooner rather than later.

### **So You're in Charge? Stop Working So Hard!**

5 Ways in which leaders and managers over-extend themselves, squander the precious resource of creative-thinking time, and become less strategic as a result of being too operational...and what to do about it!



### **Hamsters in your Funnel**

How Hamster-thinking affects Sales Teams, and how to get your group thinking like Exceptional Individuals. This presentation shows how sales forces distract themselves, and how to become more focused.

### **The Art of Asking Powerful Questions, for Leaders**

How to get results without giving endless commands. Questions are a powerful management tool, which can revolutionize the human dynamic in your team.

### **The Zoë Factor**

The Personal Touch in customer service, based on the expertise of a bouncy, five-foot-nothing waitress.

### **The 7 most effective ways to truly trash a perfectly profitable team**

A tongue-in-cheek look at teams, what binds them, what splits them apart.

### **The Best of the Best**

The philosophies and life-approaches that all the top names in performance have in common. What do exceptional individuals in different fields all believe and do? Do Stephen King and Arnold Schwarzenegger do 'the same thing'? Find out what philosophies set these winners apart.

### **Talent!**

What it is. What it isn't. How to Grow or Crush it among your team. How to develop it in yourself. The science behind the phenomenon, and how to use it in this Knowledge Economy.

### **Pop!**

Rebel against the grey! How to make your brand stand out.

**BOOK TODAY**

See Douglas in action.  
[www.douglaskruger.co.za](http://www.douglaskruger.co.za)

★  
BOOKS  
★

### **Douglas is the author of the following books:**

Log onto [www.douglaskruger.co.za](http://www.douglaskruger.co.za) for more information on how to get your copy!



# Training Seminars



## Public Speaking - How to Engage and Persuade in your Presentations

Douglas is Southern Africa's only 5 x SA Public Speaking champion, and as such, is the pre-eminent presentation skills coach. He will provide you with all the basics – the nuts 'n bolts of presenting – but he will also go well beyond that. Learn how to organize the audience in a room for the best psychological effect. Learn how to connect, engage and persuade. Learn about the 15 different ways in which you can structure your messages. Learn how to create credibility. Most of all, learn how to make your target audience think and believe as you do. These courses are ideal for managers, sales teams and anyone who wants to grow their career by mastering this all-important skill. Douglas has personally coached the executive management of BMW, the Director of

Fairbairn Capital, the Chief Financial Officer of Barnard Jacob and Mellet and more. Groups of any size are welcome, and training is conducted at your premises.

### How much do these premium courses cost? Below costs for a 1 Day course.

Long term training relationships can be negotiated. One-off courses are constructed according to the number of delegates. For pricing on 2-Day course, please email.

Number of delegates	Cost (Incl.)	Includes (per delegate)
1 (personal coaching)	R7 500	Full-colour manual
2 - 5	R4 300 (per del.)	Full-colour manual
6 - 10	R3 500 (per del.)	Full-colour manual
11 - 20	R2 900 (per del.)	Full-colour manual
21 - 30	R2 200 (per del.)	Full-colour manual
31 - 40	R1 800 (per del.)	Full-colour manual
41 - 60	R1 600 (per del.)	Full-colour manual
61 - 100	R1 400 (per del.)	Full-colour manual
101 - 200	R 950 (per del.)	Full-colour manual
201 - 400	R 800 (per del.)	Full-colour manual
401 - 1 000	R 600 (per del.)	Full-colour manual
1 001+	R 500 (per del.)	Full-colour manual

### Costs do not include travel or accommodation.

Each delegate receives a full-colour manual and the personal time and attention of Douglas Kruger, 5 x Southern African Public Speaking Champion.

### Long-term training relationships

Long-term training partnerships can be negotiated at preferential rates. For large-scale corporate companies considering ongoing training, Douglas recommends groups of 15-20 individuals at a time.

# Training Seminars

## Timing

Courses are approximately 9 hours in total duration. These hours can be split over three separate day sessions of three hours each, over one full day, or otherwise structured according to the client's needs. They are hosted at your company premises, in order to minimize costs and avoid keeping you away from your obligations.

## Extra

Coaching is a life-long process. As the result of attending any course with Douglas Kruger, your delegates will have email access to his skill-resources in perpetuity, at no additional charge.

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## Next-Level Sales Thinking

Got the basic training? Good! Now let's take it up a notch.

Most Sales teams understand the basics. Some even carry them out. They know about asking for the deal, working the numbers, the value of keeping existing clients satisfied and so on.

But when you're ready for more, where can you go? Douglas Kruger, Author and 5 x SA Public Speaking Champion, has just the course for you.

Next Level Sales Thinking is about raising the bar for a more sophisticated team. Learn about:

- The psychology of working for yourself; not your boss
- Talent and the Mozart myth
- Why Positioning is better prospecting
- Finding ways to make it easier for customers to buy from you
- Why you should date your Compliance people and cheat with your Support staff
- Language skills: Stats versus stories, manipulation versus metaphors
- Recovering from bad scenarios: They cut your time, you're meeting the 'wrong' person, you're not in the room you expected, they want to hear about something else entirely.
- Becoming a perennial student

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## Get more Marketing Mileage out of each presentation

Tried, tested and tactful ways to increase your Sales whenever you present.



### Metaphoria! (2-hour mini workshop)

Learning the single most powerful communication skill:  
Storying your points for greater persuasiveness.



### **The Top 10 Mistakes in Corporate Communication (half day workshop)**

Shorten your learning curve by discovering what eeveryone does wrong, and how to do it better.

### **Selling in tough times (two hour workshop)**

It is not possible to sell to any client who perceives that times are tough. Your first task is to change their perception. How? With thought-leadership techniques. Learn to lead and educate your client.

### **Goal-setting**

Get on the good side of the 80/20 rule.

## *Looking for a MC?*

VOICE

### **Why choose Douglas Kruger as the MC for your event?**

Douglas Kruger is a 5 x winner of the Southern African Championships for Public Speaking. He understands that you have a certain vision for your event. Whether you're aiming for humorous and upbeat, or elegant and sophisticated, he can help you to set the tone.

Douglas has been a presenter on SAfm and Talk Radio 702. In 2010, he was chosen as the official 'Face of Ford' presenter on TV and radio, and he hosts his own motivational slot on SABC 1's youth development show, Ispani. He writes regular columns for Entrepreneur magazine and Sales Guru. With a knack for capturing audiences, Doug's style is easy and entertaining. He is eloquent, friendly and highly informative, and will bring humour and energy to your event.

### **And style-wise?**

Think 'Top Billing' meets Talk Radio 702, and you'll have a pretty good idea of what to expect. Douglas has a smooth voice and does a great deal of voice-over work for TV and radio. He is witty without being coarse, energetic without being the class clown, in control without being a tyrant. Above all, Douglas knows how to work with people.



"Douglas is phenomenal. He has great expertise, is very result oriented, and also knows what it takes for organizations and people to change. His experience in speaking publicly and his Hamster's approach is so interesting. Douglas's understanding of processes, in particular - how to make things happen as productively as possible and what needs to be delivered at each stage - has been very valuable to us at the congress."

**Alves Duarte, 1<sup>st</sup> International Congress of Human Resources Convenor, Mozambique**

"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**

"...Marie, I got your mail last night when I got back from BMW's conference. They LOVED Douglas. His session with them was super successful. Thank you for the recommendation."

**Lerato Ramasodi, Assistant Content Director/Speaker & Artist Coordinator, Omage**

"Douglas was like a breath of fresh air. He speaks with sincere conviction and is able to evoke in his audience a range of emotions and responses. He has the rare gift of being able to engage his listeners who are drawn in by his dynamic presentation and his exuberance. He added considerable value to his presentation by circulating among the banquet guests who were delighted to converse with him and enjoy his friendly, outgoing personality."

**Andrew Layman, CEO, Pietermaritzburg Chamber of Business**

"Douglas's eloquence, wisdom and wit is astounding for a young man of his age. He is an inspiring, knowledgeable and confident speaker who can keep any audience spellbound for literally hours. I highly recommend him as a speaker and trainer."

**Carol Bester, Life Enrichment Pastor, Liberty Church**

"I was immediately impressed with his voice, his manner and the ease with which he engaged his audience. His winning smile complemented his wonderful story-telling ability and quick wit, all qualities that one would expect from a proficient speaker."

**Mark Brown, New York, 1995 World Champion of Public Speaking**

"Mr Doug, My sources at Pam Golding tell me you were on fire the other day during your presentation!"

**Colin Browne, Editor, Sales Guru magazine**

"Professional yet thoroughly entertaining. He kept the group spellbound from start to finish and I was personally very disappointed when he was done and it was time for him to leave as I had barely felt the time fly by and could have spent the rest of the afternoon listening to him!"

**Tertia Reid, Training Administrator, Spar Group**

"...Douglas demonstrated what makes him one of the best public speakers in South Africa. ...His strength of character and powerful use of the English language were motivating..."

**ABSA newsletter**

"Once again thank you for your input with my speech. For me that was somewhat of a defining moment and like the foreword in one of your books, I am grateful for the time that you (the famous one here) so readily invested in me! Take care Doug."

**Robynne Adams, General Manager, Clarins South Africa**

"Douglas taught Mensa a thing or two. Thanks once again for the talk, we are getting very positive feedback from our members on both the talk and your books!"

**Reyaan Uys, Chairman, Mensa Pretoria**

Douglas, Thank you again for the professional and entertaining job you did at our conference. It was a pleasure working with you and we look forward to future business ventures together.

**Andrew Honey, Managing Director/Publisher, Entrepreneur magazine**

"I thought Doug was a fantastic speaker. He held the audience riveted. Not only was his presentation highly entertaining, but the business message was sound. I would highly recommend him to any business interested in teaching their staff to use initiative."

**Deon Nel, Provincial Head, Standard Bank Financial Consultancy**

"A real inspirational speaker who connected immediately with our audience of over 500 delegates. We have invited Douglas to come back."

**Mr Wayne Sandberg, FNB Home Loans**

"A true inspirational leader – giving hope and encouraging the birth of real hero."

**Elmien van Amerom, Project Leader, Central University of Technology**

### What Douglas's Agents Say

Hi Tony and Douglas,

Just had a great "follow-up" with Judy Holding (of Grant Thornton). She couldn't have said more wonderful things about the workshop and the way that you guys put it all together. From the field work to the actual delivery it was all world class. I have lots of great comments to share with you need you have a chance for a chat.

Judy and I are going to keep in touch about the next step forward for them and introductions into other divisions within the company. Judy also said that there would be more one on one presentation skills opportunities for Douglas.

Again, you did us proud!!!!

Kind regards,

Marie Grey

### Praise for '50 Ways to Become a Better Speaker'

I so enjoyed your book that I purchased from you. In fact it was difficult to put down, and I read it on the plane back to Cape Town. Extremely well written, and easy to digest. Practical, personal. Lots of examples. Packed with useful stuff.

**Hugh Solomon – Toastmaster**

I really enjoyed your book so much. All of my evaluators commented on the improvement in my delivery of my speeches, but the best comment was for my CC10, where the feedback that I got was that 'I owned the stage'.

This is all thanks to the inspiration from your talk.

**Alana Byrne – Toastmaster**

A quick note to let you know how much I am enjoying your '50 ways...' book! I am actually in the process of preparing a presentation (about presentations) and am find your book a great reference. I think I'll get my boss to buy a bunch of copies to give to all our sales people, goodness knows they need it!

**Tony Vink, Primedia Outdoor**



Douglas is looking forward to a long and mutually rewarding relationship with you. See Douglas's in action, or read his articles, at:

[www.douglaskruger.co.za](http://www.douglaskruger.co.za)

Contact him at [kruger@computer.co.za](mailto:kruger@computer.co.za) or via Mobile: +27 72 252 2675

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