



Keynote Speaker | MC | Culture & Performance Igniter

With more than 30 years of experience in Human Capital, Learning, and Leadership, she knows what it takes to build teams that don't just deliver – they outperform. She's led two companies to win Deloitte's Best Company to Work For, while heading up HR, and she currently leads Learning & Development at Metropolitan.

"Average is comfortable. But comfort never changed the game."

Clelland Kruger is an award-winning HR and Learning executive turned keynote speaker and MC.

What is FIRE?

Her signature keynote, Set FIRE to Average, is bold, energising, and refreshingly real. It inspires teams to rethink how they work, lead, and live, getting them to trade autopilot for intentional action. Built around a deceptively simple framework: F.I.R.E.

Each letter unlocks a critical element of exceptional performance. It's about how we focus, how we create impact, how we build relationships, and how we manage our energy, so we don't burn out while we burn bright.

In a world drowning in distractions, deadlines and dashboards – average can creep in unnoticed. Until someone lights a match. That someone is Clelland Kruger.

"People were in awe about the message and it landed very well!"

"We've had speakers in the past, but this was another level."

"I really love your energy and aura. You were so awesome!"



Why Clelland?

- Strategic leader with 30+ years of work
- Known for building high-performance, high-trust cultures
- A speaker who engages hearts and minds
- Experienced and confident MC, host, and facilitator

Perfect for:

- Sales and leadership conferences
- Strategy offsites and culture events
- Kick-offs, summits, and recognition functions
- Available as a keynote speaker, MC, panellist or moderator