

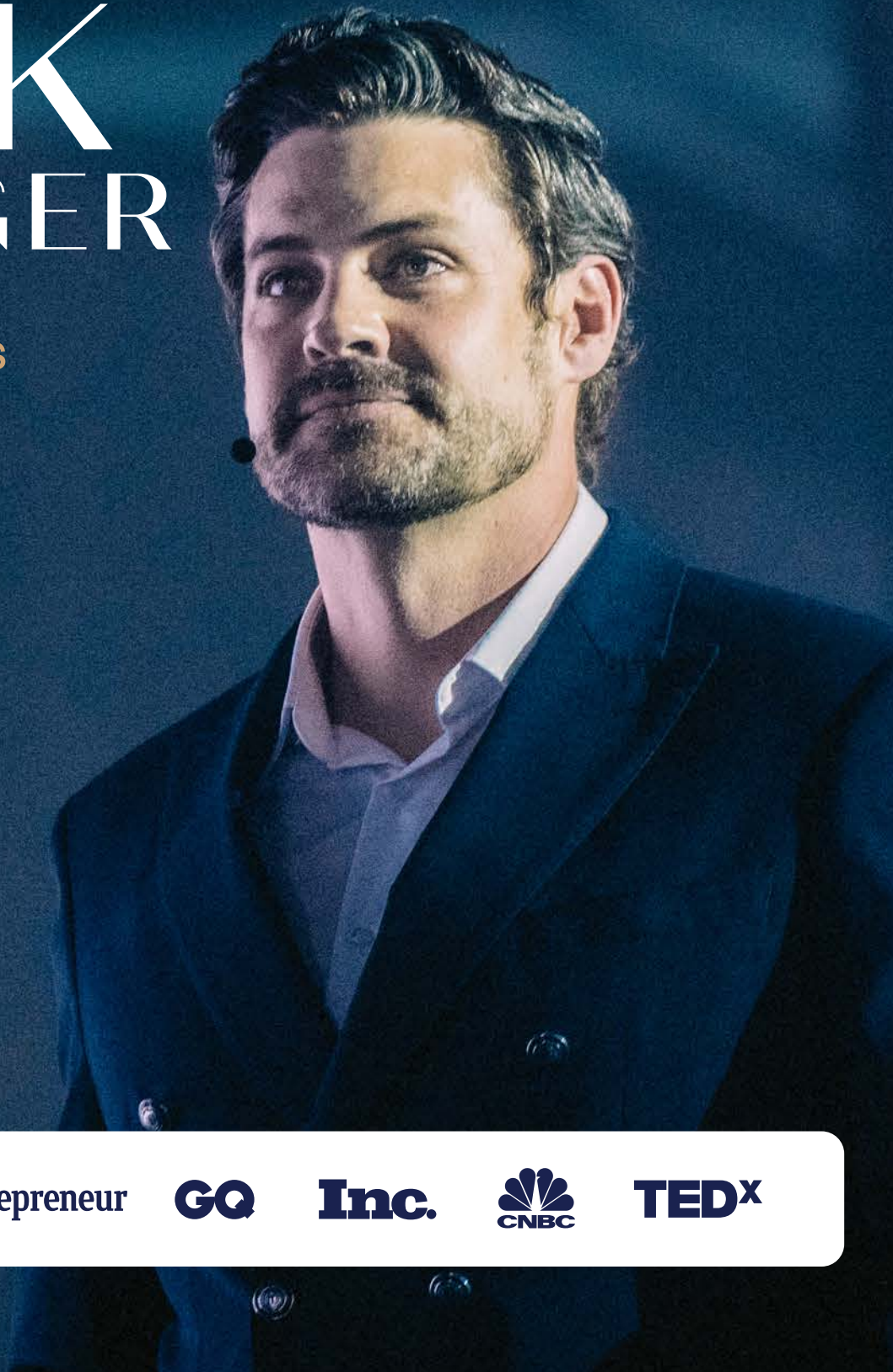
# ERIK KRUGER

## Evolving Leaders for a New Era

Global Keynote Speaker

Best-Selling Author

Award-Winning Podcaster



FEATURED IN

Entrepreneur

GQ

Inc.



TEDx

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# INTRO

Organizations keep inviting Erik Kruger back.

PepsiCo brought him in for a keynote. The impact was significant enough that they asked him to design and lead a tailored leadership program. Then they brought him back again the following year. Toyota's leadership conference invited him to return. The Entrepreneurs' Organization keeps booking him across chapters globally.

This pattern keeps surfacing: one engagement becomes two, becomes an ongoing relationship.

Why?

Erik studies the mechanics of how leaders actually evolve. Not motivation. Not theory. The specific patterns that separate leaders who transform from those who plateau.

Think of him as an investigative analyst for leadership transformation. Why did this leader breakthrough while that one stalled? What invisible forces shape whether transformation takes hold or fades? What patterns keep repeating across industries, cultures, and contexts?

Eight years of working with leaders and teams points to a consistent finding: team transformation flows downstream from leader transformation. The ceiling of any team is the ceiling of the leader running it.

On stage, Erik has delivered keynotes for organizations like Emirates NBD, Toyota, Microsoft, LinkedIn, and Young Presidents Organization. A multi best-selling author, he has written three books and contributed to six others. With a Master's degree in Executive Coaching from Wits Business School, he breaks down how leaders stay sharp, flexible, and dangerous.

He is also the co-host of The Expansive, an award-winning podcast with 11,000+ minutes of recorded conversations reaching listeners in over 60 countries. The podcast was named Best Career and Entrepreneurship Podcast of 2023 and won Podcast of the Year in 2024.



# THOUGHT LEADERSHIP

## Podcast



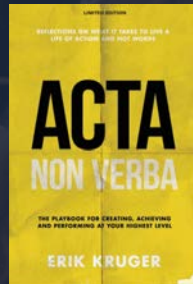
- ✓ Award-winning business podcast
- ✓ 300,000+ downloads across 60 countries
- ✓ 4,9 rating from 250

## Newsletter

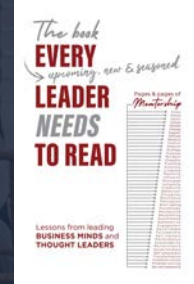
**Modern Leader** is a portal to epic resources and tools for leaders navigating a fast-changing world. Through the newsletter we offer access to coaching, flagship courses, and more. Each edition blends sharp insights with a personable tone, connecting with a global community of modern leaders. It currently reaches **11,000 subscribers** and is growing rapidly.

## Books

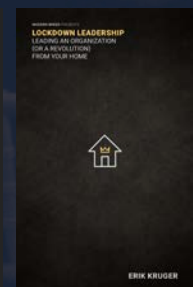
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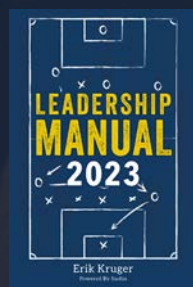
### CONTRIBUTED



### EBOOKS



### LEADERSHIP MANUALS



# LOVE FROM OUR CLIENTS



"You nailed it this morning! Feedback has been next level! Our CEO asked for the recording so he can watch your talk again with his kids. Well done."

MOMENTUM



"Erik went above and beyond—bringing fresh perspectives, challenging conventional thinking, and inspiring new approaches to leadership. A true innovator, he doesn't just share ideas; he reshapes mindsets. His professionalism, creativity, and commitment to excellence made all the difference. We would love to work with him again."

ENTREPRENEURS ORGANISATION  
Global Learning Manager



"Erik's keynote captivated our audience so completely that we invited him to create and lead a tailored leadership program for our organization. The transformation was so profound that we eagerly brought him back to repeat the experience the following year."

PEPSICO



"Erik Kruger has a rare ability to make leadership feel both deeply human and boldly future-fit. Every time I hear him, I walk away recalibrated. If your team or event needs a voice that challenges, elevates, and equips leaders for what's next, Erik is that voice."

JOHN SANEI  
Futurist, Bestselling author, Keynote speaker



"Our client loved Erik so much that he has been invited back to the conference again. His talk sparked meaningful conversations, challenged conventional thinking, and left the audience with tools they could immediately apply. A true standout on any stage."

TOYOTA  
Leadership Conference

# KEYNOTES

## How Leaders Evolve

In the next three years, most leadership will be defined by a single question: How fast did you evolve?

Not how smart you are. Not how experienced. How fast you can become someone you're not yet.

Erik calls this the "Death by GPS" problem. Leaders trying to navigate today and tomorrow's world using yesterday's maps. Following outdated strategies into hazardous terrain because they trust what worked before more than they trust what they're seeing now.

The maps have expired. The terrain has shifted. And the leaders who thrive will be the ones who get good at updating their maps in real time.

This keynote is an investigative report on leadership evolution. Erik unpacks why some leaders continuously adapt while others calcify. What actually triggers transformation. What blocks it. And why the answer is rarely about skills, effort, or intelligence.



### KEY INSIGHTS:

- ✓ The friction point is no longer the difficulty of technology or the pace of change. The friction is human capacity to abandon previous definitions of value.
- ✓ Success breeds comfort. Comfort breeds rigidity. Rigidity kills organizations slowly.
- ✓ Team transformation flows downstream from leader transformation. You cannot lead people to places you are unwilling to go yourself.

### T A G S :

Leadership Transformation

Change Management

AI Disruption

Future of Leadership

Adaptability

Organizational Culture

Executive Development

Future of Work



## Power Moves

Incremental improvement is a trap. Leaders get seduced by the promise of small gains compounding over time. But some situations don't call for optimization. They call for a move that changes the game entirely.

A Power Move is a single bold action that creates a clear before and after. Not harder effort in the same direction. A different direction altogether. The kind of move that shifts probabilities, opens new doors, and makes previous constraints irrelevant.

Erik breaks down the anatomy of Power Moves: what qualifies, what doesn't, and why most leaders resist the very moves that would set them free. This keynote is for leaders who sense they're optimizing a strategy that has already expired.

### KEY INSIGHTS:

- ✓ There's a difference between moves that compound and moves that alter reality. Knowing which moment calls for which is a leadership skill that rarely gets taught.
- ✓ Power Moves require burning boats. The willingness to make retreat impossible is often what makes the move work.
- ✓ The leaders who transform fastest aren't the most disciplined. They're the ones who recognize when discipline has become a cage.

### TAGS:

Strategy

Decision Making

Peak Performance

Business Transformation

Growth Mindset

Bold Leadership

Career Acceleration

Disruption



# WORKSHOPS

## Leadership Lab

Leadership has never demanded more from us. The world moves at breakneck speed while complexity multiplies daily. In this environment, your ability to adapt becomes your greatest asset—not just for your own success, but for those you lead.

Leadership Lab, my flagship workshop, transforms how you navigate change personally before mastering how to lead others through it. This isn't theory in a vacuum. Each insight comes alive through practical application, powerful stories, and frameworks you can implement immediately. We strip away the unnecessary to focus on what truly moves the needle—both for you and your team.

**THIS HALF-DAY IMMERSIVE EXPERIENCE FOCUSES ON TWO CRITICAL AREAS:**

✓ **SESSION 1: Mastering Personal Change**  
Develop existential courage to choose the future over the familiar. Master The Art of Recalibration, making one-degree shifts that prevent drift while creating new possibilities. Balance exploration with exploitation. Distinguish between technical challenges and adaptive ones requiring inner transformation. Navigate the emotional terrain of transition—from endings through wilderness to new beginnings.

✓ **SESSION 2: Leading Change for Others**  
Guide your team through transformation using real team development dynamics. Create psychological safety—the foundation for innovation that only 25% of leaders successfully build. Construct your team's unique flywheel where consistent actions compound into extraordinary results. Apply accountability frameworks that transform potential into performance. Build repeatable excellence through leadership presence that shapes your team's adaptability.

When I step away from my work, there are a few things I really enjoy doing.

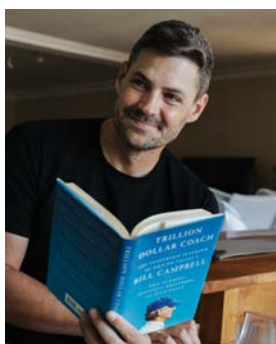
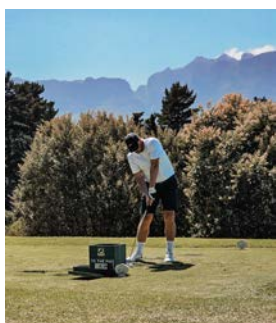
First, spending time with my wife—she's incredible. She's currently doing a Doctorate in disenfranchised grief and how it is handled inside of organisations.

Then, of course, there are my dogs. They're everything to me. Most days I am unreachable between 12 and 1pm since this is our time to go for a walk by the ocean and decompress. To be honest, all the money I make is simply to sustain the lifestyles of my dogs.

I'm always thinking about how to improve my craft. A big part of that is getting better at voice, videography, and storytelling.



FAVOURITE QUOTE: BE SO GOOD, THEY CAN'T IGNORE YOU.



The money that is left after spoiling my dogs goes into buying new cameras, mics, tripods, and drones.

And then, of course, there's sports. I love playing golf and padel. In fact, if you ever want to get more out of me at an event, invite me for a round of golf or a padel match. I love playing with leadership teams and people attending events—it's a great way to connect beyond just the sessions.

It's been great showing you around my world.

Look forward to connecting with you soon.

*Erik*