

Current Keynotes

Keynote I

Title: #WhateverItTakes #livewithoutregret

Description: This keynote, #WhateverItTakes, is not just a talk; it's a captivating experience designed to propel you towards creating your destiny, inspired by the profound wisdom of Gandhi: "Your beliefs become your thoughts, your thoughts become your words, your words become your actions, your actions become your habits, your habits become your values, your values become your destiny."

This immersive experience, co-presented with Isaac, a Zulu warrior, intertwines powerful storytelling with live drumming, dancing, and audience interaction, creating a dynamic atmosphere that transcends conventional motivational speeches. Featuring songs like Impi, Shosholoza, and Waka Waka, the session goes beyond inspiration, offering a transformative exploration of the power of connection, team spirit, and the intentional hug.

Drawing from Cobus's life-altering book, "Walking Through Fire: Whatever It Takes," attendees are not just spectators but active participants in a narrative that champions resilience, hope, and the unyielding belief that the impossible is indeed possible.

Audience Key Takeaways:

- **Empowerment:** Feel inspired to conquer tomorrow, embracing the philosophy that the impossible is within reach.
- **Live Without Excuses:** Each attendee receives an armband inscribed with #WhateverItTakes, a constant reminder to pursue life with no excuses.
- **Hope and Connection:** Discover newfound hope and a deeper connection with oneself and others, fostering a supportive community spirit.
- **Regret-Free Living:** Learn strategies for a life filled with purpose, devoid of regret, and aligned with one's highest aspirations.

Ideal for:

- **Mental Health Awareness:** Offers insights into overcoming psychological barriers and cultivating a positive mindset.
- **Team Motivation:** Ideal for teams seeking a unique bonding experience that highlights the importance of unity and shared goals.

- **Experiential Learning:** Perfect for audiences looking for more than just a talk, but a memorable journey with Cobus and Isaac, the Viking and the Warrior.

Complementary Activities:

Enhance the experience with optional activities like the Firewalk, Glasswalk, Drumming, or Ice Plunge—each designed to challenge limits, build trust, and reinforce the keynote's messages.

Embark with us on this journey to unleash your extraordinary potential, proving once and for all that #WhateverItTakes is not just a motto but a way of life.

Keynote 2

Title: Viking Virtues for Peak Performance

Description: Drawing parallels between Viking conquests and today's business challenges, Cobus elucidates how the Vikings' fearless approach to battles, respect for equality among men and women, and relentless pursuit of exploration can inspire contemporary organizational transformation and diversity initiatives. Learn how today's royals, cutting-edge technology, and the world's most peaceful countries trace their lineage to Viking virtues, embodying a testament to their enduring legacy.

Audience Key Takeaways:

- **Understanding the 9 Viking Virtues:** Discover the profound impact of courage, truth, honour, fidelity, discipline, hospitality, self-reliance, industriousness, and perseverance on team cohesion and performance.
- **Empowerment in Uncertainty:** Gain insights into leveraging Viking principles to navigate the modern challenges of AI, global conflicts, and future uncertainties with confidence and unity.
- **Code of Honour in Teams:** Learn to establish a Viking-inspired code of honour within teams, fostering a culture of respect, equality, and collective achievement.
- **Conquering as a Team:** Embrace the Viking spirit of conquest and exploration, applying their strategies to achieve organisational goals and overcome contemporary obstacles together.

Ideal for:

- **Organisational Transformation:** Perfect for businesses seeking to cultivate a fearless and egalitarian culture that embraces change and innovation.

- **Diversity and Inclusion Initiatives:** Offers valuable insights into the Viking approach to equality, making it relevant for diversity and inclusion training.
- **Team Building:** An excellent choice for teams aiming to strengthen bonds, enhance collaboration, and achieve peak performance through shared values and goals.

Complementary Activities:

Like in Keynote 1, this presentation can be paired with experiential activities such as Firewalk, Glasswalk, Drumming, or Ice Plunge, each designed to reinforce the keynote's themes and enhance team unity and resilience. Participants will receive an armband symbolising their commitment to Viking Virtues and a teaser to the future book "Vikings," set to launch in 2025.

Join Cobus Visser in this transformative keynote to forge a path of excellence for your team, inspired by the timeless virtues of the Vikings. Together, let's set sail on a quest for organisational greatness, armed with courage and the spirit of conquest.

Keynote 3

Title: 10Xponential Growth

Description: Unlock the secrets of scaling your business to extraordinary heights with Cobus Visser's transformative keynote, "10Xponential Growth." Whether you're in the startup phase laying the groundwork or ready to scale up, this presentation provides a meticulous blueprint for success. Based on Cobus's vast experience in turning a family enterprise into a sprawling success and catalysing a business to grow by 10,000%, this session reveals the 12 indispensable disciplines that guarantee business growth within 12-18 months.

Cobus combines the rigour of an MBA with practical strategies forged in the entrepreneurial fires of real-life business challenges. Learn to navigate and conquer the volatile economic landscape and discover the mindset shifts necessary for exponential growth and freedom.

Audience Key Takeaways:

- **Start-Up Strategies:** Essential foundations for startups to position themselves for scalability and success.

- **Scaling Secrets:** For established businesses, strategic insights to catapult your enterprise into the realm of exponential growth.
- **Mindset and Legacy:** Cultivating the vision and mindset that fuel the drive towards creating a meaningful business legacy.
- **Growth Blueprint:** A strategic growth plan tailored to guarantee the scaling of your business operations and impact.

Ideal for:

- **Startup Entrepreneurs:** Tailored advice to set a robust growth foundation from the outset.
- **Seasoned Business Owners:** Advanced strategies for those looking to scale their businesses significantly.
- **Innovation and Business Growth Conferences:** A cornerstone presentation offering a blend of inspirational insight and practical tools.
- **Ideal for Corporates and Management Committees** who are aiming not just to grow their company but also to significantly enhance their profit margins and expand their market share, creating a competitive edge in their industry.

Online Course for Continued Learning:

In lieu of complementary tools, attendees will have exclusive access to an in-depth online course. This course delves deeper into the 12 disciplines, providing a comprehensive learning experience to apply these principles effectively.

Embark on a journey with Cobus Visser as he guides you from laying strong business foundations to achieving 10^{10} Xponential Growth, all within the framework of the 12 disciplines. This keynote is an investment in your business's future, paving the way for scalability, sustainability, and unparalleled success.

Keynote 4

Title: The Art Of Scaling: How to Build a High-Performance Business, Culture & Legacy

Description: Scaling a business is not just about strategy and numbers. It's about people, culture, and the systems that support them. In this powerful keynote experience, Cobus Visser takes leaders and teams through The Art of Scaling

Blueprint, revealing how to build a company that grows consistently, performs at a high level, and stands the test of time.

What This Talk Delivers

Leaders and teams will learn how to:

- Build a culture of trust, ownership, and resilience
- Align the business around a shared vision and WHY
- Develop operational systems that support growth (not stress)
- Strengthen brand, sales, and customer connection
- Shift from founder-driven to team-driven execution
- Create a growth plan with baseline → stretch → grand slam targets

The session includes a high-energy live drumming activation, aligning the room into collective rhythm, unity, and forward motion.

Key Questions Answered

- What is really holding your business back from scaling?
- How do you build a team that thinks like owners?
- Where is the true value in your brand?
- What needs to happen for your business to grow beyond you?

Audience Outcomes

- A repeatable scaling framework
- Practical actions they can implement immediately
- Renewed unity, confidence, and strategic direction
- A culture shift toward execution, accountability, and performance

Ideal For

- CEOs & Leadership Teams
- Entrepreneurs & Business Owners
- Sales Teams
- Family-Owned & Founder-Led Businesses
- Organizations in Growth or Transition Phases