Bruce Whitfield.

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Renowned business speaker | Award-winning Journalist | Best-selling author

Bruce Whitfield sees opportunity where others see chaos. He has spent his career proving that uncertainty isn't the enemy but a strategic advantage. An award-winning business speaker and best-selling author, he helps executives and teams to make smarter decisions, act with confidence, and gain the edge in a world defined by volatility and noise.

As the Creator of the Chaos Advantage framework, Bruce challenges conventional thinking and guides audiences to master decision-making, foster engagement, challenge conformity, and lead with conviction when certainty is impossible.

Winner of the 2025 UK Speaker Awards for Thought Leadership, and with nearly three decades in journalism, Bruce has learned to decode the deeper forces shaping markets and leadership behaviour. As a respected analyst of the world's most resilient companies, he helps leaders navigate the negativity bias of the news cycle, embrace solutionist thinking, and build cultures of realistic optimism that turn uncertainty into opportunity. Over the years, his insights have empowered audiences to think more clearly, decide more confidently, and act with greater purpose.

Bruce hosts Bruce Whitfield's Business Week, a weekly global digest unpacking the stories and trends that outlast the headlines, and The Art of Deciding podcast, which reveals how influential figures, from CEOs and entrepreneurs to philosophers and poker players, make decisions that shape the world.

He is the author of four acclaimed books, *The Upside of Down: How Chaos and Uncertainty Breed Opportunity*, *Genius: How to Thrive at the Edge of Chaos*, *The One Thing: Small Ideas, Big Outcomes*, and *It's About Tyme: Banking Beyond Borders*, embodying a mindset of curiosity, critical thought, and forward-looking leadership. His work inspires measurable shifts in how leaders think, decide, and act, from boardroom strategy to everyday leadership behaviour.

Bruce has been featured by leading business media and is a regular keynote speaker at global conferences, where his frameworks have been successfully applied across industries (from finance and technology to healthcare and manufacturing), proving their universal relevance. His global impact, combined with his dynamic and thought-provoking keynotes, has positioned him as one of the most sought-after voices on decision-making, leadership, and the power of clarity in chaos. Sometimes his talks spark laughter, other times, uncomfortable reflection. But they always leave people thinking differently.