



barrie bramley



**INSTABILITY IS OUR  
NORM, AND ISN'T  
SOMETHING TO BE  
FEARED. BY  
EMBRACING IT YOU  
TAKE ANOTHER STEP  
CLOSER TO BECOMING  
SUPERMANOUVERABLE**

An International Conference Speaker for over 20 years, Barrie spent the first half of his career speaking about Broad Business Trends, Talent and Generational Theory, and now focuses on:

**KEYNOTE SPEAKER**

**WRITER**

**HEAD OF PLAY AT CALIDASCOPE**

*(communication agency)*

**DISRUPTION**

The future is arriving far faster than expected. One could even say it has arrived, and is just largely undistributed. It will be the Supermanoeverable who will hold the advantage.

**CHANGE**

Fearing change is like fearing the weather. It's going to happen no matter how you feel about it. The challenge is to adapt and take advantage of the opportunities that present themselves.

**CREATIVITY  
AND PLAY**

Our success in the future will be determined by our ability to leverage our creativity in order to innovate our way into the world we want to live in.

**One could suggest the first 10 years were about the change that was coming, and the second 10 years has been how to survive and thrive in our changing environment.**

Barrie has spoken on most continents to companies and organisations spanning a multitude of industries. He has a wealth of experience speaking to diverse audiences, and is consistently rated a top speaker at each event he speaks at.

Barrie is well known for his edutaining and personal style. Easy to listen to, Barrie's engaging style and humour makes him a conference favourite. As a Conference and Keynote Speaker, he is easy to work with. He is well known for working hard to deliver exactly what the client is looking for.



Knowing that in order to change behaviour people must have a new paradigm from which to think from, Barrie presents a fresh set of thoughts enabling audiences to think differently in order to change how they go about their business.

Don't see Barrie as 'just a speaker'. His ability to integrate knowledge and information in order to make a tangible difference, has given him some of the following opportunities:

*Barrie has designed and facilitated experiential workshops for organisations in South Africa and around the world, exploring topics like change, innovation and disruption.*



Barrie lectured at the Asia Pacific Leadership Program, out of the East West Centre at the **University of Hawaii**, in their '**Leadership and Diversity**' programme over the course of 3 years



As a member of the **GIBS** Faculty, Barrie lectured on **Talent Development at the Standard Bank Global Leadership Centre**, where he lectured Senior Leaders of Standard Bank over the course of 4 years.



Barrie reported in to the Managing Director of MassCash (part of the MassMart Group) for 16 years, where he **consulted on special projects**.

**COUNTRIES BARRIE HAS WORKED IN:**



**Countries:**

- South Africa
- Swaziland
- Zambia
- Zimbabwe
- Namibia
- Mauritius
- Japan
- Singapore
- Italy
- England
- Scotland
- Argentina
- USA
- Canada



What happens when the experts who study the future and who's job it is to suggest what we can expect, are getting it wrong? In the world being **DISRUPTED** there are two challenges that business faces a **technical challenge** and an **adaptive challenge**.

**THE KEY IS TO EMBRACE DISRUPTION AND CHANGE EARLY. DON'T REACT TO IT DECADES LATER.**

**YOU CAN'T FIGHT INNOVATION.**



The **TECHNICAL CHALLENGE** is the easier stuff. The parts and processes we can touch, see, measure, etc.

Technical challenges have technical solutions. The big decisions are around whether it's worth applying the known solution to the known challenge?

**ADAPTIVE CHALLENGES** aren't as easy. They largely revolve around people, the complexity that defines them, and their ability to make the changes required to overcome the challenges being faced. Adaptive challenges are difficult to touch, see or measure, and the solutions aren't always obvious or guaranteed. You ignore them at your own peril.

This is the difficult work of disruption. Preparing people not only for the change, but also for how to leverage it for their own and the business' success.

**CLIENTS BARRIE HAS WORKED WITH:**



**More clients:**

- |                   |                        |                  |                 |                      |              |                     |                 |
|-------------------|------------------------|------------------|-----------------|----------------------|--------------|---------------------|-----------------|
| Eskom             | Varsity College        | Vodacom          | Sportron        | ACCA                 | Reserve Bank | PowerTech           | Stanlib         |
| Momentum          | Munich re              | Liberty          | Tiger Brands    | Mazars Moores Roland | JD Group     | BDO Spencer Steward | PG Glass        |
| GIBS              | BATSA                  | Deloitte         | BMW             | KFC                  | Netcare      | MultiChoice         | Virgin Active   |
| Sun International | AVIS                   | Sanlam           | The Kelly Group | SARS                 | Merk         | Media24             | UCS Solutions   |
| Spar              | Hollard                | SAPPI            | SAB Miller      | Knowledge Resources  | Aspen Pharma | Wesbank             | First Cut       |
| Tracker           | Ernst & Young          | Chartered Wealth | Midas           | City Lodge           | SABC         | RSM Betty & Dickson | MassCash        |
| Volvo Truck       | Franke Kitchen Systems | Barloworld       | Telkom          | Bowman Gilfillan     | Suntory      | Pirelli Tyres       | MassDiscounters |