

Introduction: Douglas Kruger

Here's an important question:

'What is the difference between a business that blends into the background, and a brand that stands out and leads the way?'

That is the question our guest speaker answers for a living.

Douglas Kruger helps industry-leading brands to innovate, to position themselves for success, and to remain relevant in the face of disruption.

Douglas is the author of no less than 6 business books, published by **Penguin**.

His books all focus on how organisations can claim the leadership of an industry.

His most recent book was titled '**They're Your Rules, Break Them! 50 Ways to Smash Silos, Bust Bureaucracy and Create a High-Performance Culture.**'

His next one, due for release in August, is titled: '**What Makes Them Great?**'

Douglas presents at conferences globally, and is often featured in the media.

In 2016, in honour of excellence in his craft, the **Professional Speakers Association** inducted him into their '**Speakers Hall of Fame.**' He is also a recipient of the **National Speaker Association's** 'CSP,' which is the highest earned designation from that global body.

Today, Douglas will help you to discover which rules you can break, in order to innovate.

Please help me to welcome **Douglas Kruger!**

(CONCLUSION)

Douglas sends out a weekly motivational newsletter called '**From Amateur to Expert.**'

To receive it for free, subscribe at www.douglaskruger.co.za.

He is also available to present for your leadership team the next time you hold a strategic conference.